

FOCUS on FILM

The Newsletter of the Palm Beach County Film and Television Commission | JUNE 2014



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INTRODUCING LOCAL KIDS TO PBC'S MAGICAL WORLD OF DIVING



Willie O'Neal: One of the students associated with Project Seahorse

The Palm Beaches are considered a top diving destination greatly due to the crystal clear blue, green waters, year-round warm temperatures and dive sites that closely hug the coastline. This month **Jim Abernethy** of **Jim Abernethy's Scuba Adventures** aka "The Shark Whisperer" along with **Dan Volker**, social media expert and scuba enthusiast, are producing **Project Seahorse**. Project Seahorse is a youth outreach program with two purposes: To teach children in Riviera Beach about underwater resources, and to provide more exposure to Riviera Beach's and Palm Beach County's diving assets for tourists as well as local families. The event will take place on June 26 and 27 at Phil Foster Park, and will teach pre-qualified children either how to swim, how to snorkel or how to discover scuba. There will be also be an art show component to the event, which will take place at the Ocean Mall. Local artists will be able to showcase their work to attendees.



Jim Abernethy, Willie O'Neal and Dan Volker

"Project Seahorse began as a "feeling" that it was just wrong to be living in what had become a world famous dive tourism destination, and to see the majority of local kids completely missing out on enjoying this world famous underwater resource they were unaware of in their back yard," said **Jim Abernethy**. The entire Project Seahorse event will also be filmed for an upcoming production, and organizers invite the news media to cover the event. For more info or for ways to help or sponsor the project, visit projectseahorse-bhb.org/index.htm.

BOCA RATON PLAYS HOST TO USA DRAMA



The second season of the USA Network series, **Graceland** begins on June 11 at 10/9c! The show is set in Southern California, but has been filming all over South Florida including locations

in Boca Raton. Recently, Palm Beach County Commissioner **Mary Lou Berger**, Tourist Development Council Executive Director **Glenn Jergensen**, PBC Parks and Recreation Director **Eric Call** and others visited the set to watch the show in action!

"I have watched the local film community grow for the last 25 years in Palm Beach County (PBC). The industry not only provides jobs for residents in PBC, it also helps the local economy. I am amazed at how much goes into the production. Being able to handle a production of this magnitude shows we have the locations, we work well with people, and that PBC is on the map," said Commissioner Berger. For info visit usanetwork.com.

PRODUCTION INDUSTRY COMES INTO FOCUS



The Spring 2014 cover of **art&culture** magazine is dedicated to production in The Palm Beaches! The magazine features a story on the local film and television industry and covers the feature film **Hidden Assets**, the USA Network series **Graceland**, and **G-Star Studios**.

art&culture is the award-winning magazine dedicated to covering the arts and cultural community of Palm Beach County. The magazine is published three times a year by Passport Publications & Media Corporation and is sent to Palm Beach County Cultural Council members and distributed to over 300 locations. Since its inception in 2006, **art&culture** has won coveted Charlie Awards from the Florida Magazine Association every year in such categories as Best Overall Design, Best Cover, Best Overall Magazine and Best Overall Use of Photography. For more info visit palmbeachculture.com.



FOCUS ON FILM

BOYNTON BEACH NAMED TOP BEACH TOWN



Boynton Beach

Boynton Beach has always been a very film-friendly town, and now it has been officially named one of the Top Beach Towns for Retirees by CBS News!

The City has hosted many shoots over the years including the feature film *The Boynton Beach Club* starring Sally Kellerman and Dyan Cannon. The film is about an active adult community in Boynton Beach, and still airs on cable TV. In addition, Andrew Zimmern's *Appetite for Life: DIY*, a web series about unique food shot a segment at Hacklab, a creative workshop in Boynton Beach. For more information visit cbsnews.com or boynton-beach.org.

SPORTY SHOOT FEATURES FUN FOOTWEAR



Photo Shoot for SKICKS

University of Michigan student Jordana Schrage has designed a collection of officially licensed sneakers, offering a fun and fresh twist on traditional school styles. Passionate and loyal fans, both male and female, can now showcase their team pride through their footwear. The line, dubbed SKICKS, boasts both high top and low top sneaker styles, meant to embody the 'sole' of every fan. The footwear was designed in school colors and each pair is decorated with the university's logo and mascot.

The photo shoot for SKICKS took place at private locations in Palm Beach County. The photos will appear in various print media, as well as on the SKICKS website (skicks.com) which is yet to launch. SKICKS' ad agency, Markham Unlimited hired Sebastian Gray, an advertising/assignment photographer who works locally and abroad to shoot the ad. "I found dealing with the folks in Palm Beach County to be one of the more hassle free and even enjoyable experiences of my production career," said Gray. For more info visit sebastiangray.com.

TV SHOW GOES BEYOND THE GREEN



Beyond the Green

Beyond the Green, a TV Show that looks at how golf and PGA Professionals have nurtured future leaders and transformed lives was produced by local company, KO-MAR Productions. The hour-long special aired on

CBS Sports, and highlighted the healing powers of golf in helping people overcome life's challenges.

"We're proud of the shows and think it's some of the best work in the 30 plus year history of our company," said Jim Gallagher, VP at KO-MAR. All of the post-production was completed locally, and one story was shot in Jupiter and downtown West Palm Beach. For more info visit ko-mar.com.



RESORT WEAR COMPANY GETS 'SAVI'



Savi Photo Shoot

While most of the country was experiencing the polar vortex this year, a plethora of photo shoots were taking place in The Palm Beaches. Savi Resort Wear, a Boston based company that offers crochet apparel and accessories chose to shoot an ad campaign for their 2015 collection on Peanut Island.

"Peanut Island was an exceptional location. We got to shoot our Resort Wear 2015 collection in paradise and we got some amazing shots! It was peaceful, quiet and the weather was perfect! We couldn't of chose a better location," said Niru Yadav, Owner of Savi Resort Wear.



The photos will be used in their look books for buyers/retailers, marketing /advertising purposes, and on their website and social media pages. For more information or to see their full collection visit saviresortwear.com.

PALM BEACH COUNTY PINS NEW WRESTLING SHOW



In a bid to bring loads of interactive and fun family-entertainment to Palm Beach County (PBC), professional wrestling company Enigma Pro Wrestling has formulated a relationship with MundoFox (Channel 57) to broadcast a new TV



show. "MundoFox, Channel 57, is excited to work with Enigma Pro-Wrestling to bring engaging, family fun entertainment to PBC. We believe that providing local professional wrestling events generates great interest and will help us capture the attention of residents and establish a closer relationship with them, " said the Television Network affiliate.



The Pro Wrestling TV show begins filming this month at the American Polish Club, and is scheduled to air locally on MundoFox, in late 2014. The PBC Sports Commission is also involved in the event. For info visit enigmaprowrestling.com.



CHICAGO BASED TV SHOWS HIT THE STREETS



Filming in PBC

Palm Beach County welcomed two TV crews from Chicago for four days of filming. *Family Travel with Colleen Kelly* and *24/7* were in town capturing everything from family attractions to eco-tourism adventures, shopping, golf and more. As host of *Family Travel with Colleen Kelly*, Colleen Kelly explores locations & attractions throughout the U.S. and abroad with a focus on family travel. The program airs on American Public Television affiliates in 161 domestic U.S. markets, including Chicago, NY, LA, DC, and more – all of which are top feeder markets for The Palm Beaches. The show is also going international! Discover Palm Beach County confirmed a 30-minute episode to feature The Palm Beaches.



In addition, the host of the Emmy Award-winning program, *24/7* was in town to film five separate travel segments, which will be aired throughout the next 12 months – on five separate episodes! *24/7* airs on NBC5 in Chicago on Saturday nights, and has been ranked #1 in its timeslot since 2008. For more info visit palmbeachfl.com.

FILM SHOOT IS FOR THE 'GREATER GOODE'



Jordan Wall

The Glades' Jordan Wall will be making his directorial debut with South Florida screenwriter Michael Chasin's short script, *Greater Goode*. This South Florida production is filming this month with *Burn Notice* Director of Photography Bart Tau filming *Greater Goode* on the Arri ALEXA.

The film stars Sheena Colette (*Walt Before Mickey*) and Michael Jacques (*USS Sea Viper*). "This is a passion piece for all involved. *Greater Goode* will be submitted to the major film festivals," said Chasin. For more info email Mbchasin@aol.com.

UPCOMING FILM FESTIVALS

The Palm Beaches are hosting three upcoming film festivals!



The Boca Black Film Festival will take place at the Boca Raton Marriott from July 17-19. It is a new festival for black content makers based in the U.S. For more info visit bocablackfilm.org.



The Donald M. Ephraim Palm Beach Jewish Film Festival, brings the film *Ruthie & Connie*, as part of their "with pride" film commemoration for June Pride month. The film will screen at 7pm on June 10th at the Mandel JCC Boynton Beach, and June 11th at the Mandel JCC Palm Beach Gardens. Both screenings will have a Q & A with the real Ruthie & Connie following the film. For tickets call 561.736.7527.



The Swede Fest will take place on August 2 at Midtown's Borland Center for the Performing Arts in Palm Beach Gardens. The deadline for entries is July 9. A "swede" is a no-budget, laughably bad remake of a hit film. For info visit swedefestpalmbeach.com.

BRAVO SERIES IS IN THE HOUSE



Bravo's hit series *Million Dollar Listing* has expanded into South Florida where three real estate agents battle it out in the world of high-end real estate. Filming took place at some of The Palm Beaches hottest spots!

With a surging market in South Florida, properties are selling for record rates and agents are cashing in on massive commissions. Business will get heated as the brokers attempt to outshine their competition. The show stars Chad Carroll, Chris Leavitt, and Samantha DeBianchi. The show debuts on June 25 at 9pm. For more info visit bravotv.com.

DISCOVER STAFF MEMBER NAMED ONE OF THE 30 UNDER 30 IN PRESTIGIOUS COMPETITION



Brandon Hall

Destination Marketing Association International (DMAI) selected Brandon Hall to participate in DMAI's 2014 30 Under 30 program. Brandon will join his peers at the DMAI Annual Convention July 21-23, 2014 in Las Vegas, Nevada. "Being one of the 30 members is a tremendous honor. I look forward to enhancing my knowledge of the Destination Marketing industry and bringing back insight to further the County's growth," said Hall. In its fourth year, this program focuses on identifying and developing the talent of destination marketing professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership.

As part of his submission, Brandon created a video showcasing many of the County's most recognizable locations including downtown West Palm Beach, the Jupiter Lighthouse, and more. For more info call 561.233.3000.



LOCATION SPOTLIGHT: BOCA MUSEUM OF ART - ARTISTIC PLACE, BEAUTIFUL SPACE



Museums in general are associated with fine art and educational classes but mostly overlooked as a location for productions to utilize as a backdrop for production, but the Boca Raton Museum of Art isn't your ordinary museum. Located in the heart of downtown, this nationally-accredited art museum offers a variety of options for filmmakers and photographers within its spacious galleries.



Sculpture Garden

The Boca Museum has several spaces that can easily transition into a variety of looks to meet the needs of a production company. The Sculpture Garden is a large, courtyard-type space with benches, ivy covered walls, specimen trees and a variety of sculptures; lending itself well to fashion photography or scene work. With thoughtful art direction the space could take on many personalities and has been tented in the past so bring your imagination.



Conference Room/ Boardroom

Another available room is the Wolgin Auditorium, a convertible space that would function perfectly as an on-site holding area or a multiple camera interview space. Additionally there is an executive boardroom onsite with a large conference table that seats 20.



Grand Hall

The Museum's Grand Hall is one of the area's most striking multi-functional venues; the space offers a multi storied vaulted ceiling with a huge canvas on one wall and large windows that provide views of the dramatic covered entry on the opposite side. The space has light toned wood flooring under a vaulted ceiling with views into their second-story galleries. The galleries, featuring modern and contemporary art, are available by special arrangement.

The film-friendly Boca Museum of Art is available for a wide range of projects and events. For more info visit bocamuseum.org.

EDUCATION CORNER: NEW CHARTER SCHOOL FOCUSES ON "ARTADEMICS"



The Palm Beaches newest film and television school The Eagle Arts Academy Charter School for the Arts in Wellington has reached 100% enrollment! During its first year, which begins in August, the Academy was approved to open with nearly 900 students from K-6th. The school will focus on a mixture of performing and production arts through an "Artademics" curriculum. "Artademics" is a curriculum that provides resources for an arts focus within the core curriculum whenever possible. This will be through reading selections, projects, and performance assessments. At the end of 6th grade, students will have a variety of skills including storytelling, digital animation and editing, as well as how to operate a control room and a sound booth. The school's founder Gregory James Blount is a fan of Walt Disney and is modeling the school on Walt's notion that 'arts in education encourages a child's creativity and imagination.' For more info visit eagleartsacademy.com.



YOUTH SUMMER CAMPS WITH A FOCUS ON THE ARTS

The Palm Beaches offer a wide array of summer programs that will teach lessons in film & television, music, stage acting, dance and photography. A sampling of programs is below. For more information, visit camps.palmbachpost.com.

The G-Star School of the Arts offers a summer acting camp, and an X-Scream Summer Camp. Campers get to build and design sets, take make-up seminars, and much more. For info call 561.967.2023. The Kravis Center in West Palm Beach offers a program called ArtsCamp, where those enrolled are taught under seven artists in acting, dance, technical theatre, and vocal music. For info call 561.651.4366. The Palm Beach Photographic Centre in West Palm Beach offers FOTOCamp, where students are placed by their experience levels from beginner to advanced. Student works are displayed in the Centre's Exhibition Gallery at the end of the program. For info call 561.253.2600.

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