

Focus on Film

Relax...
Palm Beach County, Florida Has It Covered.



In This Issue

VFX House Finds New Digs in West Palm Beach

'ROX' Enters a Whole New World!

Culinary Series "Reels" In Viewers

Centennial Features Unique Film

New Bike Has 'Chops'

Location Spotlight: Wellington Town Center

Education Corner: Educators Have a Voice in Film Florida



VFX HOUSE FINDS NEW DIGS IN WEST PALM BEACH

May 2011



One of the world's top visual effects and computer animation companies, **Digital Domain**, and one of the nation's finest film schools, **Florida State University's (FSU) College of Motion Picture Arts**, has announced the development of a new digital media enterprise to be located in West Palm Beach. FSU and Digital Domain are collaborating in the creation of a new facility, to include the Digital Domain Institute, and the development of a unique program that will result in new educational opportunities, high-tech research programs, high-paying jobs and an economic boost for the state of Florida. Representatives from Digital Domain, FSU, and the City of West Palm Beach recently unveiled the future site! It will be housed in a new building being constructed on Okeechobee Boulevard between Quadrille and Dixie.



THE FLORIDA STATE UNIVERSITY

"This agreement is an exciting development for the state of Florida and FSU. This public-private collaboration could be a model for universities nationwide in a time of budget shortfalls," said FSU President **Eric J. Barron**. "The decision to open a studio in Florida was an easy one, based on the quality of film-industry professionals produced by FSU's College of Motion Picture Arts, and the support of West Palm Beach," said **John Textor**, chairman of the Digital Domain Media Group. "Students in the program will get a four-year education and become "Digital Domain Certified" in a professional specialization of their choice. For info visit digitaldomain.com.

FLORIDA ON A BUDGET



Entrepreneur **Patrick Colville** of Rochester, NY decided to turn a foreclosed condo that he bought in Delray Beach into something fabulous! Along with his friends and family, he completely remodeled a two-bedroom unit. 33U, a production company out of Rochester, NY, filmed the renovation over seven days, and Colville is turning this home improvement project into a TV series, **Foreclosure 2 Fabulous**. Even Delray Beach Mayor **Woodie McDuffie** got in on the action by working in the garden on the landscaping.



Before Kitchen

After Kitchen

Colville has received a lot of interest on the show. He has completed a pilot, and is about to shoot a second episode on his own. He is in talks with several networks as well as a distributor for a multi-episode deal. He hopes to film the first season in PBC. "I want to show all the average Joe's out there like me that they too can be snowbirds or retirees on a budget. The show takes the audience through how to buy the foreclosure, renovate it, and furnish it," said Colville. For info visit foreclosure2fabulous.com.

'ROX' ENTERS A WHOLE NEW WORLD!



Roxanna Cella

A new celebrity shopping network has been launched! **RoxWorld.TV**, is a reflection of **Roxanna Cella**, the host of **Palm Beach Rox**, a TV Show based out of **Palm Beach Gardens**. The goal of the new site is to keep their members and users up to date on the latest information about celebrities, fashion, style, shopping, dining, travel, red-carpet events, hot trends and more. Fans everywhere will have an insider's look at the celebrity lifestyle, and the opportunity to own a piece of that lifestyle. There is an interactive portion of the network that allows visitors/viewers to purchase celebrity endorsed merchandise together with thousands of products from around the globe. Episodes of **Palm Beach Rox** can also be seen in their entirety or broken down by segment. "We bring the best of the world to Palm Beach...and the best of Palm Beach to the world," said Cella.

Recently, Cella travelled across the pond to London, England to cover the royal wedding of Prince William and Kate Middleton. The nuptials will be featured as part of an upcoming episode. For more info visit roxworld.tv.

ROXWORLD
WHERE CELEBRITIES COME TO SHOP



Palm Beach County Film & Television Commission
1555 Palm Beach Lakes Blvd., Suite 900
West Palm Beach, FL 33401
pbfilm.com | 561.233.1000

facebook

YouTube
Broadcast Yourself™

myspace™

TODAY PUTS AREA SCHOOL ON THE MAP



Today Show Shoot

The students at the **G-Star School of the Arts** welcomed **NBC's Today Show** last month, and since then the school has received inquiries from all over the world! "It's been an explosion," said the school's Founder, **Greg Hauptner**. "The moment the show ended our phones began ringing off the hook and emails and faxes began pouring in. We received requests for enrollment and for teaching jobs from Australia, Japan, several countries in Europe, and from most states in the U.S."



Diana Bonacci, the Director of Admissions said, "Before the segment aired we were receiving enrollment requests of over 2,000 for 300 available spaces. Now we had to just stop counting." The school has an enrollment of 900 moving up to 1130 students in August. For more info visit gstarschool.org.

CULINARY SERIES 'REELS' IN VIEWERS



Catch Clean Cook

Catch Clean Cook-The Caribbean (CCC), the new series produced by **Fish Belly Productions** out of Riviera Beach has taken off! The culinary adventure series is now airing on Lifetime Real Women, Untamed Sports TV and the Pursuit Channel, reaching 62 million households. The show focuses on creating delectable dishes using sustainable resources.

An upcoming episode will feature CCC's Chef Coe along with five other top named chefs during "The Ultimate Chef's Dinner" at Russell's Blue Water Grill in Palm Beach Gardens (where *Catch Clean Cook* recipes are on the menu). "It's a dream come true to film our earth-to-table lifestyle, and to share our common passion for food and family around the world," said Jacqueline Desrochers, Executive Producer. Check your local listings for air dates/times. For more info visit catchcleancooktv.com.



BOCA RATON CELEBRATES INDIE FILMS



The **Downtown Boca Film Festival** has come to a close after featuring everything from a Casino Night to fresh films that ran the gamut from dramatic to quirky. The DBFF included over 150 films, filmmaker workshops, and parties. The festivities kicked off with the Casino Night in Old Hollywood Gala at the Mizner Park Cultural Arts Centre (MPCAC). Over 200 people attended the gala which raised money to benefit Project Hope, an organization founded by Golden Globe winner Sharon Stone and her sister Kelly Stone-Singer.



Casino Night



Posner

"For our first year in Boca, we were pleasantly surprised that everything came off so well. The MPCAC is a great location, and a film festival is an ideal event for this venue," said **Dr. Michael Posner**, DBFF Founder. Some of the award winners include: Deidre Lorenz who won the Stella Artois Award for Best Feature by a New Producer for her film *Santorini Blue*, and Michael Berlin and Michael Deluca who won the Audience Favorite for Best Doc for their film *Ars Medicina: The Art of Healing*. For info visit dbff.us.

FESTIVAL CLOSES WITH SOLD-OUT FILMS



Leading Ladies

Erica Beahm, co-writer and co-director of *Leading Ladies*, danced her way to winning the top honor, as her film won Best Feature Film of the inaugural **Palm Beach Women's International Film Festival** which ran April 7-10 in Palm Beach County. "I am elated that my very first film was completely sold out and won the top honor at the best film festival I have ever attended; I promise I will be back to dance with all of you again next year!" said Beahm.



Alfred Fiandaca
Sharon Gless

"I am just so humbled by the enthusiastic support of this community and look forward to seeing everyone next year March 29 – April 1, 2012," said co-director PJ Layng. Highlights of the weekend included the gracious **Sharon Gless**, who received numerous standing ovations to a sold out house of nearly 200 as she received the Women In Media achievement award from world famous Worth Avenue fashion designer Alfred Fiandaca. Gless' film *Hannah Free*, in which she produced and starred, played during the festival and was followed by an 80's themed party in Lake Worth. For more info visit pbwiff.com.

MARCH OF THE FASHIONISTAS



2010 Event in WVPB

The glitterati will once again gather for the long awaited fashion event, **Palm Beach Style Rocks**. Palm Beach Style Rocks is an annual event designed to grow each year with numerous venues within the County. This special event will showcase all that is special about Palm Beach: Its Style, Culture, Art and Fashion...as well as its terrific community with local heroes and stars 'strutting the runway'.

Open and free to the public, the event will take place in June 2011. Palm Beach Style Rocks will showcase the season's best fashions and designers with their new lines. For more info call 561.653.1600.



CENTENNIAL FEATURES UNIQUE FILM



Flagler Museum

Palm Beach County has a rich history of film. From *Bad Boys II* to *In Her Shoes* and *Caddyshack*, many films have been shot in our film-friendly community. As part of the recent Palm Beach Centennial Celebration, attendees were treated to a never before seen film, at a national historic landmark!

The **Flagler Museum** was transformed by light and sound into an extraordinary moving canvas during the final act of the Centennial's celebration. An A-List production team was brought in from L.A., by the Chairman of the Palm Beach Film Institute, **Bill Metzger** to create this unique film. For more info visit palmbeachcentennial.com or call 561.420.9143.



EDUCATORS HAVE A VOICE IN FILM FLORIDA!



Film Florida, a non-profit trade association, is adding a new education-voice to the already suc-



cessful organization! Film Florida provides a leadership role in Florida's film and entertainment industry by representing a coalition of interests. Its purpose is to promote the creation of jobs in the film and entertainment industry and to promote economic development and tourism. Recently, extraordinary developments have been made in education with the announcement of one of the world's top digital effects and computer animation companies, **Digital Domain (DD)**, opening a digital media enterprise in West Palm Beach. DD is partnering with **Florida State University** to offer students a top-notch education in digital production. In addition, the **G-Star School of the Arts** in Palm Springs, FL opened a brand new state-of-the-soundstage, an impressive addition to G-Star's motion picture complex of over 100,000 square feet. G-Star created their own incentive to attract productions by offering their studio and facilities at no charge to filmmakers. These developments demonstrated a strong need for educators to be a part of the Film Florida organization, and therefore an **Education Council** was created. The entire education community in Florida is invited to participate and be part of the newly created Education Council. Film Florida's other four councils are: **Association, Film Commissions, Industry, and Guilds/Unions**. Each council has an equal voice for crafting recommendations for state incentives and the statewide development of the film and television industry.



In addition, the **6th Annual Film Florida Legends Awards** will take place next month! Honorees this year include: Burt Reynolds, Ray Fielding, Dee Miller, Victor Milt and Wes Skiles. For more info call 561.233.1000 or visit filmflorida.org.

FILMMAKER INSPIRES YOUNG STUDENTS



Dream's Student Actors

Award-winning filmmaker **Marc Zatorsky** who is currently in post-production on his film, **Gina and the GIT** is also working with local students. He is working with students at **Dream Middle School** in Royal Palm Beach on the new TV Show, **DayDREAMers**. Fully produced in-house as part of Dream Middle School's curriculum, **DayDREAMers** is set to debut locally on Sunday, June 12 on **FOX29** (West Palm Beach) at 8:00am.

DayDREAMers, a half hour family comedy show, is the brainchild of Dr. and Mrs. Soderman, owners and principals of Dream Middle School, and Marc Zatorsky, the school's film and TV production instructor. "We were looking to expand our current film and TV production classes, which have been extremely popular with the students when Mr. Zatorsky came up with the idea for the show," said Dr. Soderman. Mr. Zatorsky added, "Our goal is hopefully to make the audience laugh all the while teaching the students television production," said Zatorsky, a former student himself of Hollywood icon, **Burt Reynolds**. For info call Mr. Zatorsky at 561.389.4603.



NEW BIKE HAS 'CHOPS'



Paul Jr. Designs' reality stars from **The Discovery Channel's American Chopper: Senior vs. Junior** unveiled a custom built chopper at **Sunfest** this year!

The custom bike was commissioned by **Fist Enterprises**, a leader in fingerprint authentication technology that offers security of use in applications, such as automobile locks and identity theft protection. The **FIST Bio Bike**, will be the first custom biometric chopper designed. "The unveiling of the world's first biometric chopper by Paul Jr. Design, showcases our technology and demonstrates the hard work we at FIST have put into this product. We are very excited about our new modules and the fact that Paul Jr. is a part of this monumental occasion for our companies," said **Joseph Infante**, President and CEO of Fist Enterprises.



SunFest, Florida's largest music and art festival is held annually in West Palm Beach, and was held from April 27- May 1. National headliners included: Jason Mraz, Earth, Wind & Fire, Cee Lo Green, Jeff Beck, Styx, Taking Back Sunday, Gregg Allman, Neon Trees, The Avett Brothers, O.A.R. and Mike Posner. For more info visit sunfest.com.

CAR AUCTION SETS NEW RECORD



Barrett-Jackson Auction Company announced that nearly \$16 million worth of Classics, Muscle Cars, Hot Rods, Resto-Mods, Exotics, and Contemporary Collectibles crossed the auction block at the 9th annual event in Palm Beach. The event attracted more than 54,000 fans, a record for a non-holiday weekend in Palm Beach.



The three-day event, which featured nearly 400 vehicles, was covered by approximately 50 news agencies and featured on **SPEED TV** with more than 23 hours of live exclusive event and auction coverage. For more info visit barrett-jackson.com.



Barrett-Jackson

CALLING ALL FILMMAKERS!



The **Florida Motion Picture & Television Association (FMPTA)**, Metro Orlando Chapter is hosting its First Annual 45-Hour Short Film Project, June 24-26 in Altamonte Springs, FL! Two members from each production team will receive their line of dialog, character name, character job, and a prop and will "win" their genre during the kick off. Each team will have exactly 45 hours to write, shoot, edit and produce a three to seven minute short film.

This contest is open to any team within the United States but the project must be completed in Florida. Space is limited and only 50 teams will be accepted to participate. For more info call 386.873.2453.



LOCATION SPOTLIGHT: WELLINGTON TOWN CENTER



Wellington City Hall

The **Wellington Town Center** is located in the Western portion of Palm Beach County. It includes a new City Hall, a large Amphitheater for concerts and community events, Scott's Place Playground, and the newly renovated Aquatic Complex. This exciting new community complex offers multiple location options



Large Amphitheater

for your next production. Wellington's City Hall which recently opened in January 2011 offers their residents the benefit of centralized customer service, a one stop shop where they can apply for a permit, attend a council meeting, or speak with a city representative, all in one location. The newly built facility includes a beautiful contemporary clock tower that would make a great backdrop to your next production. The Wellington Community Center is a large, multi-use facility with over 28,000 square feet available to rent for various functions, including meetings and receptions.

Just outside of the Community Center is the newly renovated Aquatic Complex which includes an Olympic-sized swimming pool, diving boards, a kiddie aqua play area and water slides. Recent renovations included deepening areas of the pool, raising the pool deck, and the installation of stainless steel gutters to absorb waves. The project also included replacing the old aquatic building with a larger 10,000 square foot structure that includes concession stands, restrooms, a weight room, and classrooms. A picnic pavilion, fishing dock and boat ramp is also available to filmmakers and residents. Multiple tennis courts, tennis pro shop, and bocce courts are found throughout the grounds surrounding the Aquatic Complex.

Scott's Place Playground includes a full acre of accessible playground equipment including slides, sensory items, shades, swings, wheel-chair ramps and many other attractions. Scott's Place also houses a reading corner which would make a great location to film your



Scott's Place Playground

youngest crew members for an upcoming shoot. The Wellington Amphitheater is a 3,200 square foot facility located adjacent to Scott's Place Playground. The facility holds 1500 people and includes a state-of-the-art sound and lighting system for events such as concerts, plays, school functions, and movie nights. For more info call 561.233.1000.



Aquatic Complex

Editor: **Jill Margolius** Contributor: **Jessica Greenshner** | To be included in the newsletter, please call 561.233.1000.

Palm Beach County Film & Television Commission

1555 Palm Beach Lakes Blvd., Suite 900

West Palm Beach, Florida 33401

PRST STD
US POSTAGE
PAID
WEST PALM BEACH FL
PERMIT NO 1946

PBC Board of County Commissioners

Chair, Karen T. Marcus

Vice-Chair, Shelley Vana

Paulette Burdick

Steven L. Abrams

Burt Aaronson

Jess R. Santamaria

Priscilla A. Taylor



Palm Beach County Film & Television Commission

Film Commissioner, Chuck Elder

Director of Ops. and Programs, Michelle Hillery

Production Manager, Jill Margolius

Production Coordinator, TBD

Office Coordinator, Jessica Greenshner

Location Coordinator, TBD

Administrative Assistant, TBD

Education Consultant, TBD

