

FOCUS on FILM

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



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CELEBRATING 19 YEARS OF THE PALM BEACH INT'L FILM FEST

Palm Beach International Film Festival

The Palm Beach International Film Festival (PBIFF) begins their 19th edition, April 3-10, 2014, featuring 14 World Premieres, eight North American and eight U.S. Premieres. PBIFF will present features, documentaries and short films from the U.S. and around the world, including from countries such as Brazil, France, India, Japan and many more. The festival will also play host to filmmakers, producers, and actors to represent and discuss their films. "This year's festival promises an outstanding and diverse program of features, documentaries, shorts and music videos, including many World, US and Florida premieres," said **Randi Emerman**, President and CEO of PBIFF. "The Palm Beach International Film Festival is a true celebration of the art of film with fun events and the opportunity to meet filmmakers from every corner of the world."



Opening night kicks off with *Belle*, directed by Amma Asante. The festivities will take place after the screening on April 3 at Cinemark Palace 20 in Boca Raton, followed by a party at Bogart's Bar & Grille on the Premier Level of Cinemark Palace. The fest will close with *Cas & Dylan*, directed by **Jason Priestley**. The screening will take place on April 10 at Cinemark Palace 20, followed by the "It's a Wrap" party at Bogart's Bar & Grille. Sure to be one of the most anticipated evenings of the festival, will be when the Lifetime Achievement Award is presented to the star of film, television and stage, Emmy and Tony-award winning actor **Robert Morse**. Additional highlights of the PBIFF include *Toast of the Town - A Tribute to Classic Hollywood* at the Eau Palm Beach, *Voices of Local Film*, a *Weekend of Shorts*, and many more. For more information visit pbiffilmfest.org.



A NEW 'LIFESTYLE' FOR ROXWORLD.TV

LIFESTYLE **Roxworld.tv** the online companion to the television show, *Palm Beach Rox*, is an interactive online celebrity lifestyle network based in Palm Beach County. Recently, RoxWorld.tv entered into a new business relationship with *LifeStyle: The Luxury Dossier*, a leading luxury magazine. The Rox World team is bringing print and video content to the readers of the magazine. Readers will be able to get up close-and-personal with their favorite Hollywood starlets, titans of industry, world leaders, and more. The content can be found in the magazine tab on RoxWorld.tv.



Roxanna Cella

Roxanna Cella, the host of *Palm Beach Rox*, and her team, keep members and users up to date on the latest entertainment information. "We bring the best of the world to Palm Beach...and the best of Palm Beach to the world," said Cella. For more information visit RoxWorld.tv.

ROXWORLD
WHERE CELEBRITIES COME SHOP

JUPITER TO MAKE A CAMEO ON TV SHOW



Ryan Murphy

Get ready for a real circus act in Season 4 of Ryan Murphy's *American Horror Story (AHS)*. The co-creator of the FX drama announced on Twitter that the new season would be named *Freak Show*. *Entertainment Weekly* revealed that *Freak Show* will take place in 1950 in Jupiter, Florida and will feature AHS veteran **Jessica Lange** as a "German ex-pat who is managing one of the last freak shows in the U.S." The fourth season will feature 13 episodes, but no release date has been set.



Jupiter Lighthouse

Jupiter has many locations that could fit the bill for this show, including the Jupiter Lighthouse. The Palm Beach County Film & TV Commission has reached out to Ryan Murphy's team to offer assistance. Stay tuned to the *Focus on Film* Newsletter for updates.





MARLINS PLAYER HAS A ROARIN' GOOD TIME



MTV2 filming at LCS

Marlins player Giancarlo Stanton visited Lion Country Safari (LCS) as part of MTV2's *MLB Fan Cave*. Stanton was filmed during a VIP tour of LCS. Major League Baseball (MLB) paired with MTV2 for a cross-platform programming partnership that will bring fans inside the intersection of pop culture and baseball.

"It was a pleasure working with Giancarlo to film some unique experiences while at the park," said Jennifer Berthiaume, LCS PR/Marketing Director. The park has hosted many productions such as *The Today Show* on NBC and *Jobs That Bite* on Nat Geo WILD. For more info visit lioncountrysafari.com.

POPULAR LOCATIONS FEATURED IN VIDEO



The crew shooting at the Jupiter Lighthouse and Lion Country Safari

Some of the most popular locations in Palm Beach County will be featured in an upcoming tourism video! Palm Beach County opted into a co-op program with Brand USA and Visit Florida. The program is based on creating native/in-language content for targeted international promotions. Content will be on the language appropriate Discover America website, their You Tube site, and on Palm Beach County's own channels. All content should be up by early summer. The shoot took place at locations including CityPlace and Clematis Street in West Palm Beach, Lion Country Safari, Jupiter Lighthouse, The Morikami Museum and Japanese Gardens, Riverbend Park, and in Downtown Delray Beach and in Downtown Lake Worth.



"It's definitely one of those jobs, where I don't know whether I am working or playing," said Amon Focus, Brand USA Videographer. For more information call 561.233.1000.

GLITTERING JEWELS ON NATIONAL TV



David Webb Exhibition at the Norton Museum

The Norton Museum of Art in West Palm Beach was featured on *CBS Sunday Morning*. The crew came to the Norton to film the exhibit, and to interview the curator Donald Albrecht. The Museum was featured because of a current exhibition which runs through April 13 featuring David Webb.

This exhibition explores Webb as a jewelry designer whose work was realized with technical mastery and whose clientele included Jacqueline Kennedy and Elizabeth Taylor. Webb's jewelry also has a place in the history of film. Taylor wore one of his necklaces in *Ash Wednesday*, and Lana Taylor wore a necklace in *Madame X*. For more info visit Norton.org.

NEW CHARTER SCHOOL FOR THE ARTS



A local charter school operator has emerged to provide a program on the Wellington Christian School campus, less than a month after administrators told parents they were closing. Eagle Arts Academy Charter School for the Arts, a Delray Beach-based academic-infused arts non-profit charter school, has agreed to lease the facility and will operate its charter on the property. "This area will finally have a performing arts school, and we will provide a challenging educational curriculum supplemented significantly by the arts," says school founder Gregory James Blount, an independent producer and talent scout.

During its first year, Eagle Arts Academy was approved to open with nearly 900 students from K-6th, and is now accepting applications. The K-8th charter has been approved for nearly 1,500 students at the end of a three-year period. The school, scheduled to open in August, will focus on performing and production arts. For info call 561.665.0151.

FAMOUS MUSTANG TO CROSS THE AUCTION BLOCK



Barrett-Jackson

Barrett-Jackson, "The World's Greatest Collector Car Auctions,™" is here from April 11-13, 2014 at the South Florida Fairgrounds in West Palm Beach. *Fox Sports One*, *Fox Sports Two*, and *National Geographic* will broadcast more than 20 hours of the auction! This year, the 2014 Mustang featured in the "Need for Speed" movie will cross the auction block, and the first production 2015 Chevrolet Corvette Z06 will be featured as well. Thousands of spectators and collectors will participate in the world-class automotive lifestyle event and witness hundreds of vehicles cross the auction block at No Reserve.





CULT FILM FEST TO RETURN TO PB GARDENS

BAD MOVIES BY GOOD PEOPLE
3
TRIES GOOD!
SWEDE FEST
PALM BEACH

The third annual swede fest 3 palm beach will take place on **Saturday, August 2, 2014** at Midtown's Borland Center for the Performing Arts in Palm Beach Gardens. Doors open at 6:00pm, and the festival starts at 7:00pm. A "swede" is a no-budget, laughably bad remake of a hit Hollywood film. The festival is currently accepting submissions. It's free to enter a film, and the film must be kept under three minutes. The bigger the original film's budget, plus the less you spend on your swede, equals comedy gold. Make it the equivalent of PG-13, even if you're sweding *Pulp Fiction*. For submission guidelines and information visit swedefestpalmbeach.com.



The all-ages cult film festival was a sold-out, blockbuster hit last year, with dozens of three-minute spoofs screened throughout the Center. Entries last year included *Back to the Future* and *Edward Scissorhands*. Stay tuned to the *Focus on Film* Newsletter for more information on ticket prices, pre-event, and after-party info, and more. For more information visit swedefestpalmbeach.com.

NEW WEB SERIES FOCUSES ON TWITTER



Cast of 'Tweet' Local producer **Marc Zatorsky** along with his wife **Shawn Morell Lewis** (*Ortho and his Remote*), are producing a new web series called *Tweet*. Filming begins this month. *Tweet* follows the life of Fallon Ward, played by **Taylor Blackwell** of *Dolphin Tale 2*. The series revolves around a teenager whose life is suddenly changed forever thanks to a cryptic series of tweets.

The series' 12 episode first season is set to premiere later this summer on its official YouTube page. The series is shooting entirely in South Florida. For more info visit seeworthyfilms.com.

FILM COMPANY INKS NEW 2 YEAR DEAL



The Pamplin Film Company (PFC) has signed a new two-year agreement for distribution of three PFC films with a stream-

ing content provider in Hollywood. **BigStar.TV** has a growing membership of over four million subscribers and offers feature films and TV programs via streaming Video-on-Demand (including access via iPhone, iPad, Android and Roku) to consumers worldwide.

The three PFC films, directed by filmmaker **Rick Pamplin**, include *Michael Winslow Live*, *Hoover* and *Magic 4 Morons*. A fourth film also on BigStar.TV associated with PFC, *What is the Electric Car?*, was partially shot in Palm Beach County and held a local red carpet premiere at the Norton Museum of Art. "This is an amazing present for our 20th-year celebration," said Pamplin, who founded PFC in 1994. For more information visit pamplinfilmcompany.com.

INCREASE IN RATINGS FOR 'THE HONDA'



The television ratings for **The Honda Classic** were up 33% this year! High-definition coverage of the event was broadcast on both **NBC** and the **Golf Channel**. Top players including Tiger Woods, Rory McIlroy, and Lee Westwood competed for a purse of \$6 million, but it was Russell Henley who took home the big prize.

Over 193,000 spectators attended the event. Over the past 5 years, there has been 105% increase in attendance. The PBC Sports Commission played an important role with the coordination of the visit. For info visit thehondaclassic.com.



MAJOR NETWORK COVERED THE WINTER EQUESTRIAN FESTIVAL



Rodrigo Pessoa
 Photo: Sportfot

A huge television audience had the chance to watch world-class show jumping in their living rooms when **CBS Sports Network** broadcasted the **\$280,000 FEI World Cup™ Grand Prix** presented by The Bainbridge Companies. The event, which was held on March 8, features the world's best show jumpers. "The broadcast was a great opportunity for fans from all over the country to watch the best equestrian sport in the United States and for sports fans of all types to become familiar with equestrian athletes from the U.S. and abroad," said **Jennifer Wood** of **Jennifer Wood Media**, and equestrian public relations and marketing firm.

Jennifer Wood Media issued accreditation to hundreds of media outlets this year. At the Trump Invitational at Mar-a-Lago in Palm Beach, media outlets such as Access Hollywood Online, E! Online and others covered the event. For more info call 561.233.1000.



LOCATION SPOTLIGHT: COURTYARDS IN PALM BEACH COUNTY

Courtyards come in all shapes and sizes. Filmmakers may see courtyards as a place for a scene to unfold, while photographers will see opportunities for commercial appeal with a team of models in the latest styles.



Courtyard at Downtown at the Gardens

Downtown at the Gardens has several courtyards with lush plantings, water features, sculptures and even a sea-creature carousel. The courtyard opens on the east side toward wide open walkways, green grass and lake-front views. Downtown at the Gardens can also double for an executive headquarters with its impressive entry and circle drive.



Sanborn Square

Sanborn Square is a park in Boca Raton with fountains and an outdoor stage pavilion that is tucked away beneath mature trees across the street from the Historic Town Hall. On the north side of the park there is a wall of green tiles, an open pavilion with stone columns and coral stone tile flooring. On the opposite end of the park is an alcove fountain with steps leading to the courtyard.



Sabal Palm

Located in Lake Worth, the **Sabal Palm Bed & Breakfast** is a white two story, colonial Key West style property with a large brick courtyard. There are fountains and tropical plants and several areas for seating and lounging in between the main house and the carriage house.



Int'l Polo Club

International Polo Club Palm Beach has several courtyards on their property which provides the opportunity for a variety of looks in one location. Colorful tiles dot the treads on all their stairs and steps and doubles easily for a European location. The ivy covered walls and urns of cascading flowers; along with tucked away cabanas, a spa area and dining alcoves. For more information visit pbfilm.com.

EDUCATION CORNER: STUDENT FILMMAKERS WIN BIG AT SSOF



The Palm Beach International Film Festival (PBIFF), in collaboration with the Palm Beach County Film & Television Commission, honored finalists for the 19th Annual 2014 Student Showcase of Films (SSOF). The finalists were selected out of 256 entries and the winners were announced before more than 700 students and industry professionals at Lynn University's Keith C. and Elaine Johnson Wold Performing Arts Center.



Vanilla Ice

Presenters included **Burt Reynolds**, **Vanilla Ice**, **David Henrie**, **Sheena Colette**, **Mayor Priscilla Taylor**, **Dr. Kevin Ross**, **Suzanne Niedland**, **Michael Chasin** and more. The show was hosted by actor and comedian **Frank**

Licari. The opening act was a game with students vs. industry professionals in "Are you Smarter Than a Film Student."



Burt Reynolds with winner Raymond Knudsen on stage at the SSOF

This next generation of Florida filmmakers was awarded with more than \$10,000 in cash and scholarships. SSOF is the largest statewide film competition for students enrolled in high school and college film and TV programs. Entries were judged by 27 industry professionals, and winning student films are screened in their entirety

during the PBIFF from April 3-10. The placements of the winners for the Feature/Short category as well as the winners of the Burt Reynolds Scholarship, Sara Fuller Scholarship and Audience Award, were revealed at the awards ceremony. Winners included **Raymond Knudsen** from the G-Star School of the Arts who won the \$2,500 Burt Reynolds Scholarship, **Ben Beller** also from G-Star, who won the \$500 Sara Fuller Scholarship, and **Daniella Arguello** from Cypress Bay High School who won the Audience Award with more than 2,000 votes. For more info visit pbfilm.com.

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