

FOSTERING ART AND CULTURE PROJECT
REQUEST FOR PRESENTATION PROPOSAL (RFP)

Panel - Saturday

Creative Economy Summit III: Fostering our Local Economy: Art and Business in Partnership
March 23 and 24, 2011, Downtown Greenfield, MA

1. Workshop title: The Berkshire Film and Media Commission – Expanding to become a resource for all of Western, Massachusetts.

Workshop description and anticipated audience (businesses/artists/blend?):

The Berkshire Film and Media Commission is a fairly new non-profit organization dedicated to promoting and facilitating film and media production in western, Massachusetts as an economic initiative for the region. When a film or television project comes to an area, they spend money on lodging and catering, at our local businesses (hardware stores, lumber yards, etc), and many times, hire people locally. Tourism also increases where movies are shot.

Massachusetts has one of the best film tax incentive programs anywhere in the country. But most of the productions that have come to the state have centered in and around the Boston area. We are trying to bring some of those dollars to western, MA. We have a website, berkshirefilm.com, that offers a production guide (list of crew and services) and a locations library. We have just received a grant to update the site and will be debuting many new features this spring. In the past 6 months alone, over 35 productions (of all sizes) have made inquiries and we have assisted some with crew, location scouting and permitting.

I have been working closely with Evan Gregg, a location scout from Greenfield (Location Reservoir), on several movie scouts, as well as augmenting our location photo library. We both feel the expansion of BFMCM into the Pioneer Valley -- to become a resource for all of Western, Massachusetts -- is a natural next step. It will serve the members of our film community, as well as many businesses in the region. We have already had meetings with several local businesses, Chambers of Commerce and Regional Tourism Centers. This conference would be an opportunity to make the Greenfield and surrounding community aware of our efforts and become more involved with this exciting opportunity.

How are artists used?

2. List at least 3 benefits to participants: 1) If they are film professionals, they can be listed on our website and become part of our database to be hired when productions come to the area. 2) If they are a local business that could support productions, the exposure on our website could bring them potential customers. 3) The entire area could benefit from increased tourism as more film projects are shot in the area.

3. List technology and supplies utilized in presentation: (for appropriate venue selection). Screen and projector for powerpoint presentation

4. Select your preferred length of presentation: (please circle) 45 minutes 75 minutes 90 minutes

5. Select your preferred day to present (please identify 1st, 2nd and 3rd choices)

Friday	Preferences
11:00-12:30	
2:00-3:15	2nd
3:30-4:45	
Saturday	
11:00-12:30	1st
2:00-3:15	3rd

6. Do you have a minimum/maximum number of participants for your workshop? Yes No
7a. If yes, what is the number of participants? Maximum# _____ Minimum# _____

8. List the names of presenters and area of focus for each: Diane Pearlman, Executive Director, Berkshire Film and Media Commission (overview); Evan Gregg, Location Reservoir (location scouting)

9. Describe previous workshop presenter, teacher or trainer experience: (experience is not mandatory for selection): Diane was one of 7 presenters from the Berkshires at the Creative

Communities Exchange Conference last spring (sponsored by NEFA). She has lectured at the Topia Arts Center in North Adams, for the Osher Lifelong Learning Center as well as at UCLA Film School.

10. Contact Information

Name: Diane Pearlman

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11. Please attach bio and or resume with proposal.

Questions?

Becky George, Creative Economy Summit Coordinator

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Diane Pearlman

In one page.

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Diane is an independent entertainment producer, studio executive and business woman with 25 years experience in media creation and production. Her specialty is digital film production, animation and feature film visual effects.

Diane is currently serving as Executive Director of the Berkshire Film and Media Commission, a newly formed economic initiative dedicated to promoting and facilitating film and media production in the western Massachusetts region (www.berkshirefilm.com).

Diane is also a partner/producer/lead-writer in KinderMuse Entertainment, a developer of children's and family entertainment (www.kindermuse.com). As a writer/producer, Diane's current slate of development projects includes feature film script, *Max Art*, children's television projects, *Many Moons*, *Maddie's World*, *Francie's Toy Box Theater*, *Stink Monkeys*, and a theatrical dramatic play, "Sharon's Circle," which had a staged reading at Berkshire Theatre Festival in Stockbridge, MA.

She recently served as Production Manager for the creation of a web-based health initiative for Canyon Ranch in Lenox, MA. During the project, she oversaw content creation as well as website design and implementation. She has also produced several industrial animation projects for Ben Hillman & Company of Sheffield, MA.

Diane was Executive Producer and General Manager of Mass.Illusion, a visual effects movie studio located in Lenox, Massachusetts and Alameda, California. From 1993 to 1998, she oversaw up to 200 employees and a through put of \$10-\$15 million per year on such films as *The Matrix* (Academy Award 2000, Best Visual Effects), *What Dreams May Come* (Academy Award 1999, Best Visual Effects), *Starship Troopers*, *Evita*, *Eraser*, *Die Hard with a Vengeance*, *Judge Dredd*, *The Scarlet Letter*, and *Event Horizon*.

In addition to her award winning visual effects, Diane served as Supervising Producer for the production of three specialty films attractions for Circus Circus' hotel, LUXOR LAS VEGAS. The films were produced at The Trumbull Company, Lenox, Massachusetts with a total budget \$50 million. She also produced (with director, Scott Morris) the award winning behind-the-scenes documentary "The Making of Luxor."

Prior to that, Diane worked for R/Greenberg Associates in New York City where she produced countless commercials and feature film title sequences. In the 1980's, she was an associate producer for Tony Silver Films doing documentaries, feature trailers and television spots.

Diane holds a degree from Vassar College and attended Princeton University and NYU Film School. She is currently Chairman of the Board of Berkshire Pulse, a performing arts center in Housatonic, MA. She also Chairs the Board of Governors of *the eagle fund*, the enrichment program for the Southern Berkshire Regional School District. She is an active member of New York Women in Film and Television, a member of the Visual Effects Society, as well as the Williamstown Film Festival. Diane lives in Great Barrington with her husband and two sons.

SELECT CREDIT LISTING

Feature Films:

SHE HATE ME, Animation/Visual Effects Producer (Spike Lee – 2004)

THE MATRIX, Visual Effects Executive Producer, (2000 Academy Award, Best Visual Effects)

WHAT DREAMS MAY COME, Visual Effects Executive Producer, (1999 Academy Award, Best Visual Effects)

JUDGE DREDD Visual Effects Producer

ERASER, Visual Effects Sequence Producer

DIE HARD WITH A VENGEANCE, Visual Effects Producer

STARSHIP TROOPER, Visual Effects Sequence Producer

EVITA, Visual Effects Sequence Producer

EVENT HORIZON, Visual Effects Sequence Producer

SCARLETT LETTER, Visual Effects Sequence Producer

Special Projects:

LUXOR LAS VEGAS SPECIALY THEME PARK FILMS, Supervising Producer

THE MAKING OF LUXOR, Executive Producer

Main Title Sequences:

DON'T TELL MOM THE BABY SITTER IS DEAD, Producer

SHE DEVIL, Producer

SHINING THROUGH, Producer

Commercials:

KODAK, LIFE SAVERS, DINERS CLUB, SONY, KRAFT, Hallmark Entertainment, Time/Warner, IBM - Visual Effects Producer

COSBY SHOW TELEVISION SPOTS (syndication), Associate Producer