

STREET TALK

Word is that editor **Elisa Bonora**—who's been on staff at **PYTKA** for the past couple of years—will exit that company in mid-April to launch **Us 2**, a boutique editorial house in Venice, Calif. Her partner in the new venture is **D.J. Dole**, who earlier in his career was executive producer of post production at **Red Car...**

Tabletop director/cameraman Robert Mrozowski is no longer affiliated with **H. Aoki Studio**. He is currently freelancing and considering other associations....

Who is director Pam Thomas talking to?...Jim Haygood, John Murray and Tom Muldoon—a trio of independent editors closely associated with **Propaganda Films**—have launched their own venture, **Superior Assembly**, which plans to move into permanent quarters in Hollywood, Calif....

Director Phil Joanou, whose feature credits include *State of Grace* and **U2's**

Rattle & Hum, is reported to have directed the **Coca-Cola** campaign's "Real People" spots....**Limelite Video** has changed its name to **Edefx**. The move came suddenly once the multi-city facility lost a lawsuit to a little-known lighting gel company in Massachusetts also named **Limelite**. The new monicker will appear over the doors of the firm's Miami and New York offices. A spokesperson would not comment on the status of the L.A. facility....**Northwest Teleproduction** in Minneapolis has opened a commercial unit, **Northwest Film**, featuring the talents of Northwest directors **Brian Smith** and **Rich Michell**. **Kris Wong** is executive producer of the new venture....**TUTTOMEDIA**, the music house in L.A. featuring composer/performer **Joyce Imbesi**, has signed with the **Robert Light Agency** for representation in commercials, film and television. **John Tempereau** of the Light Agency is serving as **Imbesi's** agent....**Rebecca Crosby** has been named to head national and regional marketing for **Phelan Productions**, the Denver-based house sporting directors **Jim Phelan** and **Peter Pilafian**....



Bonora



Mrozowski

Mayhew

CONTINUED FROM PAGE 1
sales Rich Newman.

Absent from this roster is director Greg Weinschenker, a one-time partner in the Mayhew studio. Weinschenker told *SHOOT* he will probably soon be launching his own production enterprise but wouldn't yet disclose any details. At press time, Weinschenker was wrapping some commitments at Mayhew Productions in Hollywood, Calif., and was about to embark on three weeks overseas, including shooting in South Africa, for an advertiser in Italy.

Mayhew, headquartered here, related that his immediate plans are to tie up all loose ends at Mayhew Productions, including garnering final payments from agencies and making sure that everybody gets paid. Last week the company stopped taking any new business under the Mayhew Productions banner but continued to pursue projects—among them a prospective assignment for Cramer—which would be produced through Kira/H Films. Mayhew described Kira/H executive producer Steven Cohen as a long-time friend who graciously offered assistance to facilitate a smooth transition for the Mayhew crew in the interim. "I've gotten several of these offers and it's been gratifying to see other companies try to help during a trying time," observed Mayhew.

The time has been particularly trying in that Mayhew Productions has maintained a more than

respectable business volume over the years but has found it increasingly difficult in recent months to turn a viable profit given the way the company was structured. Mayhew explained that the shop maintained "big overhead operations" on both coasts (i.e. N.Y. headquarters and a house in L.A.) which could not be trimmed back at a moment's notice. While that structure might have made sense four or five years ago given bullish expansive projections, it became an increasing burden on the company's financial ledger as gloomy economic reality came to roost.

"It's a function of many factors, diminishing markup and greater director [profit] participation....Rep fees haven't really

six months at least I have not been able to take an aggressive position. I had to be more defensive and that's no way to run a company."

While disappointed, Mayhew added that he also felt "a sense of relief" over the closure. "I'm no longer strapped by a monster overhead. It's like a new lease on life. I can do anything, approach anybody." Most importantly, Mayhew observed that he made the move "before getting into a deep hole [financially].... We leave with a solid reputation as a great producing company intact."

The house in Hollywood which served as Mayhew Productions' West Coast quarters is on the sales block. Mayhew said that he will continue to operate

"I've felt for the last six months at least I have not been able to take an aggressive position. I had to be more defensive and that's no way to run a company."

gone down and after you deduct your overhead, there's not enough to make things work....I think you will see different kinds of deals being made now and into the future," affirmed Mayhew. "Nobody will be making the kind of money they had in the past. I can live with that. I just want to be able to work hard and realize some return."

Mayhew quipped that his new restructured venture will be called "N.O." standing for "no overhead...I've felt for the last

out of the company's New York premises for the time being.

Remaining fully operational is Mayhew Films, the feature development firm and a sister company to Mayhew Productions. According to Mayhew, the co-production deal involving Mayhew Films, Island Films and 20th Century Fox in Los Angeles is still "a go" for the theatrical motion picture *The Seekers*. Production at last report was slated to begin in September.

STREET TALK

Word is that editor **Elisa Bonora**—who's been on staff at *PYTKA* for the past couple of years—will exit that company in mid-April to launch *Us 2*, a boutique editorial house in Venice, Calif. Her partner in the new venture is D.J. Dole, who earlier in his career was executive producer of post production at Red Car....



Bonora

Tabletop director/cameraman Robert Mrozowski is no longer affiliated with H. Aoki Studio. He is currently freelancing and considering other associations....Who is director **Pam Thomas** talking to?...**Jim Haygood, John Murray and Tom Muldoon**—a trio of independent editors closely associated with **Propaganda Films**—have launched their own venture, **Superior Assembly**, which plans to move into permanent quarters in Hollywood, Calif....Director **Phil Joanou**, whose feature credits include *State of Grace* and *U2's Rattle & Hum*, is reported to have directed the Coca-Cola campaign's "Real People" spots....**Limelite Video** has changed its name to **Edefx**. The move came suddenly once the multi-city facility lost a lawsuit to a little-known lighting gel company in Massachusetts also named Limelite. The new monicker will appear over the doors of the firm's Miami and New York offices. A spokesperson would not comment on the status of the L.A. facility....**Northwest Teleproduction in Minneapolis** has opened a commercial unit, **Northwest Film**, featuring the talents of Northwest directors **Brian Smith** and **Rich Michell**. **Kris Wong** is executive producer of the new venture....**TUTTOMEDIA**, the music house in L.A. featuring composer/performer **Joyce Imbesi**, has signed with the **Robert Light Agency** for representation in commercials, film and television. **John Tempereau** of the Light Agency is serving as Imbesi's agent....**Rebecca Crosby** has been named to head national and regional marketing for **Phelan Productions**, the Denver-based house sporting directors **Jim Phelan** and **Peter Pilafian**....



Mrozowski

REP REPORT

Klasky Csupo Inc. has signed **Eylse Emmer** of **The Emmer Group** in New York for East Coast representation. The signing completes the company's search for commercial representation on both coasts and in the Midwest....L.A.-based independent rep **Maureen Melvin** will handle sales on the West Coast and in Texas for the New York-based **Slavin/Schaffer Films**, the company founded by director **Neal Slavin** and executive producer **Perry Schaffer**....**Mesita Films**, the Studio City, Calif.-based house featuring director/cameraman **Richard Black**, has secured new representation in the Midwest, signing **Chicago-based independent Neal Wilson**, who succeeds **Tim Harwood**. **Mesita** has also secured its first rep handling Texas and the South, the Dallas-based **Gail Haley**....



Emmer

CaveArt

CONTINUED FROM PAGE 1
the facility."

In fact, said **Jeff Pastolove**, National executive vice president/general manager, **CaveArt** complements the facility's other design and animation divisions (including **Telegign** and **Designation**). It also puts the facility at the forefront of computer-graphics technology.

"We are at the beginning of what will prove to be an important part of television graphics in the future," Pastolove said. "As **CaveArt** develops, a lot of things we never thought possible will occur, and **Chris Cave** and **Sam De Witt** are the best people around to take us there."

Although **Cave** has been operating **CaveArt** for almost two decades, he switched the company's focus from technical post production to computer graphics and animation after he bought his first Macintosh computer approximately 10 years ago. Since then he has been designing programs to integrate PC technology into high-end broadcast production. "I've been perfecting and developing the technology for the past few years," said



From left: **Christopher Cave** and **Sam De Witt**.

Cave, whose company has been a beta test site for many computer hardware and software companies. "Recently I've begun to focus on using PCs for graphics and animation on projects such as interactive media, commercials and broadcast logos."

The PC images, **Cave** said, can be transferred to any film or video format (i.e. D1, D2, component Betacam) at National, or can be converted to 35mm slides or prints. Additionally, **CaveArt** can network among the company's numerous computer file formats.

Pastolove said the technology can be applied to any project, from complicated graphic jobs to traditional animation. "Everything in graphics will be available to us here," Pastolove said, "and we can give clients a quicker and more cost-effective alternative to 3-D graphics."

Presently, Pastolove said, the company was in the process of purchasing equipment and designing suites for the new venture. **CaveArt** clients have included **DMB&B, Ogilvy & Mather, IBM, Apple Computer, MTV, American Express** and **ABC News**.

BULLETIN BOARD

BonBon Payroll Service will hold a demonstration seminar of AICP Mac Bidding, IBM Bidding, Accounting and Actualization Software and Macintosh Sales Rep Software on **Tuesday, March 4** at the **Hollywood Center Studios**. The seminar will be given at hourly intervals from 2 p.m. through 8 p.m. Call **Shawn Stern** at **BonBon**, Los Angeles (310) 276 7666 to confirm a time to attend....**The International Tape Association's (ITA) 23rd Annual Seminar**, themed "Agenda For Change: The Brave New World of Digital," will be held **March 10-14** at the **Arizona Biltmore in Phoenix**. Registration for ITA members for the five-day event is \$995 per person; for nonmembers, \$1,495 per person. For more info call **Charles Van Horn** at ITA, (212) 643-0620....**The 1993 Chicago ADDY Awards** will be held on **Wednesday, March 10** at the **Park West Hotel**; buffet at 5:30 p.m. and awards presentation at 7:15 p.m. To charge tickets call (312) 321-9464, or send check for \$50 before March 5 and \$60 after to **The 1993 ADDY Awards/The Chicago Show**, 116 W. Illinois, 2nd Flr. East, Chicago, Ill. 60610....**Director Ali Selim** and composer **Peter Buffett** will screen their 15-minute film, **Yonnonidio**, at **Theatre de la Jeune Lune** in Minneapolis on **March 1, 6 p.m.** Inspired by poet **Walt Whitman's** "Yonnonidio," the music film expresses solidarity with Native Americans and other cultures....