

## The 2<sup>nd</sup> Annual Golden Trailer Awards – A Forecast for Things to Come at the Academy Awards?

By Vinca Liane Jarrett

The 2<sup>nd</sup> Annual Golden Trailer Awards, conducted January 14, 2001 went with few hitches to hem and haw about and in grand style at New York's prestigious Manhattan Center from 7 p.m. until Midnight. Black chic gowns and tuxedos adorned the \$500 a head crowd who waited anxiously on line outside the theatre, as the formally attired doorman guided people into the exclusive event. Sparkling cider was handed out on the next line to the elevator, and finally attendees made their way through the coat check line, which wound around circular corridors. In the grand ballroom, tables were lavishly spread with buckets of popcorn and wrapped licorice sticks, as television stations swarmed industry notables for interviews. The event gives artistic and professional recognition primarily to editors and their production staffs who construct film trailers for the film-going public to guess at what movies we'll want to see, and for which I personally require prior to the start of any feature, especially when ticket prices have soared to \$9/head even here in Boston.

This year's event appears to have mirrored what I expect to see a lot more of at the 2001 Academy Awards in March, although instead of Robin Williams hosting, Todd Newton, comedian and radio-personality (a.k.a. Rikk Idol), spunked up the sometimes all-too-solemn crowd. With nineteen awards total, stylishly designed by Cambridge native Kyle Damon, and nominees that included mega-blockbuster hits such as *Crouching Tiger, Hidden Dragon*, *Requiem for a Dream*, *Almost Famous*, *Gladiator*, *Cast Away*, *The Patriot*, and even *Charlie's Angels*, there were some unexpected winners as well, such as the **Dark and Stormy Night Award** going to *Hollow Man*. Not so surprising was *Hollow Man's* **Golden Fleece Award** (a.k.a., the award for the trailer that duped the audience into thinking the film was actually worth seeing!). *Billy Elliot* won **Best Foreign** and was picked up by the London-based trailer-maker Fraser Banstead (Picture Production Company), who traced his roots for me, at the fashionable Hudson Hotel after-party, back to a fond remembrance of school in Keene, New Hampshire.

**Best Trailer, No Budget** went to New Mexican born Jeremy Wagner (The Asylum) for indie film *The Big Split*, whose inspiration for the trailer came from Boston girlfriend Stephanie Baxendale. Wagner noted that he was "more nervous after [getting the award] than before, because I didn't think I was going to win." The biggest winner of the night was Alkemi Entertainment, one of the most prestigious trailer houses in Hollywood, nominated in several categories, and Executive Vice President Barry J. Schoor picked up the trophies for **Best Romance** and **Best Art and Commerce** for *Crouching Tiger, Hidden Dragon*, as well as **Best Documentary** for *Running on the Sun*. The grand award, **Best of Show**, did not go to the dogs, but instead went to trailer creators at Artisan Entertainment for Darren Aronofsky's (*Pi*) poetic masterpiece *Requiem for a Dream*.

The Judges for the awards were in many respects more famous than the recipients of the awards this year, including Pedro Almodovar (*All About My Mother*, *Woman on the Verge...*), Joe Siegel (ABC's *Good Morning America*), as well as executives at Sony Pictures Classics, Fine Line Features, Artisan Entertainment, DreamWorks SKG, and Elektra Entertainment Group. Additionally, a smattering of well-seasoned producers, film-chain owners, critics and F/X joined the panel of judges.

The Brady Bunch is truly a story about a family. Headed up by energetic Executive Directors Evelyn and Monica Brady, and joined by more Brady's, including father James J. Brady serving on the Golden Trailer's Board of Directors, and brother Matt Brady, who functions as driver-extraordinaire of the actual trailer, which sat symbolically outside the Manhattan Center waiting for a look-see by various guests, such as Massachusetts' own Carol McCarthy (winner of last year's **Best Trailer, No Budget** award), at the end of the awards ceremony. Conceived originally by Evelyn Brady as a long over due addition to the world of film industry awards, the Golden Trailer has blossomed into a must-go event, moved notably and permanently from L.A. to New York City. In addition to the awards, the trailer itself, originally sponsored by the likes of the Weinstein Brothers at Miramax, moves around from festival to festival, including the upcoming Sundance Festival, giving filmmakers an opportunity to screen their film trailers and independent films in the trailer's deluxe screening room. For submission to next year's event, check out the web site at [www.goldentrailer.com](http://www.goldentrailer.com).

Vinca Liane Jarrett is an attorney of counsel to the firm of Shames and Litwin, a full service law firm with foremost experience in the field of entertainment, including film, music, television and internet. She is also the owner and principal of SKRIPTease Script Consulting, specializing in drafting, editing and consulting on feature and television projects both on spec and in production. You can contact Vinca during business hours at (617) 277-6772 or (617) 821-6772 or at JarrettBiz@aol.com.

### **GOLDEN TRAILER AWARDS AT A GLANCE**

**Best Comedy:** *Best In Show* (Intralink Film Graphic Design), Matt Winch, Editor  
**Best Voice Over:** *Winter Sleepers* (WarmFlash Productions), Stephen Garrett, Editor  
**Best Animation/Family:** *Chicken Run: Operation Chicken Run* (The Ant Farm), Bobby Coolures, Editor  
**Trashiest:** *Wicked Ways* (TriCoast Studios), Barry Zetlin, Editor  
**Best Foreign:** *Billy Elliot* (Picture Production Company), Fraser Banstead, Editor  
**Best Action:** Tie – *Gone in Sixty Seconds*, (for Walt Disney) Skip Chaisson, Editor  
*Vertical Limit – Mountain* (Craig Murray Productions West), Troy Rinkenberger, Editor  
**Best Romance** – *Crouching Tiger, Hidden Dragon* (Alkemi Entertainment), Jonathan Glenn, Editor  
**Best Trailer, No Budget** – *The Big Split* (The Asylum), Jeremy Wagener, Editor  
**Best Trailer, No Movie** – *AKA* (Kiosk Productions, Inc.), Doron Dor, Editor  
**Best Documentary** -- *Running on the Sun* (Alkemi Entertainment), Darryl Clift, Editor  
**Golden Fleece** – *Hollow Man* (Giaronomo Productions), Philip R. Daccord, Editor  
**The Dark & Stormy Night** -- *Hollow Man* (Giaronomo Productions), Philip R. Daccord, Editor  
**Best Horror/Thriller** – *Unbreakable* – Teaser 1 (Oren Aviv, Creative Director for Touchstone Pictures/Walt Disney Studios), Steven D. Johnson, Editor  
**Best Art & Commerce** -- *Crouching Tiger, Hidden Dragon* (Alkemi Entertainment), Jonathan Glenn, Editor  
**Most Original** – *Blair Witch 2 – Book Teaser* (Aspet Ratio, Inc.), Steve Pollard, Editor  
**Best Music** – *Almost Famous* (MOJO), Barry McDonough, Editor  
**Best Drama** – *Gladiator* – Teaser (Kaleidoscope Films), Rick Goldstein, Editor  
**The Saul Bass Award (for best title sequence)** – *Bedazzled* – Main Title Sequence (Imaginary Forces), Tony Fulgham, Editor  
**Best of Show** – *Requiem for a Dream* (Artisan Entertainment), Jon Epstein, Editor