

WELCOME



“You are part of the New Media Film Festival Family.
This is your creative sandbox. Play, meet, do, learn, create...always moving forward.

Landmark Lumiere
Sat, Nov 5, 2011 SF Bay Area CA

www.NewMediaFilmFestival.com

THE NEW MEDIA FILM FESTIVAL TEAM:

Founder/Director: Susan Johnston

Artistic Director: David Kleiler

Director of Programming: Noel Lawrence

Brand Director : Jay Randy Gordon

Content Coordinator : Janielson Jon Foong

Advisory Board:

Brian Callahan, Wayne Repich, Ron Proulx, Randy Bellous,
Erin Gray, Camille Solari, Dan Stoloff, William Jarblum,
Paul Wagner, Peter Crosman, Michael Lent

Thank you to all volunteers and staff!

JUDGES FROM:

P I X A R
ANIMATION STUDIOS

UTA
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LIGHT & MAGIC
A LUCASFILM COMPANY

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2nd Annual New Media Film Festival 2011

Landmark Lumiere Theatre
San Francisco Bay Area

Saturday, Nov.5, 2011

- 12:30pm - New Media Panel
- 1:30pm - Webseries with Q & A
- 2:00pm - Animation, Music Videos, LGBT with Q & A
- 3:00pm - Documentary Screening with Q & A
- 4:30pm - Panel Discussion: Social Media,
Alternative Distribution & 3D
- 5:30pm - 3D, Shorts, Shot on RED with Q & A
- 6:45pm - Socially Responsible Content - Trailers -
Commercials with Q & A
- 7:30pm - Best of New Media Film Festival LA 2011
- 8:00pm - Closing Night Feature & Award ceremony
sponsored by Blue Angel Vodka

The best in new media...what's new, what's next.
Thank you from the www.NewMediaFilmFestival.com team!

SUBMIT NOW!



Events to Inform • Art to Inspire

SATURDAY 12:30 PM PANEL

Experts Discuss the Who, What, & Why of New Media

Moderated by

Tom Vacar Consumer Editor/Investigative Reporter , KTVU FOX 2 News

Traci Nickerson project manager from GreenHouse Studios

Mary Crosse-Business Director at Lucky Branded Entertainment

Lynn Chindamo Curator for Myspace

James Dalessandro, Published Author

SATURDAY 3:00PM PANEL **Panel Discussion : Social Media,** **Alternative Distribution & 3D**

8-time Emmy Winner Paul Wagner partners with Fred Silverman in Gabcast.tv

Senior Business Development Manager Jon Barad

Logan Mulvey, CEO award winning GoDigital Distribution

Christopher Kaminski - board member of the Producers
Guild of America Northwest Chapter.

Moderated by Katrina Semmes, President of KRS media

THE CONTENT CREATORS:

9 world premiere, 22 San Francisco Premiere, 2 North American Premiere.

47 "New Media" from 8 Countries, Uk, USA, Italy, Australia, Japan,
New Zealand and, France and Mexico

tell their stories in:

- 3D • Animations • Apps • Art on wall
- Documentaries • Features • LGBT • Music Videos
- RED • Shorts • Trailers • Web Series
- SRC- Socially Responsible Content

The best in new media...what's new, what's next.

Thank you from the www.NewMediaFilmFestival.com team!

SEE YOU NEXT YEAR!

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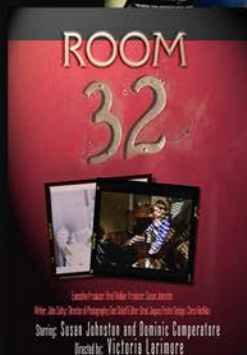
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- New Media Film Festival
- IFFLA Industry Leadership Awards
- DidYouKnow.LA webseries
- Dreams Awake, Room 32, Hidden Realm



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Thomas Whelan - Director, *Art of Travel*



"New Media Film Festival is Sundance for the Facebook Crowd" -Culture Rehab

**Join us: Sat. Nov. 5, 2011
Landmark Lumiere Theatre 1572 California St. SF, CA**

DOORS OPEN AT NOON



12:30-1:30pm Panel Discussion- New Media: The Who-What-Why and How



Moderated by Tom Vacar, 30 year veteran journalist, the last 22 years as Consumer Editor/ Investigative Reporter for the San Francisco Bay Area's KTVU FOX 2 News.



Traci Nickerson, project manager from GreenHouse Studios, a production company specializing in independent filmmaking and television productions.



Mary Crosse-Business Director at Lucky Branded Entertainment, a creative agency and film production company that specializes in branded entertainment. Through Lucky, Mary also directs The Viral Collection, the largest curated database of branded viral videos on the web.



**SHOWBIZ
SOFTWARE**

Leimomi Coloretti - Dir. of Outreach & Development for Showbiz Software & Media Services where she has cultivated her wisdom & contacts to create a platform

for the Showbiz Software brand and its exposure to new and emerging market.



Award Winner Randy Bellous - 11 time Award Winning Producer, is in this field for 18 years. Shows include United Nation Docs, NARAS "Live", and "Extreme" Sport shows.



James Dalessandro, Published Author, talks about the future of film making/media with a historian approach from zoetrope to new media.



1:30-2:00pm WEBSERIES

1) Caesar & Rex*



2011 | USA | 4:49 | Dir. Massimo Di Giovanna

Caesar deals with his awkward neighbor Rex in absurdsituations, which lay the groundwork for this very odd couple to become great fun.



2) Gigi- Almost American*

2011 | USA | 4:09 | Dir. Ty Clancey

Josh Gad stars as Gigi, a loveable foreigner with dreams of fitting in as an "Average American". This slapstick comedy series follows Gigi's adventures as he lets nothing-- not his lack of street smarts, nor his incomprehensible grasp of the English language-- stand in his way

3) The Lonely Sun - World Premiere*



2011|USA|02:19| dir Peter Mattson

The Sun must deal with the consequences after leaving the Earth to follow his new passion.

* Q & A with the Film makers



2:00-3:00pm ANIMATION,
MUSIC VIDEOS, LGBT



1) Sunday Jog - San Francisco Premiere

2011|USA|3:10|Dir. Colus Havenga

A Sunday in an animated cubist world takes a strange turn.

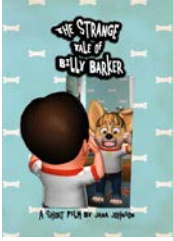
2) Oliver's Treasure - San Francisco Premiere



2011 | USA | 02:19 |
Dir. Chuck Grieb

On the run, Sir Oliver stumbles into the king's receiving room to find the old monarch's crown was left forgotten on the throne. Trouble ensues when a searching knight tracks down Oliver's hiding place.

3) The Strange Tale of Billy Barker - San Francisco Premiere*



2011 | USA | 3:00| Dir. Jana Johns

A new spin on the old adage, "You are what you eat", Billy Barker is your average 8-yr old boy in every way save one: he likes to eat dog food.

4) A Love Story.... In Milk - San Francisco Premiere



2011 | UK | 2:00| Dir. Danann Breathnach

The most romantic Film you'll ever see about milk cartons.

*Q & A with the Film makers



MUSIC VIDEO

Judge: Ron Proulx 2 Time Gemini Award Winner (Candian Grammy)

1) L'amore non Cambia -North American Premiere



2011 | ITALY | 3:18| Dir. Lara Celenza

Love never changes-Italian pop singer Marco Santilli

2) Sesko -World Premiere*



2011 | USA | 1:55| Dir.Carlos Florez

Sesko' a young homeless man in the city fails to adapt to the organized matrix of our society and becomes invisible to our eyes- literally- when his body breaks apart and multiplies

3) Love and Hate - World Premiere



2010 | USA | 1:13 | Dir. Lily Baldwin

A couple cooks more than food in the kitchen Music by Joan Osbourne

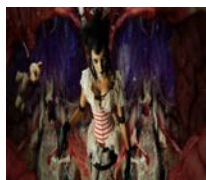
4) Feel This - San Francisco Premiere*



,2011 | USA | 3:40 | Dir. Rob Lambert

FEEL THIS tells the story of two African-American brothers raised in a single parent home, flashing forward to reflect the harsh realities of decisions made in adulthood.

5) Addiction - World Premiere



2011 | UK/ITALY | 2:01 | Dir. Giovanni Bucci

A video about addictions, mainly to technology, but it's open to various interpretations. Sound and images were developed

synchronously, one was guide to the other and vice-versa.

6) Magnetic Baby - World Premiere



2010 | USA | 3:00 | Dir. Nicholas Colombini

"Magnetic Baby" is a song by American glam rock band Semi Precious Weapons, and is the second single from their studio album **You Love You**, which was released on January 19, 2010. The music video for the single, directed by Nicholas Colombini, was produced and converted into full 3D by Passmorelab in early 2010.

***Q & A with the Film makers**

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LGBT

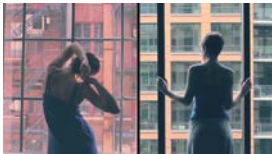
1) The Fairy Tales - San Francisco Premiere



2011 | USA | 8:00 | Dir. Joey Schow

Three fairy tale princesses find themselves living together under one roof in the Hollywood Hills. Tempers flare & bitchiness ensues as the girls cope with their new roommates, all while trying to find their happily ever after.

2) Half - San Francisco Premiere



2011 | USA | 5:38 | Dir. Alex Bohs

Noun: One of two equal parts that together constitute a whole.

5) Friends and Benefits – World Premiere



2011 | Australia | 8:23 | Dir. Christopher Kam

A queer web series that follows the life of Ben Fitzgerald as he explores the world of online dating. The naive Ben finds it all very daunting, but luckily he has his three best friends to help him out.



3:00-4:30pm DOCUMENTARY SCREENING

I AM



2011 | USA | 1:20 | Dir. Tom Shadyac

I AM is an utterly engaging and entertaining non-fiction film that poses two practical and provocative questions: what's wrong with our world, and what can we do to make it better? The filmmaker behind the inquiry is Tom Shadyac, one of Hollywood's leading comedy practitioners and the creative force behind such blockbusters as "Ace Ventura," "Liar Liar," "The Nutty Professor," and "Bruce Almighty." However, in I AM, Shadyac steps in front of the camera to recount what happened to him after a cycling accident left him incapacitated, possibly for good.

Though he ultimately recovered, he emerged with a new sense of purpose, determined to share his own awakening to his prior life of excess and greed, and to investigate how he as an individual, and we as a race, could improve the way we live and walk in the world.

In the film, Shadyac conducts interviews with scientists, religious leaders, environmentalists and philosophers including Desmond Tutu, Noam Chomsky, Lynne McTaggart, Elisabet Sahtouris, David Suzuki, Howard Zinn, and Thom Hartmann. The film asks two central questions: What's Wrong With the World? and What Can We Do About it?. It is about "human connectedness, happiness, and the human spirit", and explores themes including Darwinism, Western mores, loneliness, the economy, and the drive to war.

Watch I AM on OWN New Years Day 2012

4:30-5:30pm Panel Discussion: Social Media, Alternative Distribution & 3D



Senior Business Development Management Jon Barad's responsibilities at Nvidia includes partnership, licensing, distributing/co-marketing, and other strategic activities. More recently, with a goal to enable the web as a viable distribution outlet for the 3D content, Jon has led efforts to develop and bring to market the various 3D streaming technologies that have been used to power www.3DVisionLive.com as well as the first live 3D streaming sporting event which included the Masters Golf Tournament, NASCAR, PGA Championship, US Open Tennis Finals.



Paul Wagner is a 10 year veteran in the interactive space, 8 time Emmy Award winner and CEO/co-founder of GabCast.TV, an innovative online platform that allows anyone to broadcast their own multi-person live shows. GabCast.TV was co-founded in partnership with the brilliant luminary Fred Silverman, Chairman. Michael Eisner (of Disney fame) and Lloyd Braun (Lost, Sopranos) are advising



Logan Mulvey, CEO Award Winning GoDigital Distribution. GoDigital Media Group, a leading entertainment media distribution firm and industry leader for the monetization of movie, television, and music assets in the digital space. GoDigital provides over 100 major library owners, distributors, and sales agencies digital distribution, marketing, and its proprietary AdShare (TM) social media monetization program.



Christopher Kaminski is a multi-faceted producer whose past projects include award-winning video games such as MadWorld and Valkyria Chronicles. His current venture, Deluxis Entertainment, is committed to improving the world of television. Christopher is a board member of the Producers Guild of America Northwest Chapter.



Moderated by: Katrina Semmes, Pres. of KRS media who writes for the money column of the San Francisco Examiner and is a financial news expert/commentator for local ABC and NBC's stations and Nat'l syndicated radio. Katrina has served in full-time, appointed positions for former California Governors Davis and Schwarzenegger and is former financial advisor/portfolio manager for Morgan Stanley Smith Barney and UBS Financial Services. .



5:30-6:45pm 3D, Shorts, Shot on RED

3D is in Competition only.

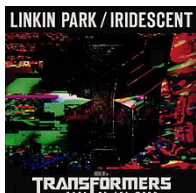
1) Ocean Voyagers

2)



2011 | USA | 72:00 | Dir. Joe Kennedy & Feodor Pitcai Ocean Voyagers explores the familiar themes of motherhood and parenting in a world as unfamiliar as it is breathtaking. Featuring a precocious newborn humpback calf and his enormous 40 ton mother, we are taken on a journey of discovery into their world

2) Iridescent-Linkin Park



2011 | USA | 4:06 | 3D-James Passmore

"Iridescent" is a rock ballad about hope in the midst of chaos and sadness and is the theme song Transformers: Dark of the Moon.

3) Jillian's Travels



2011 | USA | 60:00 | Dir. Craig Tanner

Jillian & her family visit exotic locations Internationally.



SHORTS

1) Three Fifty - San Francisco Premiere*



2008 | USA | 8:10 | Dir. Maurice Chauvet

A man tries to weasel out of his late fees at the local video store only to discover the video store's database has access to intimate details about his past - and his future!

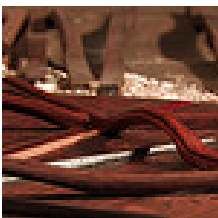
2) Hollywood Tale - World Premiere* Not in competition



2011|USA | 19:20| dir Ethan Black

A film about how Hollywood film Directors will go to the extreme to become famous.

3) Randy Parsons: American Luthier*

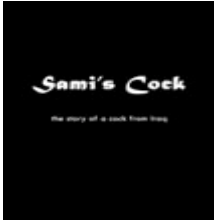


2011 | USA | 8:17 | Dir. David Aldrich

The guitar had been Randy Parsons' identity since he was a child, but after studying classical and jazz guitar at Cornish

College, he knew he would never make a living as a musician. So he gave it up. And then one day he had vision that the guitar would come back into his life.

4) Sami's Cock - San Francisco Premiere*



2011 | USA | 4:29 | Dir. George Lakin

The entire Iraq war explained in a four minute story about a man and his cock (Rooster).

* Q & A with the Film makers



SHOT ON RED

1) When Sally Met Rascal - San Francisco Premiere*



2010 | USA | 11:53 | Dir. Ray Auththor Wang

Homeless women from hell finds a soul mate in a ugly stray dog on Valentines day, but can it last?

2) Meditations: Supper - San Francisco Premiere*



2011 | USA | 10:19 | Dir. Jonathan Ade

While hiding in an attic, two teenagers discover personal artifacts from the 1940's.



**6:45-7:15pm SRC-SOCIALLY RESPONSIBLE
CONTENT-Trailers- Apps**

1) The Power of You -For Big Sisters of RI, EMMY Nominated 2011 San Francisco Premiere



2010 | USA | 7:00| Dir. Adam Jones

When a woman volunteers as a big sister, her efforts are infinitely multiplied by the power of two. Winner 2010 RI 7 Day PSA Competition.

2) Little Rock Nine*



**2011 | USA | 3:00| Dir. Nancy Ann Kraus & Minnijean
Brown**

Trickey sings about her experience as one of 9 African Americans that were part of the first school de-segregation in the Civil Rights Movement. Sojournproject.com

3) Attraction - San Francisco Premiere*



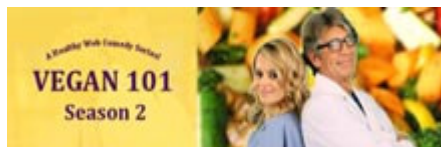
**2010 | UK -Japan-France| 12:00 | Dir. Anrick Bregman &
Koji Morimoto**

"Attraction is the worlds first interactionally animated short film, using cutting-edge webcam motion tracking technology. It tells the story of Hiro, Koichi and Ren, three kids in Tokyo 2040. The film was commissioned by the French Ministry of Health, and aims to teach young people in an engaging and innovative way about the dangers of smoking."



7:30-8:00pm Trailers and Apps

1) Vegan 101 - San Francisco Premiere



2010 | 2:00 | US/Australia | Dir. Joanne Rose

The calamities of a vegan while she tries to have a social life.

2) The Harvest*

2010 | 7:28 | USA | Dir. U Roberto Romano



Every year there are more than 400 000 American children who are torn away from their friends, schools, and home to pick the food we all eat. The Harvest/LA Cosecha profiles three of them as they journey away from the scorching heat of Texas's onion fields to the winter snow of the Michigan apple orchards and back south to the humidity of Florida's tomato fields to follow the harvest.

3) Lose Fat Now - World Premiere*

2011 | 2:20 | USA | Dir. Rajesh Naroth



Desperate to lose weight in time for their 15 years high school reunion, two overweight buddies signed up for a fly-by-night weight loss programme that turns out to be more than what they bargained for.

Apps

1) Treasure Kai and the Lost Gold of Shark Island



2011 | 1:50 | Australia | Dir. Karen Robertson

Adventures of treasure Kai and the lost gold of shark island and interact at different levels



**8:00pm BEST OF New Media Film Festival
LA 2011**



**Doddle Pro-App winner - San Francisco
Premiere**

2011 | USA | 1:30 | Richard Kwiat

The Industry's first mobile International Production Guide with Digital Interactive Call Sheets featuring rich contacts. Sold as a Smart Phone Application and also as a Computer Software Program.

**Sleeping With Frank-Shot On Red Winner - San
Francisco Premiere**



2011 | USA | 4:35 | Dir. Lily Baldwin

Sleeping With Frank shows a slice of a morning in Queens, NY. A couple readies for the day. Wake-up, get dressed, eat breakfast. The tableaux are familiar: cozy, rote, intimate and distant. Dance and choreographed gestures reveal a potent underbelly to the lacquer of such domestic normalcy.

The Sun Is Down-Mobil Winner*

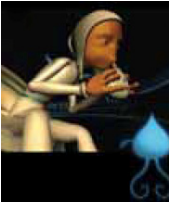
2011 | USA | 2:00 | Dir. Jason Whiton



In this experimental short for his award-winning remix for Yoko Ono, Jason Whiton celebrates the Japanese meaning of Yoko's name, ocean child, with images of sea animals dancing and moving through their secret garden.

Tempo: A Sound Story -Animation Winner - San Francisco Premiere

2010 | Mexico | 3:00 | Dir. Eduardo Ramirez Montiel



Tempo is a story about a Hologram Musician that can't concentrate this night, 'Tempo' is missing his girlfriend, she is unreachable, he is experiencing this moments in life, where any kind of artist needs to face the frustration, when creativity is not work and there is no inspiration, but if you keep trying something good will happen.

Yannick Sire -Documentary Short Winner - San Francisco Premiere

2011 | USA | 5:33 | Dir. Oli & Joe & Olivier Chatard



French born, Los Angeles based artist Yannick Sire of Sire Custom Performance.
Cannes 2011 selection.

Madam Samurai-Digital Comic Winner - San Francisco Premiere



2010 | USA | 1:30 | 86 pages - writer Harry Brown

Madam Samurai is a two volume graphic novel that tells the story of a female samurai warrior who travels from feudal Japan to Victorian London on a mission.

The Drop-SRC-Socially Responsible Content Winner -San Francisco Premiere



2010 | USA | 7:00| Dir. Marvelyne Engel

A young man works hard to reclaim his life. Before he can return to the outside world he must first complete "The Drop"

Jungle Fever 2-Website Winner - San Francisco Premiere



2010 | New Zealand | 2:30 | Dir. Peter Haynes

An action packed puppet themed webseries from New Zealand.

8:30pm Closing Night Feature & Award ceremony sponsored by Blue Angel Vodka



**POM Wonderful Presents:
The Greatest Movie Ever Sold**

2011 | USA | 90:00 | Dir. Morgan Spurlock

The Greatest Movie Ever Sold (officially titled POM Wonderful Presents: The Greatest Movie Ever Sold for sponsorship reasons) is a 2011 documentary film about product placement, marketing and advertising in movies and TV shows, directed by Morgan Spurlock. The film's slogan is "He's not selling out, he's buying in".

Morgan spurlock directs his latest documentary about the not so hidden world of advertizing and sponsorship and how it gets inserted into our lives as easily and cut and paste. spurlock, in keeping with the spirit of gonzo journalist of like hunter s. Thompson, has shown light on a wide variety of topics in his documentary on the big and small screen in such works as "30 days", "where in the world is Osama bin laden", and the ground breaking "super size me"

Spurlock gains funding for the movie by selling product placement and ads throughout the film so he can interview businesses, producers, and industry professionals along the way with a stars studded cast of the industry's top name, people like j.j. Abrams, Quentin terrintino, Bret ratner, Donald trump, Ralph Nader and gives their opinions on the power of marketing in our society and art.

***Q & A with Michael Levine**

Michael Levine is a world renowned publicist who has represented 58 Academy Award winners and consulted with 3 U.S. Presidents.

Regarded by the national media as one of the country's most prominent media experts, Levine has appeared on virtually every major national television and radio show as a contributing media specialist. He has made frequent television appearances on The Today Show, Nightline, Good Morning America, CNN, Fox News, ABC News, MSNBC, PBS, etc. Additionally, Levine appears regularly on radio both nationally and locally. His quotes frequent many major print media, ranging from Time Magazine to The Los Angeles Times, from Newsweek to The New York Times, and People Magazine. He is a best-selling author with 19 published books and is the Founder and President of Levine Communication Office

and the creator of the LBN E-Alert and has been called "one of Hollywood's brightest and most respected executives" by U.S.A. Today.

Interviewed by Life Dr. ®, Tina Morse - MA, MFT
FREE NEW MEDIA NETWORKING LOBBY
FREE NEW MEDIA MARKETING TABLE
FREE INTERNATIONAL ART EXHIBIT

Please join us in the lobby of Lumiere Landmark to network, meet filmmakers, walk our Red Carpet, watch the interviews, enjoy our Art On Wall Exhibit including

FROM JAPAN:
Entry Title: "Outlines"



Name: Remo Camerota, Dazaiwa setagaya-ku, Japan

Entry Description: Outline Environmental and social campaign 2011 - Japan

Remo has been exhibiting and winning awards for his work in the form of photography, video, sculpture and painting Internationally for the past 19 years. is an award winning multi media artist being the author of two books, director of films, creator of interactive applications and a street art all over the world. Remo has a genuine commitment to evolving the creative process and is committed to exploring new ways of expressing creative, artistic and social views in a compelling visual style. He wishes to engage in interesting concept based communications, indicative of contemporary cultural visual trends occurring locally and globally. His vision is to challenge the commercial perceptions of the world and inspire new topics of thought through the shaping and building of unique ideas.

From USA:
Entry Title: "Pleasantries"



Name: Dakota Bertrand, Los Angeles, California

Entry Description: Dakota Bertrand lives and work in Los Angeles. Dabbling in all media, he attempts to bring light and goodness to the world that can use all the kindness that it can get.

SALES OF THE ABOVE PRINTS WILL BENEFIT THE MADRONE PROJECT
A non-profit for sustainable living.

Will Semmes, Founder of Bellwether Partners, a government relations firm that focuses on green businesses in California will be the spokesperson and representing The Madrone Project.

ART ON WALL:

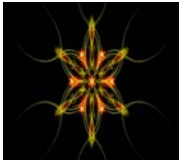
The below moving images will be projected on a wall of the New Media Networking Lobby continuously throughout the festival. These images have been culled from the entries and excel in expression , color & clarity through moving images.



1) I Was A Dancer
Dir. Jason Whiton



2) Inner Earth
-San Francisco Premiere
Dir. Greg Passmore



3) Pschadelic Kaladescope
- San Francisco Premiere
Dir. James Passmore

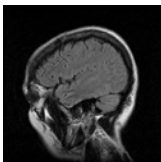


4) P3rsona –
San Francisco Premiere
Dir. Joe Arias



5) Bolivian Pride*
- World Premiere
Dir. Omar Lewis

6) Bring me up
-North American Premiere Dir. Miki
Tanaka



7)Abstract Mind
-World Premiere
Not in competition
Visual Effects Supervisor.
Janielson Foong

Red carpet interviews provided by *Back2One*

Join us June 2012 for our 3rd Annual New Media Film Festival in Los Angeles CA

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