



FEATURES

Short Takes

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Image of the Month



Cool Britannia: New York-based TZ recently completed a rebranding package for BBC America that makes stylized use of the Union Jack. TZ credits include Phylisse Cook as producer. John Kennedy was designer/director. Ian Freeman served as designer. Mike Cushny and James Collins animated the rebranding package. Udi Edni along with Victoria Estany served as composite artists. Said Iain Greenway, VP/creative director, TZ, "The challenge was how to communicate an international brand to a North American audience. Working closely

with Nigel Cole of BBC America, we transformed 'Rule Britannia' to 'Cool Britannia.' We developed a series of images that balance sophistication with humor, all built around whimsical placement of the Union Jack — on a woman's extended tongue, a kilt, a butterfly — and a corresponding red, white and blue color palette presented in stark, monochromatic settings. This makes the visuals hard to ignore as they offer an update of British attitude and style, much in the spirit of the programming on BBC America."

Apple buys SPRUCE

The field of DVD-authoring toolmakers narrowed again last month with the disclosure that Apple would buy Spruce Technologies, the maker of DVDMaestro, DVDConductor and SpruceUp.

Coming not so far behind the Sonic Solutions purchase of Daikin's DVD software earlier this year—and on the heels of a recently settled lawsuit involving Spruce and rival Sonic Solutions—the news is just the latest instance of rapid consolidation in the DVD premastering market. In a terse statement, Apple declined to disclose terms of the deal. In a nod to Spruce's existing customer base, Apple promised to offer "a migration plan... to help them preserve their investment in Spruce software," but provided no further details.

Observers noted that Spruce's software is geared toward Windows, making it a less-than-ideal fit for Apple. (Spruce does sell audio and video encoding hardware.) It wasn't clear last week whether Apple intended to port Spruce products to the Mac platform or simply wanted to put Spruce technicians to work on refining the Mac-based DVD product line. Bryant Frazer (excerpt from DVD Report)

Preview: Riding in Cars with Boys



Penny Marshall is that rarest of Hollywood creatures, a female director who has also made a string of box office hits. These include Jumpin' Jack Flash, Big, which garnered Tom Hanks his first Academy Award nomination for Best Actor and which made Marshall the first female director to pass the \$120 million mark, Awakening, A League



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Drew Barrymore

of the Their Own, Renaissance Man and The Preacher's Wife.

Now Marshall and producer Jim Brooks, collaborating for the first time since Big, have made the comedy/drama Riding In Cars With Boys, the funny, touching and true story of writer Beverly Donofrio (played by Drew Barrymore, who ages from 15 to 35 in the role) and her often irreverent, always unique personal journey. Based on the acclaimed memoir by Donofrio, the film also stars Steve Zahn, James Woods and Lorraine Bracco, and is set in 1965 in Wallingford, Conn. When the story starts, 15-year-old Donofrio, daughter of a cop and a homemaker, dreams of getting out

of working class Wallingford, moving to New York, and becoming a writer. But reality intrudes when she unexpectedly becomes pregnant by a boy she hardly knows. Riding in Cars with Boys is the story of how Donofrio, a remarkable if slightly imperfect heroine, overcomes all the obstacles she encounters.

The Sony Pictures Entertainment film is scheduled to be released Oct. 19.

Marshall's latest film reunites several of the director's key creatives, and the behind-the-scene talent includes production designer Bill Groom, director of photography Miroslav Ondricek and editor Richard Marks. Ondricek, whose many films with Milos Foreman include Hair, Ragtime (which earned him his first Oscar nomination), Amadeus (his second nomination) and Valmont, and whose other film credits The World According To Garp, and Silkwood, also worked with Marshall on Awakenings, A League of Their Own, and The Preacher's Wife. Groom, who recently worked on Sean Penn's The Pledge, starring Jack Nicholson and Robin Wright Penn, was the production designer on Marshall's films A League of Their Own, and The Preacher's Wife, and he was art director on her 1990 film Awakenings. As for editor Richard Marks, he's often collaborated with Brooks, and his extensive credits include What Planet Are You From, You've Got Mail, As Good As it Gets, Dick Tracy, Broadcast News, Terms of Endearment, Apocalypse Now, The Last Tycoon and The Godfather: Part II.

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