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Contact: Michael McGraw, 212-754-5957, [michael@themcgrawagency.com](mailto:michael@themcgrawagency.com)

## **HEARST MAGAZINES LAUNCHES FILM COMPETITION IN NEW PARTNERSHIP WITH 48 HOUR FILM PROJECT FOR 'DESIGNER VISIONS' SHOWCASE**

***ELLE DECOR*, *House Beautiful*, and *VERANDA* Residences Become Locations for Short Film Competition**

**Jeremy Kipp Walker, Mark DuPlass, and Kristen Johnston Among Judges for Best Film**

NEW YORK (October 29, 2012) — It's a film first for Hearst. Hearst Magazines announces its partnership with 48 Hour Film Project for the sixth annual **Designer Visions**, the must-see showcase of the best in interior design talent and trends. For the annual designer showcase, Hearst magazines *ELLE DECOR*, *House Beautiful*, and *VERANDA* have partnered with top interior designers to create three exquisite apartments in El Ad Group's new landmark residential property at 250 West Street in Tribeca. The designers for this year's Designer Visions are: **Matthew Patrick Smyth** for *ELLE DECOR*, **David Rockwell** for *House Beautiful*, and **Antony Todd** for *VERANDA*.

Leveraging the cinematic character of New York City, the three residences are serving as movie sets for six short films that have been made as part of Designer Visions' collaboration with **48 Hour Film Project**, an organization whose mission is to advance filmmaking and promote filmmakers. Two short films have been made in each apartment. 48 Hour Film Project guidelines required participants to write, direct, film, edit, score and submit their final films within 48 hours.

Six filmmakers were selected from the 48HFP's 2012 competition entrants, and include some of NY's best rising independent filmmakers. Among them is Pittsburgh, PA native [Kristen Kress](#), of the Astoria based Brain Fry Productions. "This is an immensely great opportunity. Not only do we get to shoot on a masterfully crafted & designed set, but we also get a production stipend to defer our costs, and the chance to meet & network with designers & filmmakers from the industry."

Kress is a 2nd year MFA Director from the Actors Studio Drama School with recent national commercial credits including assistant directing for Scope and the American Cancer Society. She is working on the upcoming independent feature film "Coach of the Year," and just signed on to direct and produce a short film featuring Colin Quinn.

"We have always said that the beautiful and innovative design featured in the completed apartments would make perfect movie sets," says **Jeanne Noonan Eckholdt**, executive director of business development, Hearst Integrated Media. "For the first time this year each apartment has, briefly, become an actual movie set and we can't wait to share what the filmmakers have created inside these remarkable residences."

The six films will be screened on November 12 at the Angelika Theater, where awards will be announced for Best Film as well as the film that best integrates participating sponsors including Jenn-Air and Benjamin Moore. The teams are competing for \$5000 in prizes.

Hearst has assembled an all-star team of judges for each award. For Best Film, the judges are: **Jeremy Kipp Walker**, producer/director whose credits include *Cold Souls*, *Sugar*, *Half Nelson*, *Maria Full of Grace*, *Everyday People*, and *It's Kind of a Funny Story*; **Mark DuPlass**, writer/producer/director/actor whose credits include *The Puffy Chair*, *Jeff Who Lives at Home*, *Your Sister's Sister*, *Lovers of Hate*, *Baghead*, and *The Freebie*; **Kristen Johnston**, two-time Emmy Award winner ("3<sup>rd</sup> Rock from the Sun") and star of TV Land's new hit comedy, "The Exes"; **Dana Harris**, editor in chief of IndieWire; and **John Tintori**, chair at the Kanbar Institute of Film, Graduate Film School at NYU.

Judging the award for Best Sponsor Integration are leaders in the advertising and marketing industries, including: **Nancy Hill**, president and CEO of 4A's (American Association of Advertising Agencies); **Paulina Reyes**, advertising design director, Mother New York; **Linda Kaplan Thaler**, chairman of Publicis Kaplan Thaler ; and **Carla Hendra**, global chairman, OgilvyRED, Ogilvy & Mather.

Following the 48 Hour Film Project premiere and celebration on November 12, the films will be available for viewing online on each of the respective magazines' websites at [elledecor.com](http://elledecor.com), [housebeautiful.com](http://housebeautiful.com) and [veranda.com](http://veranda.com).

### **About Hearst Magazines**

Hearst Magazines is a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)), one of the nation's largest diversified communications companies. Hearst Magazines is the largest publisher of monthly magazines in the U.S. (ABC 2011), reaching 82 million adults (Spring 2012 MRI) with its 20 titles. In addition, the company publishes more than 300 editions around the world. Hearst Magazines Digital Media, dedicated to creating and implementing Hearst Magazines' digital strategy, has more than 28 websites and 14 mobile sites for brands such as *Cosmopolitan*, *Popular Mechanics*, *ELLE*, *ELLE DECOR*, *House Beautiful*, *VERANDA*, *Esquire*, *Good Housekeeping*, *Marie Claire* and *Seventeen*, as well as digital-only sites such as [Delish.com](http://Delish.com), a food site in partnership with MSN; [MisQuinceMag.com](http://MisQuinceMag.com); and [RealBeauty.com](http://RealBeauty.com). Hearst Magazines has published more than 150 applications and digital editions for the iPad, iPhone and iPod Touch, as well as the Droid platform. In addition, the company includes iCrossing, a global digital marketing agency.

### **About 48-Hour Film Project**

The 48-Hour Film Project's mission is to advance filmmaking and promote filmmakers. Through its festival/competition, the Project encourages filmmakers and would-be filmmakers to get out there and make movies. The tight deadline of 48 hours puts the focus squarely on the filmmakers—emphasizing creativity and teamwork skills. While the time limit places an unusual restriction on the filmmakers, it is also liberating by putting an emphasis on "doing" instead of "talking." For more information, visit [www.48hourfilm.com](http://www.48hourfilm.com)

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