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FotoKem and SPY Combine Talent and Services on Sundance Winner *Fruitvale*

BURBANK and SAN FRANCISCO, January 31, 2013 – FotoKem and SPY (a FotoKem company) combined in-house talent and key post-production services for the Sundance winning film *Fruitvale*, written and directed by Ryan Coogler with cinematography by Rachel Morrison. The film won the festival's coveted Grand Jury Prize and Audience Award for a drama, and was acquired by The Weinstein Company soon after its premiere screening.

Providing end-to-end services for the Super 16 mm project, FotoKem and SPY worked closely with the filmmakers from start to finish. *Fruitvale* was processed and transferred at FotoKem in Burbank. The files were delivered to SPY's headquarters in San Francisco, where colorist Chris Martin color graded the film with Coogler and Morrison. The two facilities are securely connected by a high-speed network offering real-time interface capabilities between the locations to provide the creative community with easy access to the full breadth of post-production services that FotoKem and its companies offer.

Fruitvale follows the final day of 22-year old Oscar Grant, who was gunned down by a police officer at the Fruitvale stop of an Oakland transit line. The tragedy was caught on video, and the incident made national headlines.

The movie was shot on location in San Francisco. The Super 16 footage was then shipped to Burbank, scanned to HDCAM SR, and conformed at SPY.

"When I met with Ryan and Rachel prior to production, they were committed to shooting film. They felt strongly that film would convey the emotion they wanted to draw from Oscar's character," recalls Martin. "Our color grade supported the quality of grain and tonal palette that the Super 16 format brought to the story. Specifically, we approached the process as if we were timing in a film laboratory, avoiding the feeling of a digital grade. Building in contrast and adding weight to the mid-tones, rather than overcooking the shadows and highlights, brought a very specific emotional element to the film. The result is a feeling of intimacy that holds the personality of the film and supports Rachel's amazing camera work. Obviously the audience at Sundance agreed!"

Martin notes that *Fruitvale* can be divided into two worlds - the quiet intimate world of Oscar and his family, and the larger institutional world where Oscar encounters conflict. "Oscar's world tends to be defined by warmer scenes with more intimate contrast while the institutional scenes

are seen with a wider lens and more mixed lighting, embracing an observational feel,” says Martin. “So while we maintained the same approach for all the scenes, there’s a wonderful dichotomy between the two worlds.”

“We are honored to have collaborated with the talented team behind *Fruitvale*. At FotoKem, we continually strive to offer independent filmmakers the workflow expertise that they need, and invest in the talent and technology to support their creative visions,” says FotoKem’s Mike Brodersen.

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About FotoKem

FotoKem is an independently owned, full-service post production facility that has become the go-to resource for the worldwide creative community. Since 1963, the company has serviced every corner of the entertainment market, providing unmatched expertise, high-end solutions and innovative technologies. The company’s systems approach to the imaging chain assists filmmakers in successfully bridging production and post, and supports them in navigating the many formats and choices for telling stories. FotoKem offers a broad spectrum of services, including file-based workflows, 3D, digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, full service film lab, restoration, and production rentals. FotoKem has expanded over the years with the acquisition of SPY, Keep Me Posted, Margarita Mix and L.A. Studios. Follow FotoKem on Facebook (www.facebook.com/fotokem) and Twitter ([@FotoKem](https://twitter.com/FotoKem)).

About SPY

SPY was founded in San Francisco in 1998, and acquired by FotoKem in 2009. A highly regarded creative studio, SPY has contributed to many projects for some of the industry’s leading advertising agencies, including Goodby Silverstein & Partners, TBWA\Chiat\Day, Leo Burnett, DDB, and more. Over the past several years, SPY has also provided visual effects for a number of features including *Avatar* and *Priest*, as well as effects and color grading for director Francis Ford Coppola’s *Twixt*. The facility expanded to Santa Monica in 2012, and shares an address with FotoKem’s award-winning sound studio Margarita Mix. For more information, go to www.spypost.com, or follow SPY on Facebook (www.facebook.com/spypost).