



# IMAGE ARTISTRY

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IMAGE ARTISTRY WORLDWIDE FILM PRODUCTION



# IMAGE ARTISTRY Worldwide Film Production

Thirty Three Years of Creativity and Innovation.



# One Hundred Years of Movie Making

## The Only Constant Is Change

The dawn of film emerged as flickering black and white images first danced on silver screens. As either a solo pianist tinkled the ivories or an orchestra simulated the action and emotions through their score- scene to scene- audiences were mesmerized and whisked away in fantasy. Lighting and make-up played a central role making studio actors appear as god-like images of perfection. But, when "talkies" came along, new lighting systems were developed to interface with sound. The fledgling industry turned to Max Factor to design new make-up which would maintain their star's bigger than life persona under the scrutiny of enhanced lighting.



Now regarded the "Golden Age of Hollywood" by critics and cinema historians, motion pictures reached a zenith of popularity during the 1930s. While movie-goers munched popcorn and were caught up in storyline of nobility of character,

everlasting love and images of exotic lands, technology once again was revolutionizing the picture show experience. Black and white was out and color was in. Once again, changes in format required changes in lighting and make-up.



The new medium flourished as movie makers brought great epics to the public. In the era of great classics such as "Gone With the Wind", "The Wizard of Oz", "A Star is Born" and "The Adventures of Robin Hood" the last thing film makers would have imagined was yet another industry-wide change. Yet, in less than a decade, that medium arrived: television. And with its arrival came the development of new lighting, new cameras, and yes, new make-up.

During the following decades, not even the picture perspective remained constant. Solid state technology improved processing and higher resolution substrates for sharper pictures burst from laboratories. Film continued to dominate the capture medium with better dynamic range, that is, more accurate color duplication. As video camera technology improved at lightning speed, the new millennium experienced a challenge to Hollywood's old guard: independent film makers. Suddenly, elite studios were being eclipsed by stellar productions called "Indies". Cost of video equipment, its size and the knowledge available to average consumers had armed every creative imagination with possibilities of greatness.

Almost beyond belief, another vast leap of technology altered the video format to surpass "high definition" quality catching not only the notice of "Indy" film makers but top Hollywood and television studios as well. The standard was usurped by "The Red One", and now by its colossal upgrade "The Epic".



Who could have possibly imagined that **Hollywood would be making FILMS with VIDEO!**

Just like we still use the term "make a record" when in fact the CD is really the format of recording and distribution, it is unlikely that we'll change our mindset by embracing the term "video maker" over "film maker". But... in Hollywood, and in life, the only constant is change.



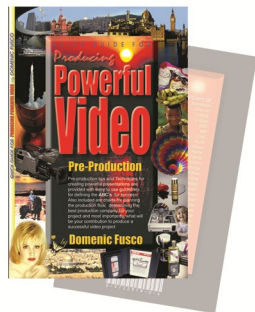
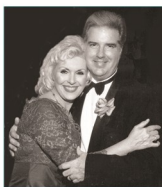
In the meantime, let's make an "Epic" film!

# The Image Artistry Distinction

## An Introduction to Image Artistry and Its Founders

Image Artistry was founded in 1980 by Domenic and Charlie Fusco with the vision to provide creative and innovative media services for the purpose of developing and enhancing their client's brand and advancing their position in the marketplace. As a full service agency Image Artistry provided print, photography and video services. They quickly realized their unique strength and passion was persuasive story telling through the medium of video and film.

Since the late 1980s, Domenic and Charlie Fusco have united their skills, talents and passion to impact culture with positive, uplifting media. To that end, they have worked closely with Ted Baehr, of MovieGuide.org and the Christian Film and Television Commission to promote family-friendly films. The Fuscos produced MovieGuide's first syndicated television show featuring critical reviews of films. From 1989 through 1995 they also reviewed films for MovieGuide. Additionally, they have filmed red carpet events and interviewed celebrities at various MovieGuide Award Galas in Hollywood and Atlanta during the past twenty years.



Domenic Fusco has authored three books on media production. The latest is *A Quick Guide for Producing Powerful Video*. The book provides instructional and informative materials that have been invaluable for interns Mr. Fusco has mentored over the years and for his students at the Art Institute of Atlanta where he taught briefly. They also provide essential knowledge to fledgling production companies, ministries and clients who are newly embarking of the video production process.

In the corporate world it's referred to as  
Branding....  
Marketing...  
Selling for Success!

In the cosmos of entertainment it's  
Creative Story Telling...  
Emotionally Connecting...  
Cultivating Excitement for Applause!

In either case the end game is to  
Move Your Audience...  
Satisfy Their Appetites...  
And Have Them Clamoring for More.

Image Artistry, Inc. celebrating  
33 Years of Creativity and Innovation.



The following pages detail the journey of the Fuscos as individual talents and their renowned team work from the inception of Image Artistry to their current emphasis as film makers.



## Worldwide Film Production

*If the fullness of life is measured, not in time, but by the number of events one experiences, then you might say we have lived an entire lifetime during the past few years.*

### Winter in Siberia

Siberia...unique in all the world. Its boundaries span an earth mass extending six thousand miles east to west, covering five million square miles. Siberia is inhabited by a mere two people per acre. Seventy five percent of its land is locked in rich forests and it cradles the world's deepest fresh water lake; Lake Baikal. Winter bursts forth with intolerable cold temperatures in this seemingly forsaken world where winter lasts seven to eight months. Blistering winds and temperatures dive lower than minus forty degrees for unbearable lengths of time; yet, regions of Siberia illustrate nature's extremes by reaching temperatures of plus one hundred degrees. Rich in oil, cattle, gas, diamonds and precious metals, this land, Siberia, derives its name from the word "sibir" meaning *sleeping land*. We documented the slow awakening of this wonderland of ancient culture, natural wealth and beauty people.



### Spring in the Bahamas

The world's largest talent scouting company holds exotic destination modeling competitions twice yearly. Major modeling agencies such as Ford, Elite, MTV, etc. send their representatives to view up-and-coming talent. Boasting 1000 to 3000 aspiring models, the contest's runways are filled with hopeful contestants competing for the top prize: a \$100,000 modeling contract and a chance to sign with a world class agency. Held in resort hotels and aboard cruise ships, this year's young men and women competed in the Bahamas and Cancun. From stage design to directing the non-stop film crews, the work schedule is daunting for those documenting the rise of "the beautiful people" to fame and fortune.



### Summer in Boston

Known as an historic community and seat of political activism, our assignment in Boston revealed a thriving city of new ventures. A video camera mounted on a crane flew over the crowd and captured the excitement of one of the country's fastest growing business opportunity meetings. Amid the old and new emerged the most significant find for me. It was the pizza shop my wife and I discovered while living in Boston in the early 70's. It still remains; and yes, it's still "the best pizza ever"!



### Fall in Houston

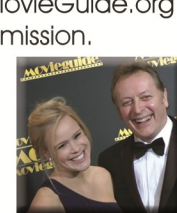
Anthony Clark, the "World's Strongest Man", is the gentlest and nicest man one could ever meet. Producing a promotional and motivational video documenting his power feats (bench pressing 800 lbs./picking up cars) and speaking engagements thrust me into

Anthony's home town, Houston, Texas. My stay, extended by flood waters that closed roads and airports (28" of rain in 24 hrs) placed me unexpectedly in the company of a self-made billionaire and a famous exercise guru.

### February in Hollywood

As producers of MovieGuide's first syndicated television show in the early 1990s, Domenic and Charlie Fusco have assisted Ted and Lilli Baehr in their quest to promote the social benefits of family-friendly films to society and the financial benefits to film makers through MovieGuide.org and the Christian Film and Television Commission.

The show featured critical reviews by Ted of films from a family point of view. The Fuscos also reviewed films for MovieGuide.org and have filmed red carpet interviews with celebrities at various Movie Guide Award Galas in Atlanta and Hollywood.



HOLLYWOOD



# Documentaries

## The Secret City (producer/director/co-writer)

Siberia...the mere mention of the name sends cold chills down our spines. This frontier wonderland is unique in all the world. The documentary tells the story of an evangelist who disembarks a train in the middle of winter in Siberia's "Secret City": Ulan-Ude. The year is 1994. He knows no one. A gust of wind steals his neck scarf which a passing man retrieves for him. It is the beginning of a friendship: the man generously offers him lodging. The documentary begins in mid-winter; temperatures are hovering around -40 degrees. Heat-jackets were required for the cameras to function; we could not take our hands out of our gloves for more than twenty seconds at a time. The purpose of the film was to document the beginning of Russia's transition from a totally secular state to a time of openness to religious thought and practice. The word Siberia, derives its name from the word "sibir" meaning sleeping land. The Secret City documents the slow awakening from spiritual sleep of this wonderland of ancient culture, natural wealth and beautiful people to the idea of personal spirituality.

## The Secrets of a Horse Whisperer (producer/director/co-writer)

Shot in majestic Jackson Hole WY this incredible story of how a relationship is developed between a cowboy and his horse through a non-violent training technique referred to as horse whispering is fascinating and masterfully filled with techniques that easily translate into human relationships. The acronym T.R.U.S.T. is used to simplify the process of Grant Gollither's restraint-free technique. It describes the gradual process Grant uses to gain a horse's trust. He guides the horse from fear of his predator (man) to a lifelong, faithful partnership with his trainer and owner. Mr. Gollither shares his personal knowledge and presents his remarkable, unflinching five-step process from first encounter in the wild to the first unbridled ride:

**T**errified  
**R**esist Authority  
**U**nderstanding  
**S**ubmission  
**T**rusting Relationship.



## Save the Planet (director of photography)

Hank Aaron narrates this documentary which brings attention to the pollution that is plaguing our planet. With the support of Kenny Loggins' environmental anthem, "Conviction of the Heart", the film provides constructive information and key comments from Andrew Young and others to inspire us to answer the question Loggins poses, *"Air that's too angry to breathe, water our children can't drink, You've heard it hundreds of times, You say you're aware, believe, and you care, but... Do you care enough? Where's your conviction of the heart?"*

## One Moment in Time (co-writer/producer/director)

Shot in the USSR in 1989-90 before perestroika. This documentary tells the story of the real attitude of the Soviet citizens toward the USA at a pivotal time in modern history. A group of seventy students from Atlanta, Georgia spent two weeks sharing a musical review of American classics from the forties to the eighties entitled "One Moment in Time". This talented group of students from Northside High School of Performing Arts, under the direction of Billy Dunsmore, traveled to Leningrad, Moscow and Kiev and performed in Russia's most prestigious opera houses and theaters.

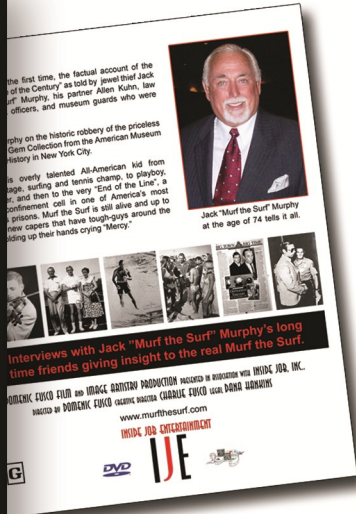
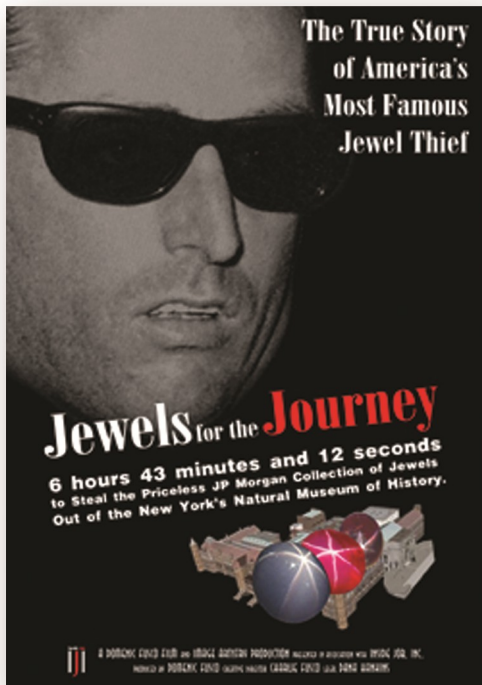
## Fire Over Israel (producer/director/co-writer)

Jerusalem, the holy center of three of the world's oldest religions, is a hot-bed of political and religious confrontations. Yet, in spite of the political tensions, an authentic friendship between the people of all faiths is dramatically documented. Abraham, the father of Judaism, Christianity and Islam, is their common bond for peace and prayers. In this film, Christian evangelist Gerald Derstine shares love, respect and affection with Jews, Druze, Muslims and Samaritans in their communities and brings them together to pass on to them the blessings he has experienced as a messenger of Abraham's God. The film provides evidence that the fire of political unrest can be replaced with the fire of God's love and acceptance for all who inhabit Israel.

## The Ultimate V8: Ferrari (AP, DP)

This film places the viewer behind the wheel of the most incredible sports car in the world. Professional drivers, Steve and Tom Shelton, command the Ferrari F355 on a closed course at Road Atlanta. Brace yourself for an adrenaline rush while experiencing views from the driver's seat, helicopter, front and back mounts that embrace tight curves and a six story drop at incredible speeds. Critics considered *The Ultimate V8: Ferrari* the best sports car expose at the time.





Current Project:  
**"Jewels for the Journey"**  
 Feature Length Film and Docudrama

Now, for the first time, the true story and factual account of the daring "Crime of the Century". Experience first hand the historic robbery of the priceless JP Morgan Gem Collection from the American Museum of Natural History in New York City. Follow this overly talented All-American kid from concert stage, surfing and tennis champ, to playboy, adventurer, and then to the very "End of the Line", a solitary confinement cell in one of America's most notorious prisons. Murf the Surf is still alive and up to exciting new capers that have tough-guys around the globe holding up their hands crying "Mercy."

## "Let's Make an EPIC Film"

Imagine...  
 The RED digital camera, which has been upgraded to the EPIC, produces pictures with higher quality than 35MM Film. Hollywood NOW makes FILMS with this amazing VIDEO camera!



The EPIC is engineered to be a DSMC™ (Digital Still & Motion Camera), a camera that excels in both worlds ... by design. Providing native dynamic range of over 13 stops and resolution that exceeds 35 mm motion picture film, this is the camera of the epoch. Add to that RED's newly developed HDRx™ extended dynamic range technology and EPIC boasts an amazing dynamic range of up to 18 stops. *We have two EPIC cameras.*

Here are films produced with EPIC cameras:

