



FOR IMMEDIATE RELEASE

Phoenix Editorial & Designs Team Sweeps the San Francisco Film Racing Competition with its Short Film “Sweep”

San Francisco, CA (June 12, 2008)—A team from Phoenix Editorial & Designs has won Best Film of the San Francisco Film Race 2008 for its short, “Sweep.” The group—dubbed “Team Shitzu”—includes Junior Editors Matt O’Donnell and Aaron Owen, and Producer Zara Finlay.

The award, which was announced on June 6th, was given to the best short film written, shot, edited and scored within 24 hours. In addition to winning Best Film for San Francisco, “Sweep” also swept eight other categories, including Best Direction, Best Cinematography, and the Audience Award Online. The film also won for Best Leading Actor, Best Acting Ensemble, Best Editing, Best Original Music Score and Best Costume Design. The winning film will automatically be entered into the National Competition, to be held later in 2008.

“Sweep” tells the story of two San Francisco vice cops who struggle to understand their purpose. A run-in with a psychotic playboy reminds them why they do what they do. The Phoenix team donned new hats for the competition, with Owen acting as both executive producer and DP, Finlay as assistant director/producer, and O’Donnell as executive producer and director. Phoenix’s veteran editor Bob Frisk mentored the group.

“Phoenix is a creative incubator,” said Owen. “There’s a lot of creative chemistry and energy that’s come together at this company.” O’Donnell added, “It’s nice to be able to collaborate outside of the commercial world and produce something original and worthy of recognition.”

Said Jonathan Hinman, Executive Producer, Phoenix Editorial & Designs, “Matt and Aaron are already fantastic, up-and-coming editors. But the whole company is very impressed with their talents as film producers and proud of their accomplishment. What’s more, their talents serve the direction Phoenix is heading—producing creative content, soup to nuts, for our clients’ multimedia outlets.”

“Sweep” involved a team of 19 individuals comprising Phoenix staff, friends and fellow filmmakers. Filmed entirely in San Francisco, “Sweep” was shot using the Panasonic HVX200 camera, which provides an entirely tapeless workflow. Post

production leveraged Phoenix's in-house HD capabilities, while Matthew Zipkin of One Union Recordings oversaw the music and handled the mix, and Mark Pitchford at M Squared Productions recorded the location sound. To view the winning film: <http://www.phoenixedit.com/sweep.mov>. For more information about the Film Racing competition: <http://www.filmracing.com/>.

About Phoenix Editorial & Designs

Phoenix has been a mainstay in the San Francisco creative post-production and design community since 1991. With a roster of award winning editors, creative directors, graphic designers and effects artists, Phoenix works with creative-driven advertising agencies including Venables, Bell & Partners, Goodby, Silverstein & Partners, Publicis & Hal Riney, Heat, Duncan/Channon, AKQA, and McCann. The company produces spots and HD design packages for clients such as Apple, Microsoft, Audi, PG&E, Palm, HP, Adobe, AT&T, Sega, EA, HBO, and Sprite. For more information about Phoenix, contact executive producer Jonathan Hinman at (415) 394-7777 or visit www.phoenixedit.com.

Credits:

Title: "Sweep"

Length: 3:33

Executive Producers: Aaron Owen, Matt O'Donnell

Directed by: Matt O'Donnell

Written by: Phil Lorin, Jesse Lichtenstein

Director of Photography: Aaron Owen

Produced by: Zara Finlay

Assistant Director: Zara Finlay

Edited by: Penny Krueger

Cast: Matt Donaldson, Phil Lorin, Erin Moore, Rachel Gonzalez, Jesse Lichtenstein, Kim Scott

Location Sound: Mark Pitchford

Gaffer: Russell Smith

Grip: Benjamin Casias

Assistant Editor: Laura Green

Production Assistant: Marie Bolton

Audio Mix: Matthew Zipkin

Musicians: Dave Walcott, Dan Brennan, Matthew Zipkin

Graphic Design/VFX: Zack Freeman

Post Production Facility: Phoenix Editorial | Designs

Post Sound Facility: One Union Recording Studios

Awards:

Best Film of the San Francisco Film Race 2008

Audience Award Online

Best Direction

Best Leading Actor

Best Acting Ensemble

Best Cinematography
Best Editing
Best Original Music Score
Best Costume Design

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