

Shhh! The Rosco Library Is Now Open



Royal Albert Hall, London

Rosco first offered in-house backdrop photography for features and television in 1995. Since then hundreds of backings have been shot and produced. Most of them ended up in the rental catalog, and can be seen at www.roscoigital.com, which is now fully updated and features a couple of handy search engines.

We now have well over six hundred rental backings in inventory, including stock in Canada, Australia, and Europe, plus many more out on production rental which are yet to be returned.

Some of the rental drops are duplicates – many designers use the catalog as an image bank, ordering resized, reshaped, or otherwise reworked versions of existing drops for their new projects.

Which got us to thinking. Anyone who has ever gone on a Rosco photo shoot knows we tend to be a little “snap-happy”. If we’re sent to a city to capture one view off a rooftop, we generally shoot all four cardinal directions, plus a selection of other views around town for good measure. We usually end up going through waaay more film than is really needed.

This has been bad for Rosco’s bottom line (as we never charge for film), but is potentially good for productions. We are now making these shots available in the form of an Image Library. Not just for backings (although that’s still our main business) but also for digital effects shots. There are hundreds of images, not only of the US standards like New York, Chicago, and Las Vegas, but from around the world. (See pages 2 and 3.)

An online library will be available by summer 2008, but until then we are putting out a limited release of an early version on CD. Anyone wanting a copy, or wishing to be sent future Rosco news should e-mail Phil Greenstreet at phil@rosco.com

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The Adventures of Rosco Shooter

International Man Of Imagery

Have tripod, will travel. Rosco's multinational team of photographers scour the world, shooting (and occasionally stealing) images that capture the essence of a location.

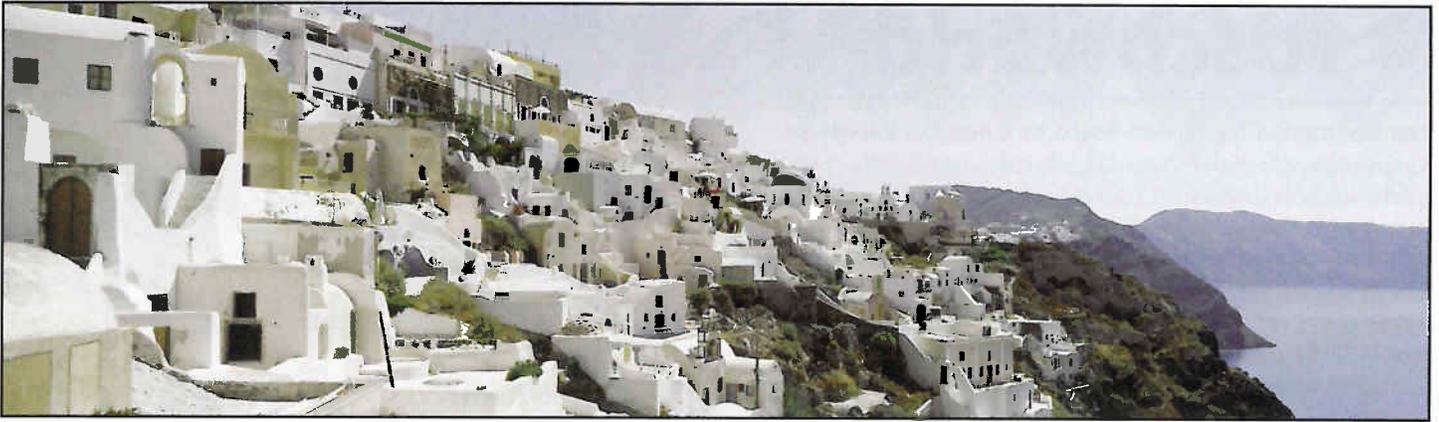


They turn a corner, and there it is, the view they have been waiting for, the pick of Picardie. Lex swings the vehicle off the road onto a patch of mud. At least, let's hope it's mud - this is very rural France. Rosco reacts, exits the vehicle, GX617 at the ready. Up comes the light meter - it's good. Click-click-click. The shot's in the can. Back into the vehicle, swing it around, let's get out of here. Sniff, sniff...sniff? Bugger - I guess that wasn't mud after all...



Plzen, Czech Republic. The birthplace of Pilsner - but that's not why Rosco and Lex are here. Okay...it's not the only reason they're here. A Medieval town square, vistas from the top of the cathedral tower, a typical street, all captured on film. But Rosco isn't finished. Instinct tells him there's one more location waiting, a shot that will capture the diversity of the town, the old and the new. Lex drives, slowly spiraling outwards from the center of town.

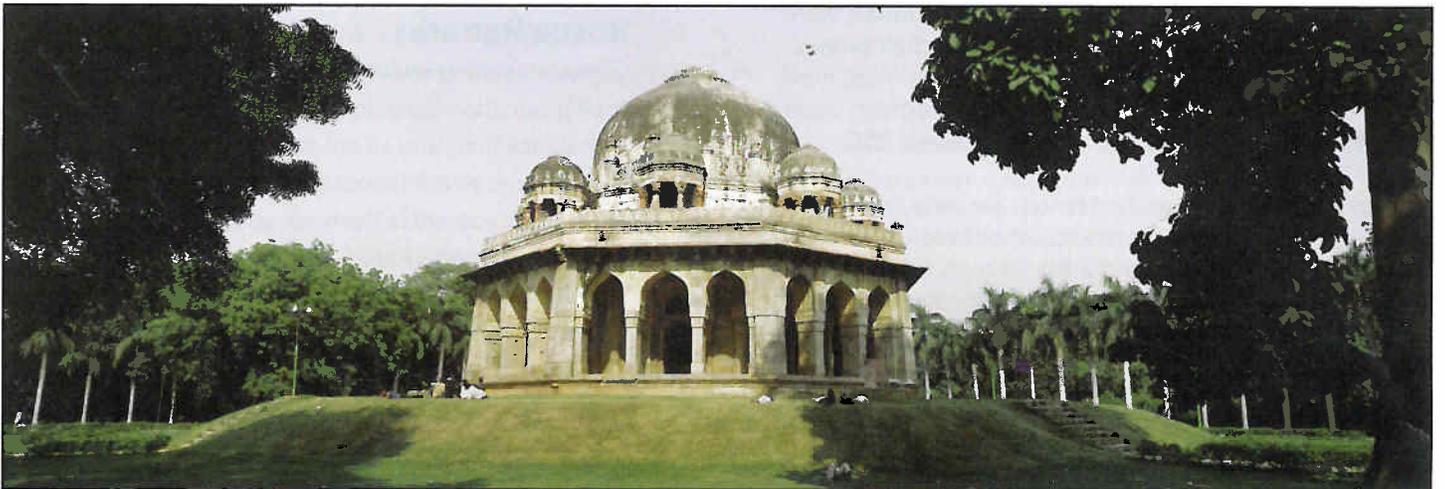
They spot it together. A concrete shopping center, decaying monument to the long vanished Communist era, is now an outdoor flea market. Lex parks, not entirely legally. Rosco grabs the GX and heads out, through the vendors of t-shirts and dubious leather goods. Over a barrier posted with dire warnings in ten languages, up a crumbling staircase (what did they make their concrete out of, flour and water paste?) on to the deserted second floor. Click-click-click. Down the staircase and away, pausing only for a quick shot of the Plzensky Prazdroj brewery (look, everyone has to have a hobby, okay?).



Santorini, Greece. Site of the largest explosion in European history, often credited as the origin of the Atlantis legend. A fresh volcano rising from the sea within the blasted caldera threatens future mayhem. You couldn't pay some people to go there, but Rosco Shooter went - on a spec shoot. The project fell through, but the series of spectacular photographs proved well worth the trip.



Venice, Italy. The Queen of the Adriatic has for many years been a favorite of the movie industry, making her a natural destination for Rosco Shooter and his trusty GX. St. Marks Square, the Doge's Palace, and most of all, the canals provide endless opportunities for classic backdrops.



New Delhi, India. Twenty four hours in transit. Twelve hours out of sync on the body clock. So what does Rosco Shooter do once his main job is finished? Sleep? Don't be ridiculous. He picks up his GX and prowls the streets and parks of the city, looking to add some small part of the Indian Subcontinent to the Image Library. Then as the sun drops toward the horizon, Rosco finally relaxes, admiring the unique quality of light created by the smoke from a million wood-fired tandoors, munching on a paan from a street vendor, savoring the contentment of another day well spent, capturing the world, and bringing it back for Hollywood.

roscoworld

Lex Verstraeten has joined Rosco as European Backdrops Guy (we're still working on his job title). Lex brings many years of entertainment lighting experience to the job, along with fluency in English, French and German, as well as his native Dutch. Last summer Lex visited New York and Los Angeles learning the ropes, and also joined Phil Greenstreet on a tour of European production centers in the Fall. His primary area of operations will be mainland Europe, with occasional forays to more distant locations.

In 2007 Ian Baseby retired as Manager of Rosco Australia, but he tells us that he will still be available for photo shoots down under. His credits include images shot for "Charlotte's Web" near Melbourne, and NBC's coverage of the 2000 Summer Olympics in Sydney.

Tom Swartz of Rosco Canada has enlisted a local photographer to shoot for the Canadian market.

Rosco rental backdrops are now available in Europe, based out of our Madrid office.

Student Rental Program

Many designers and cameramen recall their first contact with Rosco as having taken place in the classroom. Representatives spend many hours each year visiting students to talk about filters and other products. Additionally, Rosco offers reduced prices on gels, and diffusions for film students, and in the Los Angeles area also have a limited number of fog machines available at no charge.

Ten years ago, a new service was introduced, the student backdrop rental program. For the first time, students were able to use professional quality backdrops in their productions without destroying their budgets. Since then, hundreds of student films have used this program, from schools such as AFI, Chapman, Loyola, UCLA and USC.

Requirements for 2008 student rentals are fairly simple: student I.D.; a certificate of insurance; authorization letter from the school; a credit card; and a big enough truck to carry the drop. The price? Just \$300 per week for any backing of any size. Call Diane Ricci at Rosco HQ, at 1-800-522-1180 for further details.

RECENT PROJECTS

Stepbrothers (Feature)

PD: Clayton Hartley
Art: Ginny Randolph
DP: Oliver Wood

Dirty Sexy Money (TV)

PD: Steve Wolffe
Art: Gina Cranham
DP: Jeff Jur

Nip/Tuck (TV)

PD: Liz Kay
Art: Chris Redmond
DP: Christopher Baffa

What Happens In Vegas (Feature)

PD: Stuart Wurtzel
Art: Stephen Graham
DP: Matthew Leonetti

Lipstick Jungle (TV)

PD: John Kasarda
Art: Jonathan Arkin
DP: Dave Dunlap

October Road (TV)

PD: Jessica Kender
Art: Melissa Bartley
DP: Michael Price

Sex and the City (Feature)

PD: Jeremy Conway
Art: Ed Check
DP: John Thomas

Rosco Rebates

Companies using multiple Rosco products on their production (backdrops with gel or gobos with dance floor, and so on) may qualify for discounts through the "Rosco Rebates" program. The more items you order, the more you can save. Call Joel Svendsen on 323-828-5196 for further details (or better yet, ask your UPM to do so).



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Also in : New York, Toronto, London, Madrid, São Paulo and Sydney