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ISSUE 8

BAYOU STATE
SIZZLES AT AFM

**CURE
FOR THE
CRASH**

**LERNER LOVES
LOUISIANA**
RENOWNED PRODUCER SPEAKS

BEHIND
THE SCENES: **THE
POWER
OF FEW**





Christian Slater on the set of *Power of Few*.
Photo by Geovanni Velasquez

THE POWER OF MANY REWRITES

THE POWER OF FEW

INTERACTIVE FILM ON THE HORIZON

STORY BY GARY MICHAEL SMITH,
SPECIAL ASSIGNMENT EDITOR

PHOTOS BY GEOVANNI VELASQUEZ

Movies with multiple storylines and non-linear storytelling are no news flash. *Memento*, *Vanilla Sky*, and *Being John Malkovich* are just a few films that prove the commercial value of not only stunning aesthetics but also the cerebral popularity of such cinematic designs. Internet movies also are not groundbreaking, especially with indie filmmakers and their “no-budget” productions. But what if you were to combine the two and provide actual scripts and music scores for the viewer to rewrite scenes for different tastes and different outcomes? You’d end up with a project such as *The Power of Few*.

Steelyard Pictures and iQ Films are preparing for the production of a new indie feature, based on a script by award-winning writer and director Leone Marucci. By combining up-and-comers with established Hollywood stars, the producers have built an A-list cast around a unique script, a cutting-edge marketing campaign, and a modest budget. Impossible? Think again. Committed actors so far include Christopher Walken, Christian Slater, Q’orianka Kilcher (*The New World*, *Princess Kaiulani*), and Franka Potente (*Run Lola Run*, *The Bourne Identity*).

Filming of this urban crime thriller began in the fall of 2010 in New Orleans. The movie is being shot with the RED camera, and intends to have a running time of 100 minutes with an R rating by the MPAA. The producers have already garnered major world press for the film and currently are negotiating with potential distribution partners.

So how does Marucci plan to pull off *The Power of Few*? By The Power of Marketing. He explains that a unique promotion approach is key to not only building an audience but to attracting distribution partners, as well. He adds, “The creative team behind *The Power of Few* has developed an innovative marketing approach that targets the global and ageless YouTube culture. Already generating worldwide press on the concept alone, *The Power of Few* will be the first truly interactive film.”

While it’s rare that major studios would take the risks that independent productions are willing to, one just has to look at *The Blair Witch Project* for motivation. This 1999 horror film was shot in eight days for between \$20,000 and \$25,000. It grossed more than \$248

continued on page 14

Power of Few,

continued from page 12

million worldwide.

It might all be in perception. Marucci doesn't see a risk so much as an opportunity to empower a new generation of film fanatics by including them in the creative process. From casting to editing, Steelyard Pictures and iQ Films are opening up Hollywood's doors to anyone with an Internet connection. As Marucci observes, "Technology is evolving at the speed of light. Opportunities to be involved with innovation are indeed rare and ever increasingly harder to find."

In case you're wondering, the producers are looking for investors to be a part of history. With *The Power of Few*, this history includes spies, smugglers, holy fools, and well-armed children criss-crossing in intersecting paths during a day of danger, mystery, and possible transformation. Marucci offers, "We are seeking a partner who shares our vision, is captivated by the endless possibilities of both our story and our approach, and brings an enthusiasm for pushing the envelope by challenging the limits of perception, both on the screen and off."

In the story, Alexa is a package courier who dreams of leaving the small rundown town that has always been her home and heading west to find a new life. Those plans take a dramatic turn when she agrees to transport a small brown package that has the attention of several powerful forces. Her fate and the fate of all who come in contact with that package will be forever altered as she is unknowingly thrust into the midst of an international plot that has the power to change the world, and whether she lives or dies will be decided by the Power of Few.

The storylines pit people in heightened situations under real pressure where a certain intense desperation exists, and when experienced from both close up



Leone Marucci, writer/director/producer.

and far away, perceived motivations will shift. In fact, time itself will feel different in a story that bends the clock in every direction. With that in mind, Marucci was careful to decorate his urban landscape with a cast who collectively share that timeless quality.

The filmmaker himself identified his life's passion at a very early age, creating his first movie at the age of 12 and becoming entrenched in media creation and visual storytelling ever since. He was raised in Youngstown, Ohio, and graduated from Ohio State University where he earned recognition with his student award-winning film, *On Location*. In 1996 he moved to Los Angeles where he started his career in Hollywood working on such films as *The Truman Show*, *The Blade*, and *Anaconda*.

In 2000, Marucci formed Steelyard Pictures, an independent film company and media group. In 2002 he wrote, produced, and directed *Meddle and Steal*, a short film that won Best Action Film, Best Screenplay, and Best Actor at the New

York International Independent Film and Video Festival. He faced many commercial opportunities and subsequently spent the next years guiding Steelyard into successful relationships with Disney, MTV, NFL, Taco Bell, Granada USA, and Guess.

In 2005 Marucci wrote, directed, and produced *Reaction*, an inventive reality-based featurette showcasing the improvisation talents of a strong ensemble cast. Always one to explore and implement new technologies, Marucci designed a cutting-edge marketing strategy for this upcoming crime-thriller. Under his guidance Steelyard has been recognized by the global print and online press for its innovation and creative approach to media, including features in *Business Week*, *The Associated Press*, Australia's *Film Ink*, *Getty*, and *The Hollywood Reporter's* "Leadership in Hollywood" edition.

GO TO WWW.STEELYARD.BIZ TO SEE LEONE MARUCCI'S WORK.