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Tribeca Film Institute launches Reframe project
Website Will Make Classic and Hard-To-Find Film And Video Content Accessible To A Wider Audience

(June 9, 2008 - New York, NY) – *Tribeca Film Institute*, a non-profit organization serving independent filmmakers and media artists, today announced the launch of *Reframe*, an innovative project which will help individual filmmakers, broadcasters, distributors, public media organizations, archives, libraries and other media owners digitize, market and sell their classic and hard-to-find films and video content using the Internet. The *Reframe* website, www.reframecollection.org, goes live today and will be a one-stop location and an important resource for filmmakers and distributors wanting to bring films to film scholars and the general public. Reframe is created in partnership with *Amazon's CreateSpace* and with major support from the *John D. & Catherine T. MacArthur Foundation*.

Many filmmakers, distributors and archives can't afford the high conversion cost to the digital format, and have been reluctant to invest in digitizing "niche" content. *Reframe* converts all content to high-quality digital files; Works in video formats will be digitized for free, and film formats will be digitized "at-cost." In a unique arrangement, *Reframe* returns a digital copy to the rights-holder for free, and allows them to make their content available to others in a nonexclusive arrangement. *Reframe* then makes these works available for sale to the public, at prices set by the rights-holder, through both the Amazon and *Reframe* websites. All content is made available for sale on DVD on Demand as well as digital download to own or rent through Amazon's Unbox service.

"Too many films remain unavailable to the public, even the best researchers and scholars, because they are literally 'stuck on the shelf' in analog formats, or in hard to find catalogs. *Reframe* will essentially digitize our visual heritage and give these important works new life," said Brian Newman, CEO of Tribeca Film Institute.

Reframe's website is designed to become a community hub that will collect content from numerous sources of independent and alternative media, and allow users to find content in new ways. As more works become digitized, and video proliferates on the internet, *Reframe* will be a trusted source to help guide quality content. *Reframe* will help end users find the best films through a combination of expert and user generated curation and specialized search functions as well as by combining the best features of social networking, recommendations from friends and colleagues, good cataloguing, and other methods to help find the best films online. *Reframe* curators and bloggers already include: John Hanhardt (Consulting Senior Curator for Film and Media Arts - Smithsonian American Art Museum) and Kathy Brew (Curator, Former Managing/Co-Director - Margaret Mead Film & Video Festival) among others.

Filmmaker Sally Potter who is participating in the project, putting her entire oeuvre on *Reframe* said, "This is a fantastic initiative. For years I have been looking for ways of making my films, especially the very early ones, some of which have never been distributed, available to anyone, anywhere who wants to see them. Reframe is finally making that possible."

In its first year, *Reframe* plans to have more than 10,000 titles available, including classic public television films and videos, documentaries, independent features, shorts, foreign films and vanguard cinema. Ultimately, *Reframe* will become a destination for scholars, artists, teachers and film enthusiasts to easily search for and locate content.

About Tribeca Film Institute

The Tribeca Film Institute is dedicated to creative innovation in film and media arts. The Institute creates original programs that draw on the unifying power of film to promote creativity, understanding, tolerance and global awareness. Our commitment is to educate, entertain and inspire filmmakers and audiences

alike, while strengthening the artistic and economic fabric of New York City and its Lower Manhattan community.

For more information visit www.tribecafilminstitute.org.

Additional support for Reframe comes from the Andy Warhol Foundation for the Visual Arts, the National Endowment for the Arts and the New York State Council on the Arts.

About The John D. and Catherine T. MacArthur Foundation

The MacArthur Foundation supports creative people and effective institutions committed to building a more just, verdant and peaceful world. In addition to selecting the MacArthur Fellows, the Foundation works to defend human rights, advance global conservation and security, make cities better places, and understand how technology is affecting children and society. With assets of \$7 billion, the Foundation makes approximately \$300 million in grants annually. More information is at www.macfound.org.

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