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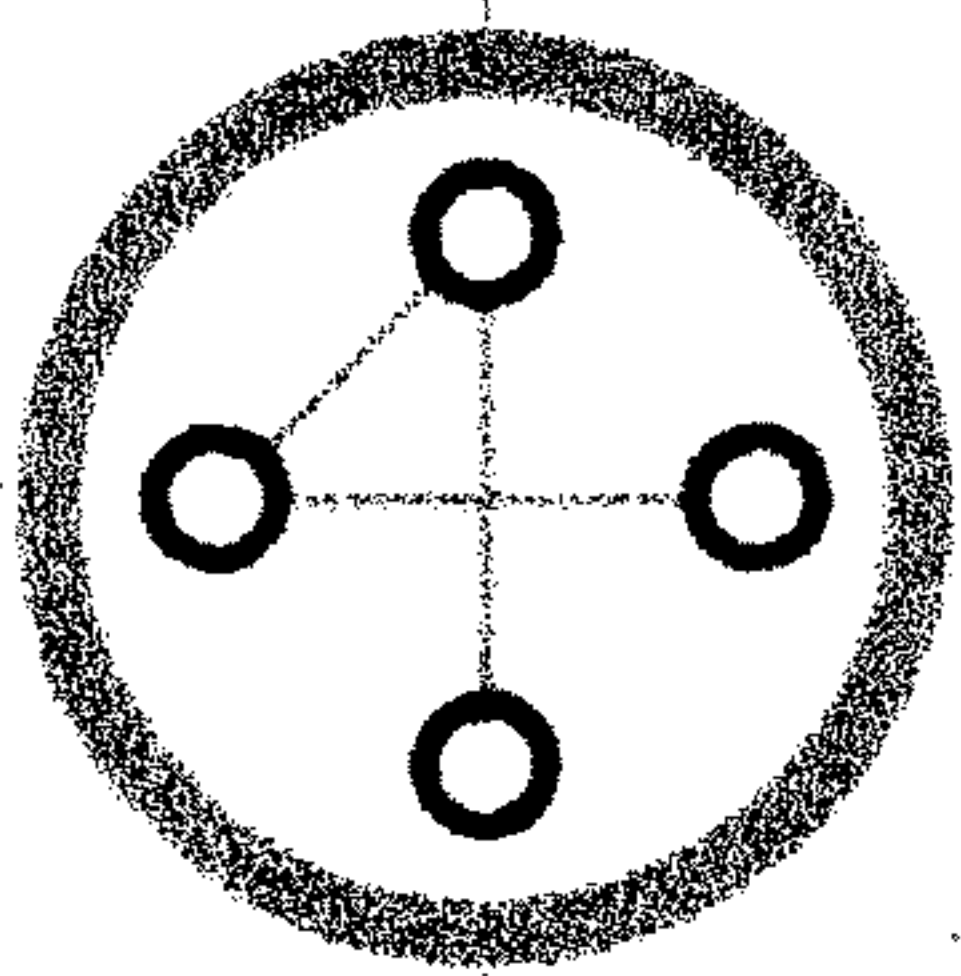
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GROUP
FOUR
FILMS

AMERICAN MOD

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Partnership
Proposal for
American Mod
An Exclusive
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Opportunity to
Reach a
Growing Market
of Trendsetting
Consumers

Mod: An unconventionally modern style of fashionable dress originating in England in the 1960's.

Fashionably up-to-date, esp. in style, design, or dress.

[SHORT FOR MODERNIST]

-Webster's Dictionary summary

SUMMARY

American Mod is a stylish, music-saturated short film that nods to the past -- while throbbing on the cutting-edge pulse of today's media, music, fashion, art and advertising. Not just a visual/musical treat, this film is a touching story of a young man who discovers the true value of friendship and the capricious nature of love.

American Mod is already generating enormous pre-release buzz stateside and abroad. Enthusiastic pre-screening audiences in Stockholm and Los Angeles are raving over the original music score, lush visuals and the surprise twist ending. The Film Community, "Mod" Trend Setters, an active Internet community, college campuses, and club-goers worldwide are taking notice and giving advance praise for *American Mod*.

You are invited to attend a special screening of *American Mod* on January 31, 2001, at 7pm as the film makes its first U.S. festival appearance in The New Film Makers series at Anthology Film Archives, 32 2nd st. @ 2nd Ave, New York, NY, 212-505-5181.

American Mod recieved rave reviews from a sold out audience at the official premiere in Spain at the prestigious Gijon International Film Festival (details at <http://www.las.es/gijonfilmfestival.com>) on November 30, 2000, and was applauded by two back-to-back sold out screenings for a select in-the-know audience at The Pioneer Theater, on December 6th in New York.

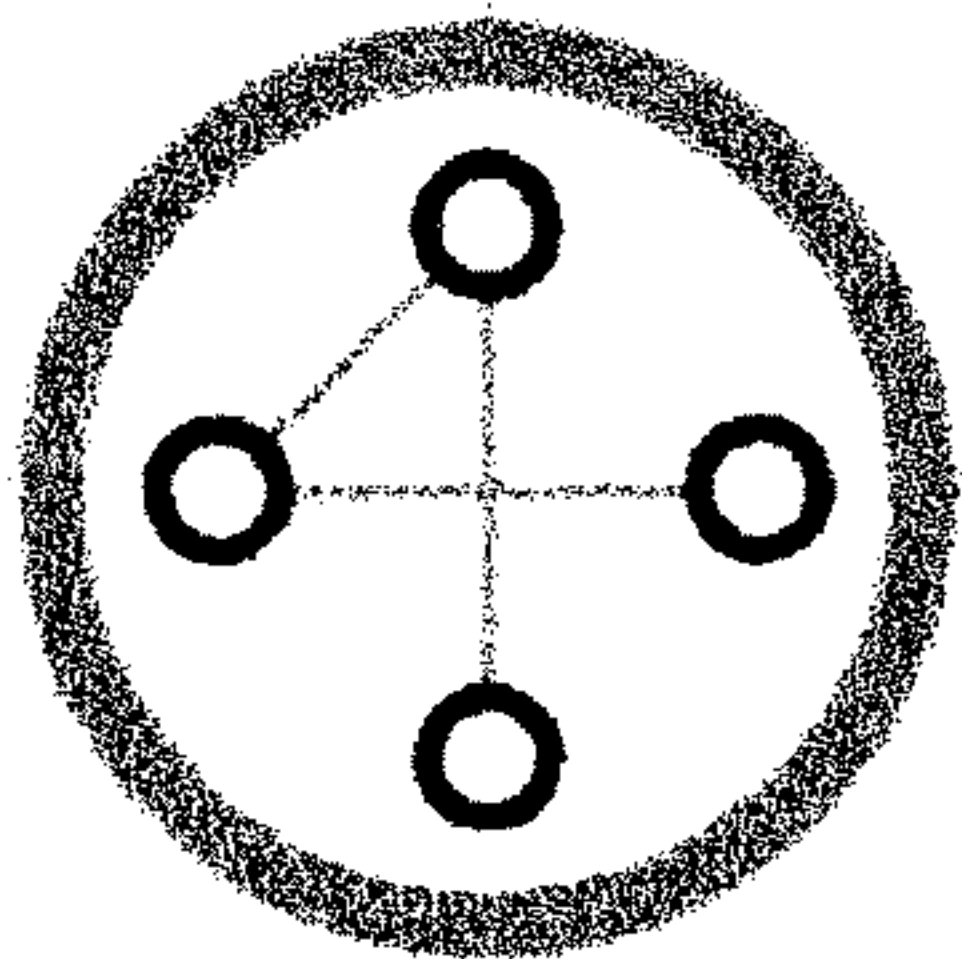
Group 4 Films plans a strategic worldwide release schedule to build excitement and increase market share. Select companies, partners and sponsors can penetrate this market with unique distribution support opportunities. We offer exclusive opportunities to identify your product with the promotion and distribution of *American Mod*. Increase your market exposure by sponsoring *American Mod* screenings and events. These events will showcase cutting-edge music, trendsetting fashion and nightlife.

AMERICAN MOD THE FILM

American Mod is a stylish, affectionate look at the New York subculture of Mods. The film highlights the fashion, music, scooters and club scene of a lifestyle originating in 60's England, but is alive, well and growing in contemporary New York. No dry documentary, this film is a simple, positive narrative about the value of friendship. *American Mod* is a stylized, music-oriented film short showcasing the Mod genre and sparkling with surprise twists. The short 18 minute film format offers a variety of unique opportunities for advertisers to reach this growing market and identify their products with this trendsetting sector.

American Mod features the final film performance of cultural icon Quentin Crisp, noted author, actor and social commentator who died shortly after completion of the film.

Check out the web site www.americanmod.net for more images and information



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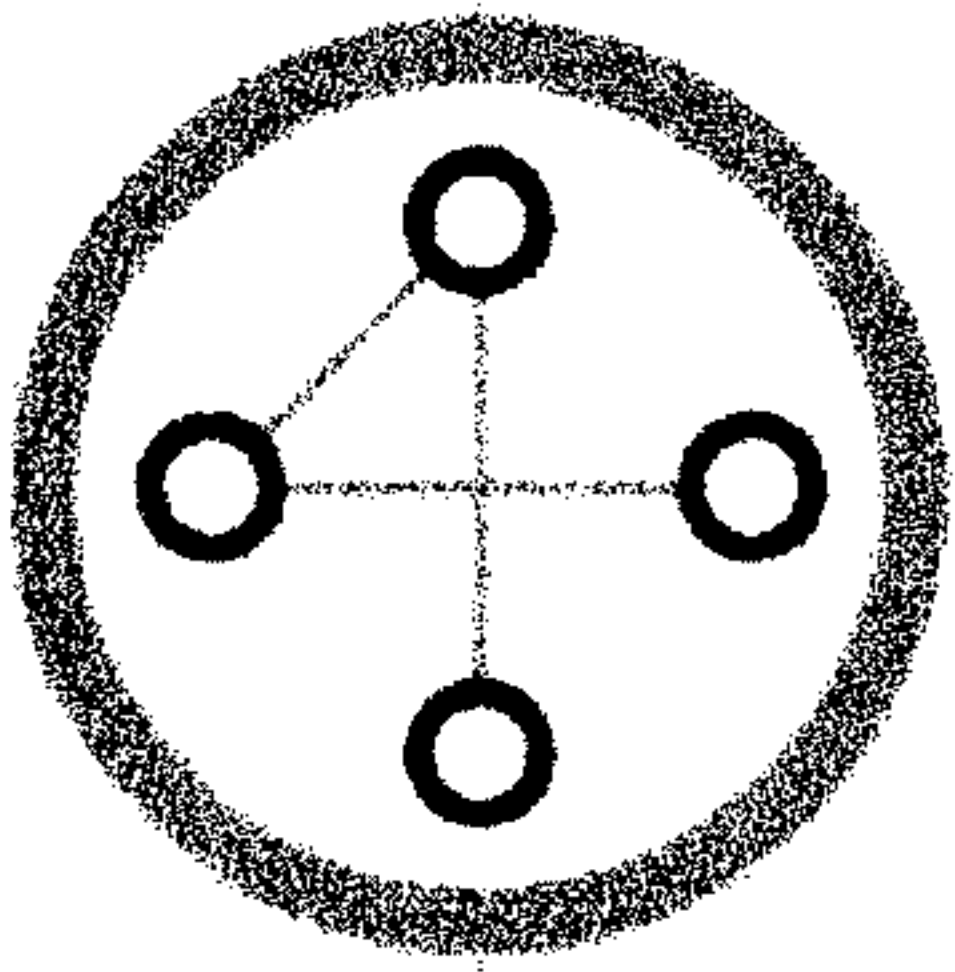
MARKET POTENTIAL

American Mod captures the attention of the rising Mod/Retro 60's Rock and Soul trend. *American Mod* sponsors can reach this 18-34 year old urban, international audience. Mods are savvy, technical Web users, college educated with an eye for polished, trendy modern fashions. Select screenings and *American Mod* events are scheduled for large urban areas, on college campuses and in clubs.

National marketing campaigns are already catching the Mod beat: Target, Phillips, and IBM are all designing ad campaigns that move to the beat of a 60's classic.

MOD TRENDS AND INFLUENCES IN TODAY'S CULTURE

- ▶ Mod Britpop megastars *Oasis* (30 million in record sales since 1994), *Blur* and *The Verve*. The recent national tour of Mod icons *The Who* and release of their *BBC SESSIONS 1964-71*. The Beatles' *1, Best Of* Singles Collection.
- ▶ The return of polished, classic high-fashion in labels Versace and Gucci. Ben Sherman shirts, Beatles inspired boots and shaggy banged Beatles haircuts. Doc Marten's, the classic suit with a twist, 60's vintage looks, fishnets.
- ▶ BMW's backing of the reissue of the classic 60's "Mini" Car which was the favorite of young and trendy Mods.
- ▶ The hot Scooter trend, symbolizing mobility and fashion, immortalized in the Mod era, now the defining item of coolness for pop culture fanatics. Vespa has seen revenues rise to \$1 billion, sales of new and restored Vespas and Lambrettas have more than tripled since 1996.
- ▶ The surging popularity of 60's revival films and documentaries -- VH1's *Behind the Music*, reissue of *Yellow Submarine* on DVD and other Mod influenced films such as the Austin Powers films and *The Limey*.
- ▶ The publishing world's re-release of Richard Avedon's *The Sixties* and David Bailey's *Birth of the Cool*. Kitty Powe-Temperley's *The 60's Mods & Hippies 20th Century Fashion*. These 60's inspired book releases demonstrate the presence of the Mod influence on today's culture.
- ▶ Clean, cool, stylish modern furniture design.
- ▶ Modsters on both the East and West coasts can find like-minded individuals at Club events seven days a week.



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EVENT & SCREENING CALENDAR TO MARKET AMERICAN MOD

AMERICAN MOD - THE OFFICIAL WEB SITE is online and live!

<http://www.americanmod.net>

Enormous impact is generated through the Web site's innovative, interactive online presence. The site is updated frequently, providing news and information for film fans and the Mod community.

Just Added! January 31, 2001 -7PM

ANTHOLOGY FILM ARCHIVES 32 2nd ave. @ 2nd st., New York, NY

First New York public screening of the film in Anthology's prestigious New Film Maker series. Reception events to be announced.

December 6th, 2000 - 7:9pm, Screenings at 7:15 and 8:15 SHARP!

TWO BOOTS PIONEER THEATRE, New York City, NY USA

155 E. 3rd St. (at Avenue A) 212.254.3300

New York City *American Mod* Premiere screening for cast, crew, partners and press.

November 30th, 2000 - time t.b.a.

GIJON INTERNATIONAL FILM FESTIVAL, Gijon, Spain

Po. de Begoña nº 24 entlo. P.O. Box 76 33205 Gijón, Spain

Tel. 34 98 534 37 39 Fax: 34 98 535 41 52 E-mail: festcine@las.es

Web Site <http://www.las.es/gijonfilmfestival.com>

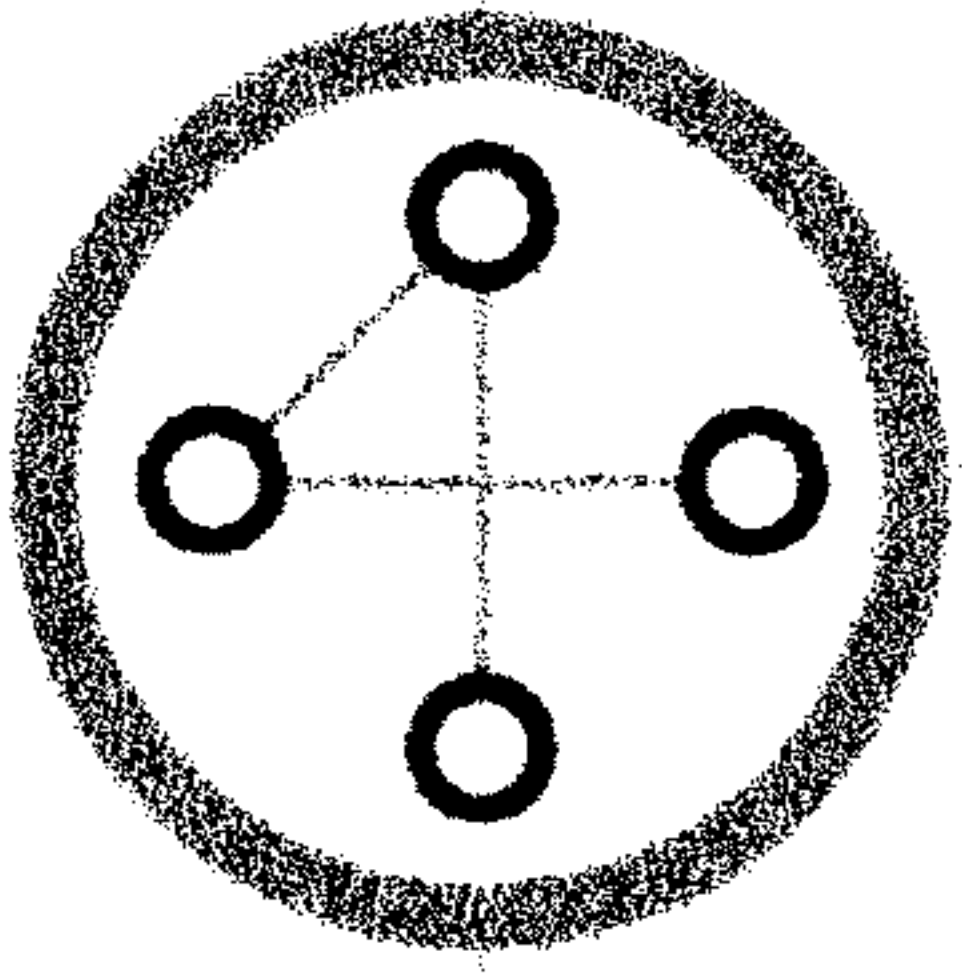
Official Esbilla Selection screening of *American Mod*. Gijon's 2000 Esbilla program also features Kusama's *Girlfight*, past selections include *The Virgin Suicides*.

October 5th thru December 5th, 2000

MY GENERATION EXHIBIT Stockholm, Sweden

A 60's inspired multi-media culture festival in Stockholm which features *American Mod*, Sept 1st thru December 1st, 2000. KULTURHUSET (Culture House), Stockholm, SWEDEN.

Marketing & support for all dates through email and direct mail to Mods, Scooter Clubs and press in destination cities. Posters and invites in Mod locales, clubs and select retail outlets. Advertising in local weekly guides (*Time Out*, *Village Voice*, etc.). Extensive Internet postings on the World Wide Web including the official Screening calendar on www.americanmod.net.



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PLANNING STAGES -- AMERICAN MOD EVENTS

February 2001- Official New York City *American Mod* Premiere

Preferred Venue: THE SCREENING ROOM, New York City, NY USA

February 2001 - Date & Time T.B.A.

'TIS WAS at Don Hill's, New York City, NY. USA

Premiere New York City *American Mod* hosted event. Exclusive club screening and celebration with live music performance by HEADQUARTERS.

April 2001- West coast American Tour of *American Mod* with soundtrack artists, HEADQUARTERS. Cities include San Diego, Los Angeles, San Francisco, Portland OR, Seattle WA, Vancouver BC.

May 2001- United Kingdom Tour of *American Mod* with soundtrack artists, HEADQUARTERS. Cities T.B.A.

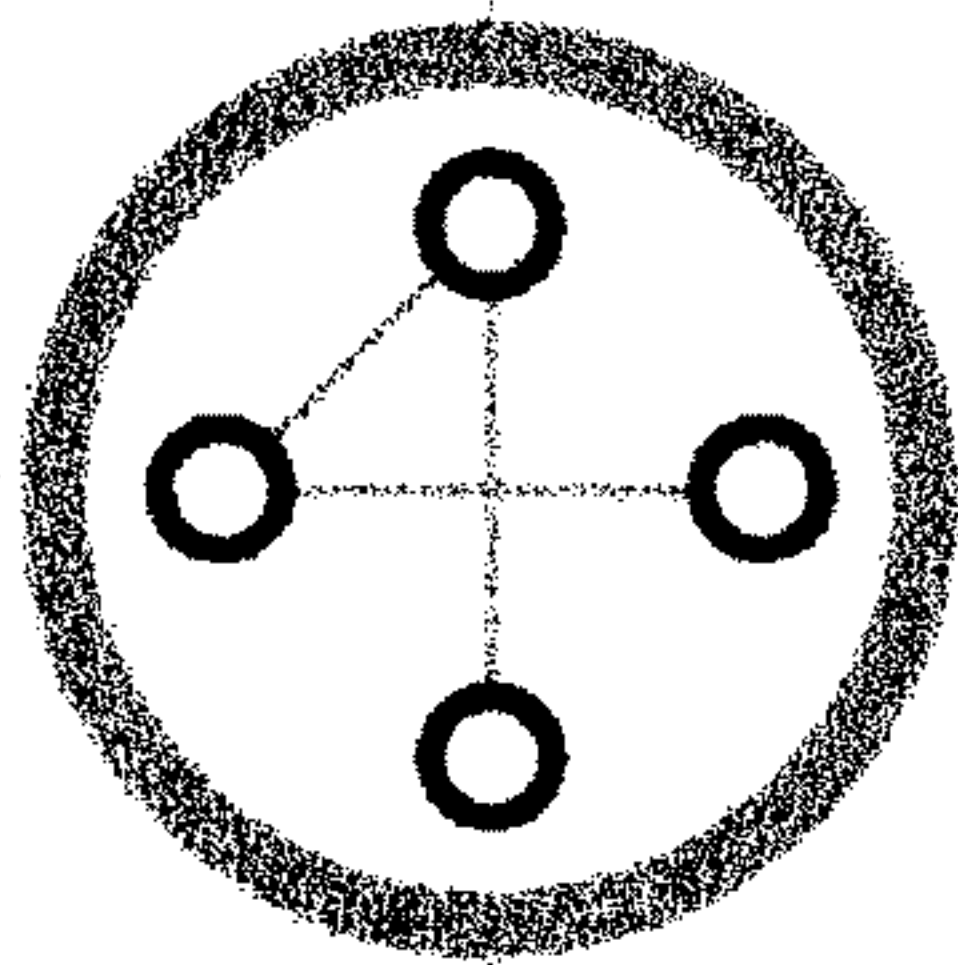
DATES TO BE ANNOUNCED IN THESE CITIES: Washington D.C., Philadelphia, Atlanta, Denver CO, Austin TX, Minneapolis, Edinburgh, Scotland. More to come...

Host American Mod club events in major US and European cities featuring, live music, local DJ's, informal screenings and Fashion Shows.

Schedule college campus screenings and distribution.

Promote and publicize film for Television and Internet distribution, US and abroad.

In development, a feature length project in this same area of Mod culture



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GROUP 4 FILM PRODUCTIONS

KOLTON LEE (Producer, Screenplay, Director) is graduate of London's National Film and Television School. Screenwriting credits include BBC TV's *EASTENDERS*, *BYKER GROVE* and *BROTHERS AND SISTERS* and the upcoming Xenos Picture's film noir thriller *THE STONE COLD SHUFFLER*. He directs many British TV documentaries and dramas. *AMERICAN MOD* is his first US independent production. Lee lives and works in New York City.

CHARLES WALLACE (Producer, Art Director, Soundtrack) is an Art Director with a long prestigious career in advertising/graphic design for *Creem* magazine and Time/Life Publishing. Wallace developed the plot for *AMERICAN MOD*, designed the print campaign and the film's Web site. His extensive experience in the music world includes stints in many bands and he recorded the soundtrack for the award-winning independent feature film *RAISING HEROES*. As front man for the NY Mod/Psychadelic band *HEADQUARTERS*, he produced and recorded the original soundtrack for *AMERICAN MOD*.

TANJA DREIDING (Co-Producer) relocated to New York from Switzerland to pursue a career in independent films. As the film's Producer, she oversaw post-production management, finances and technical aspects for *AMERICAN MOD*. She studies writing at the New School University.

CAROL HANULCIK (Co-Producer, Production Manager) brought her talents for business management and publicity from an earlier stint at NYC's sci-fi super store Forbidden Planet to manage the cast and crew of *AMERICAN MOD*. She is Manager of Operations for a Silicon Alley dot-com and lives in Greenwich Village

SCOTT JONES (Co-Producer) is a freelance graphic designer in NYC. As a devoted member of the NY Mod scene, his contacts with Radio DJ's and Club Promoters opened many doors for *AMERICAN MOD* producers. Jones scouted and arranged *AMERICAN MOD*'s location shoots.

Check out the web site www.americanmod.net for more images and information

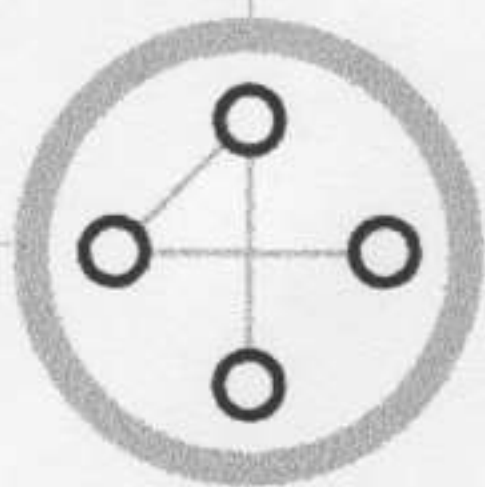
ACCEPTED IN THE ANTHOLOGY FILM ARCHIVES
NEW FILM-MAKERS SERIES

american
MOD

JANUARY 31st, 7pm
Anthology Film Archives
32 2nd Ave @ 2nd st. New York City
212.505.5181

showing with two other pop music related shorts:
TOO TUFF TO DIE & THE MASSIVE BATTERS
and the the feature about dance society:
RIGHTS OF SPRING

PHOTO BY WILLIAM SCALIA



GROUP FOUR FILM PRODUCTIONS

130 JANE ST. suite 5/6 F • NEW YORK, NY 10014 • TEL. 646.486.4918 • E-MAIL: AMERICANMOD@AOL.COM

american **MOD**

mod: An unconventionally modern style of fashionable dress originating in England in the 1960's. Fashionably up-to-date, esp. in style, design, or dress.
[SHORT FOR MODERNIST]



Style is back and in top gear in the new docudrama short film **AMERICAN MOD**, set in the New York Mod underground.

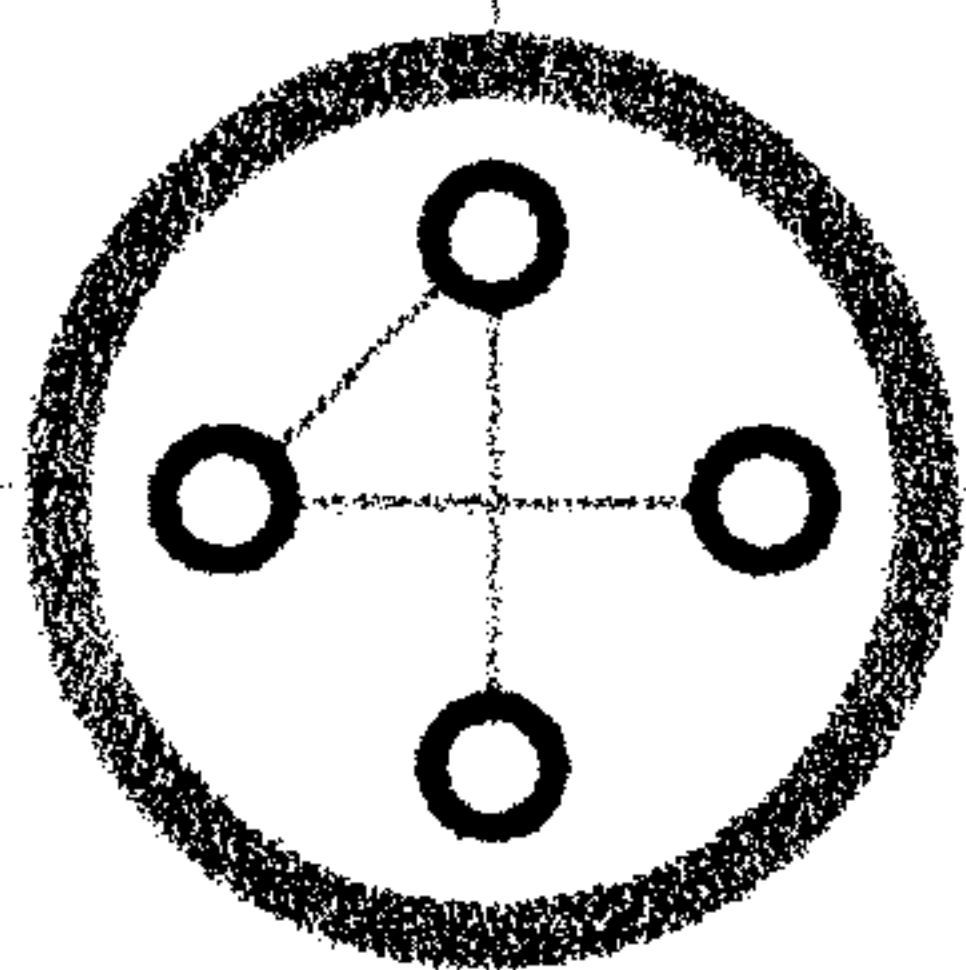
It's the story of Sandy, Max, and ill-fated group leader Chester, whose naive crush leads them on a quest into the Brooklyn underworld for the potent pills called "Cake", and ends up uncovering new meaning in the camaraderie of the group.

Recruiting from actual NYC nightlife, Group Four Films assembled the cast from the very scene which inspired the making of the movie. An unexpected addition was the writer/philosopher **Quentin Crisp**, in perhaps his last screen appearance.

AMERICAN MOD recieved rave reviews from the sold out audience at the official premiere in Spain at the prestigious **Gijon International Film Festival** (details at <http://www.las.es/gijonfilmfestival.com>) on November 30, 2000, and was applauded by two back-to-back sold out screenings for a select in-the-know audience at **The Pioneer Theater**, on December 6th in New York. The film just completed a run since October, 2000 at the **"MY GENERATION"** exhibit at **KULTURHUSET** in Stockholm Sweden.

You are invited to attend a special screening of **AMERICAN MOD** on January 31, 2001, at 7pm as the film makes its first U.S. festival appearance in The New Film Makers series at **Anthology Film Archives**, 32 2nd st. @ 2nd Ave, New York, NY, 212-505-5181. Come see this new film, destined to become a cult classic.

Also: Preview the original soundtrack by top Mod/Psyche band **HEADQUARTERS**



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American Mod: A Detailed Synopsis

AMERICAN MOD is an independent short film profiling the Modernist (or Mod) subculture happening in-the-now in New York City.

Rather than the documentary approach, Group 4 have created a short, stylish drama that takes place in the milieu of the equally stylish Mod scene. Special attention is paid to the fashion and the music, but the film-makers particularly wanted to say something positive about the camaraderie of this sect. With actors found in actual New York Mod clubs, *AMERICAN MOD* is essentially a story of three young friends just trying to do their Friday night thing, but played with style to die for.

The story revolves around the friendship between Chester, Max, and Sandy. Chester is the good looking, charismatic leader of the three, Max is the quieter one with his own secrets, and Sandy... well, Sandy is sort of a tough chick. But that doesn't stop her from having the hots for Chester.

The story kicks off when Chester happens across the stunningly beautiful Julie in an East Village record store. A polite request for a date is stopped dead in its tracks and only Zak, the record store owner, can salvage something from the incident. He reluctantly informs Chester that Julie hangs out on Fridays at a Mod club called The Spot. Chester decides he has to check this place out.

As part of their usual Friday night routine, the crew are partial to the potent pills called 'cake'. However, when Max forgets to tap his usual supplier, suddenly the three friends are facing a Friday - and this Friday in particular - with the prospect of having to play it straight. Not an option with these kids.

When Max lets on that he has a half brother, Stephan, and that Stephan is a 'cake' dealer, the answer to their immediate problem is obvious; they have to pay Stephan a visit. The fact that he lives in the darker, darker section of Brooklyn is no reason for our intrepid heroes to be shy.

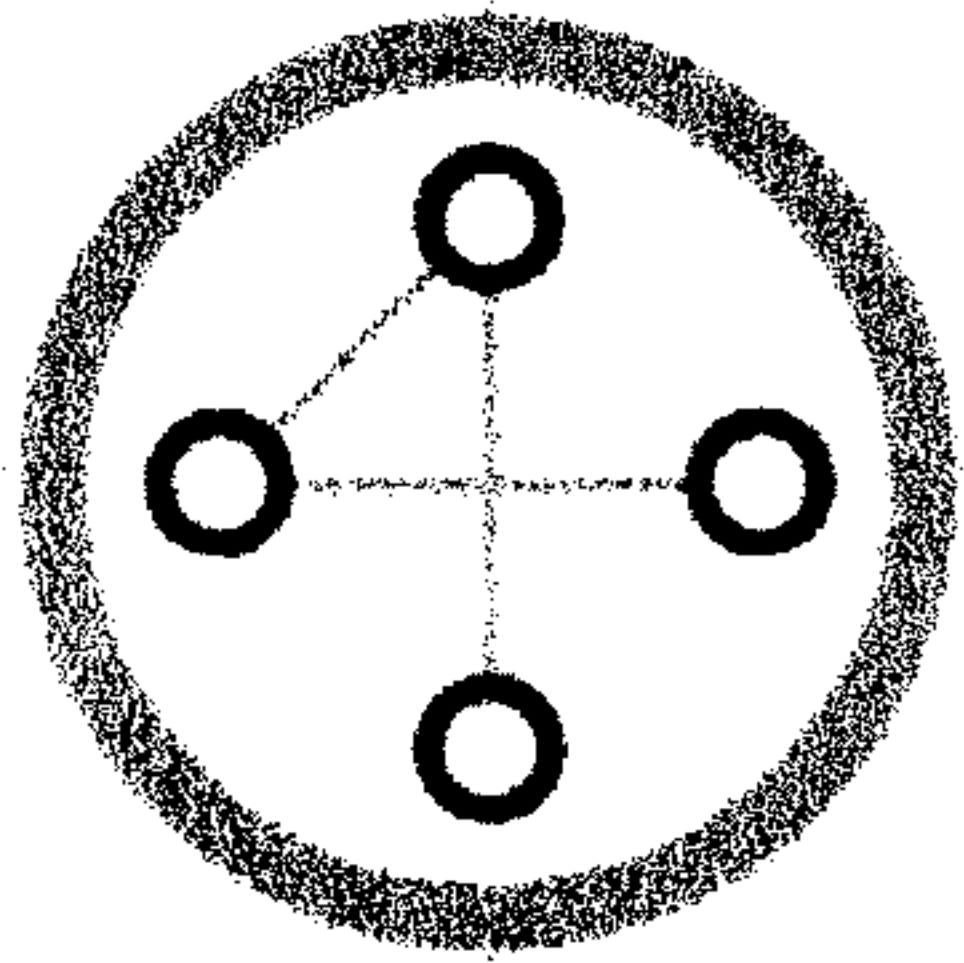
And so what seemed like a straightforward Friday, has suddenly become something else. A journey. A quest. For 'cake,' and the stunningly beautiful Julie.

more facts

AMERICAN MOD was filmed between October and November, 1999. The three lead characters are CHESTER (Dave Elliott), SANDY (Chantel Claret) and MAX (Stian). All are actual people you would see around if you were a Mod in New York. Even GRANDMA, played by Quentin Crisp, is a famous personality in the life of the city. (Or he was. Sadly, Quentin passed away shortly after making this, probably his last ever, film).

The locations in the film are geographically correct and ring with authenticity. The record shop Chester frequents (Shrine) is on Ninth street in the East Village, and the club the characters end up in is Idlewild on Houston Street on Manhattan's Lower East Side. You can follow the path the scooterists ride in the film from Orchard and Stanton streets, through Chinatown, and over the Brooklyn Bridge into an area known as "DUMBO" (an acronym meaning 'District Under the Manhattan Bridge Overpass').

Check out the web site www.americanmod.net for more images and information



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American Mod Event & Screening Calendar:

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December 6th, 2000 - 7:9pm, Screenings at 7:15 and 8:15 SHARP!

TWO BOOTS PIONEER THEATRE, New York City, NY USA

155 E. 3rd St. (at Avenue A) 212.254.3300

New York City *American Mod* Premiere screening for cast, crew, partners and press.

November 30th, 2000 - time t.b.a.

GIJON INTERNATIONAL FILM FESTIVAL, Gijon, Spain

Po. de Begoña nº 24 entlo. P.O. Box 76 33205 Gijón, Spain

Tel. 34 98 534 37 39 Fax: 34 98 535 41 52 E-mail: festcine@las.es

Web Site <http://www.las.es/gijonfilmfestival.com>

Official Esbilla Selection screening of *American Mod*. Gijon's 2000 Esbilla program also features Kusama's *Girlfight*, past selections include *The Virgin Suicides*.

October 5th thru December 5th, 2000

MY GENERATION EXHIBIT Stockholm, Sweden

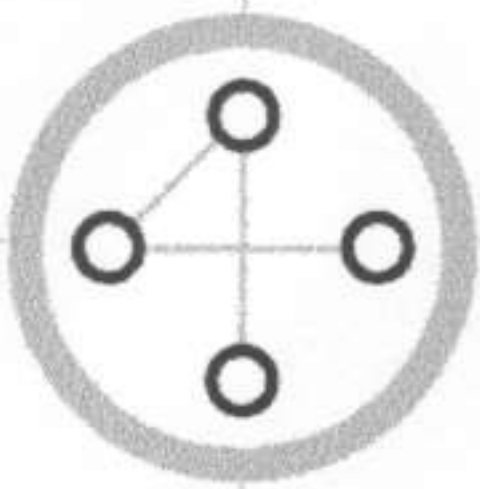
A 60's inspired multi-media culture festival in Stockholm which features *American Mod*, Sept 1st thru December 1st, 2000. KULTURHUSET (Culture House), Stockholm, SWEDEN.

January 2000 - time T.B.A.

WFMU, 91.1 FM - LIVE RADIO INTERVIEW Greater New York Area

Featuring Kolton Lee (writer/director *American Mod*) and Charles Wallace (original soundtrack & producer, *American Mod*). Check www.americanmod.net for exact date and time.

Check out the web site www.americanmod.net for more images and information

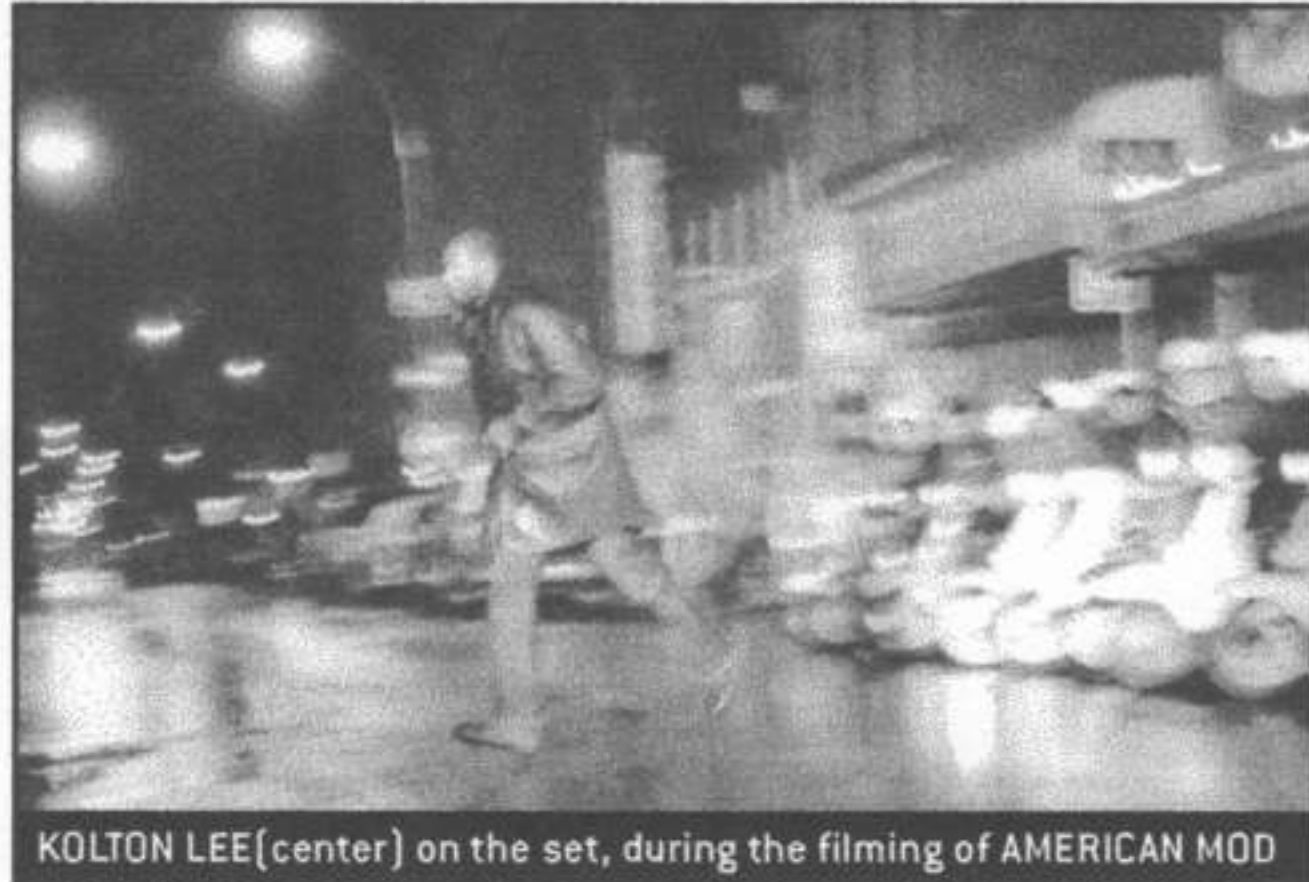


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American Mod director:

KOLTON LEE



KOLTON LEE(center) on the set, during the filming of AMERICAN MOD

KOLTON is a British screenwriter and Director who graduated from the National Film and Television School in London in the early 90's. Since then he has worked primarily in British television writing episodes of the popular, long running BBC dramas EASTENDERS, BYKER GROVE and the series BROTHERS AND SISTERS. He has also directed a number of documentaries and short dramas for television, primarily the BBC. AMERICAN MOD is his first independent drama production. Kolton has written a number of feature film scripts, the most recent being THE STONE COLD SHUFFLER. This is being produced by the London based production company Xenos Pictures, with the producer Nadine Marsh Edwards (Bhajee On The Beach, Hijack Stories). Kolton now lives and works in New York. He has been in the city for two years.

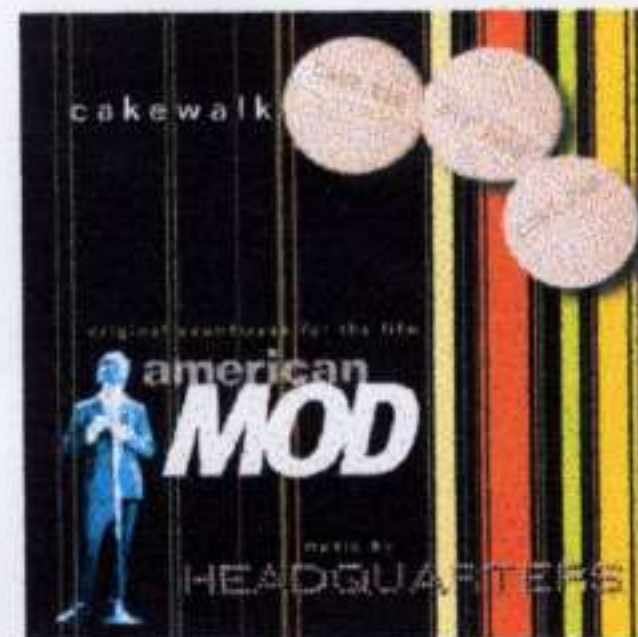
Fiction:

- 1998 Serpent's Tooth, 10mins, BBC (Writer/Director)
 The Arrival of Brighteye, 10mins, BBC (Director)
- 1997 Phoenix, 30mins, BBC (Director)
- 1995 A Chance to Dance, 10mins, BBC (Writer/Director)

Documentary:

- 1994 Black Ink, 30mins, BBC (Director)
- 1993 Honey Goes To War, 50mins, Independant (Director)

Check out the web site www.americanmod.net for more images and information



MESSAGE FROM: **HEADQUARTERS**
MOD-IFIED INFORMATION

HEADQUARTERS is a music project started by Charles Wallace and Herve' Princip in 1999. The dynamic duo's mission was to infiltrate the masses with a melodic campaign of sound that conveyed a message of grooviness and ~~brilliantly~~ smart pop aesthetics. HQ's songwriting stronghold is a fortress of diversity with an allegiance to 6T's mod and psychedelia, and a top secret plan to filter in their own contemporary HQ sound. Equipped with all the latest technology, HEADQUARTERS is no "retro" organization.

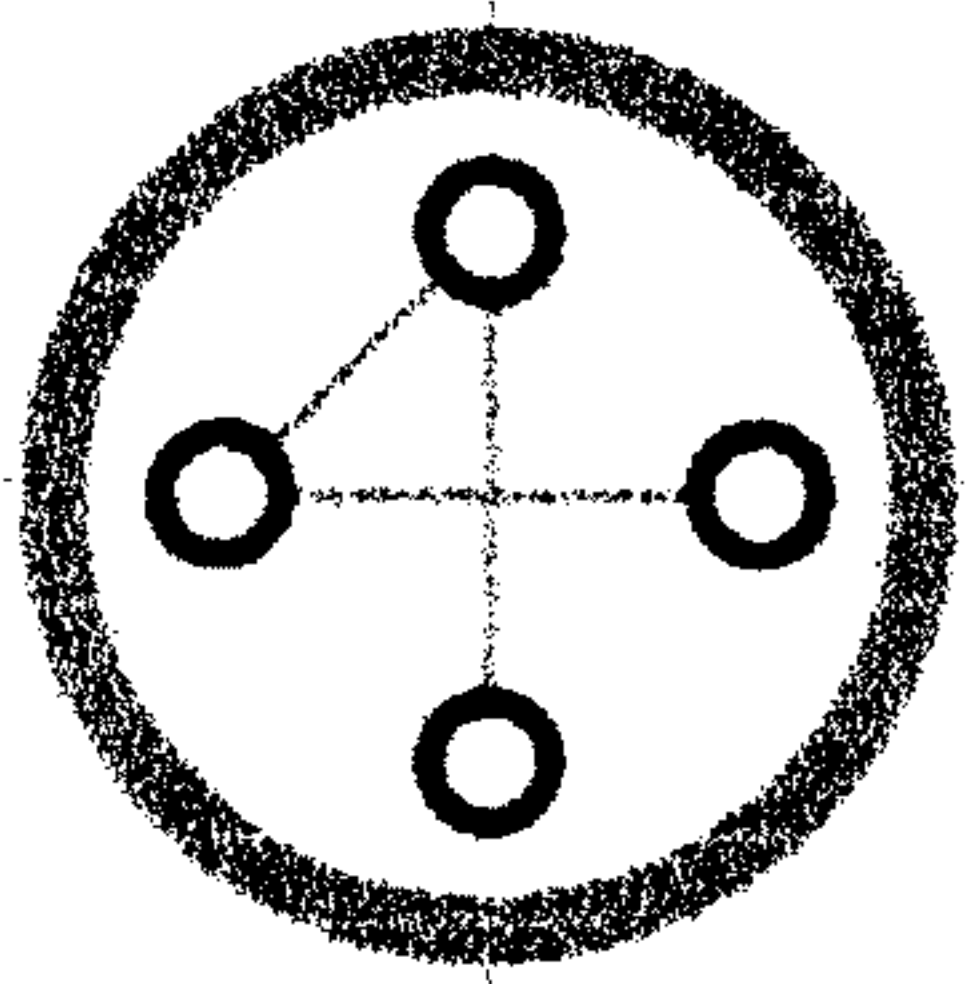
Combined with leading undercover agents from allied musical operations, HEADQUARTERS have recorded ~~the world's greatest album ever~~ **"CAKEWALK: the original soundtrack for the film AMERICAN MOD"**. In fact, the film was the ~~genius~~ masterplan of leaders Wallace and Princip to infiltrate the masses and spread their word of the new modernist uprising. Further steps to insure this ~~massive event~~ ~~taking of the~~ already burgeoning explosion include the full length album release by HEADQUARTERS, **"Code name: HQ"**.

ATTENTION:

This band will not self destruct in five seconds.

Warning:
Heading for
total world
domination

Check out the web site www.americanmod.net for more images and information



GROUP FOUR FILM PRODUCTIONS

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What is "Mod"? To be a Mod means to have a certain lifestyle. The lifestyle originated in London in 1958-59 within a few cliques of teenagers with family connections to the garment trade (making the movement originally middle-class). These early Mods were obsessed with the perfection of their personal dressing styles, primarily influenced by the slim-cut Italian suits of their time. Musically they focused their tastes on modern Jazz and Rhythm and Blues which gave them their name "Modernists", later shortened to "Mods". This lifestyle spread quickly throughout London and southern England, and its practitioners adopted motor scooters, variations on the original clothing styles, Soul and Ska/Reggae music and English bands playing R & B and Soul-based music (Northern Soul). Soon the main groups adopting this style were the lower classes. That's why later "Mod" was described primarily as "working class fashion".

In 1963-65 the Mod movement hit its first peak. This is the classic period we think of when describing the Mod style. It was the time of the early Beatles and the (largely media exploited) clashes between the Mods and the "Rockers", as portrayed in the movie "Quadrophenia" (The Who). Another movie capturing the essence of Mod London is "Blow up" (Michelangelo Antonioni).

During this time the archetype of the Mod came into being, he spent his hard earned money to achieve a highly stylized Edwardian wardrobe, on his record collection and to buy amphetamines to supplement his energy for the fast-paced club and party life. Not having the funds to buy a car, and not wanting to ride on a "greasy" motorcycle (trademark of the 50s Rock 'n Roll listening, leather-clad Rockers--in contrast to the elegant fabric suits and Soul music of the Mods), he relied on small, stylish Italian motor scooters. Almost becoming a part of his wardrobe, the Mod also spent his earnings on accessories for his scooter, polishing it up with additional mirrors, headlights and chrome ornaments.

The women of the Mod culture lived a similar lifestyle, although they typically did not own motor scooters. Their dressing styles were clean, neat, simple and somewhat boyish by the standards of the time. The Mod women took their clothing inspirations from the "Moderns" or "Flappers" of the 1920s.

After 1965 the popularity and commercialization of the Mod style destroyed its exclusivity and new influences like LSD and the American Hippie culture supplanted its preeminence. But the Mods never completely disappeared. In 1979 the film "Quadrophenia" (set in the London Mod scene of 1964) was released and a new Mod band called The Jam had become extremely popular. These two factors sparked the Mod revival of the late 70s. For a while these new Mods existed alongside the newly emerged Punks, and worldwide media coverage of the shocking Punk scene had the eyes of the youth of the world focused on Britain. For a time Britain and "cool" were almost synonymous. This led to the formation of Mod scenes in Europe, Japan and throughout the English-speaking world. In the United States large underground Mod scenes appeared, as early as 1979 in San Francisco and San Diego, later also in Los Angeles and New York, and finally in all major cities.

In 1993/4 the British scene received a new shot of life from the music and fashion press: "Britpop" bands such as Blur, Oasis, Pulp and The Verve were drawing on the Mod style as reaction against American "Grunge" bands. With Britpop and its attendant hype many of the young generation found their way into the, by now older, Mod scene and made it more diverse but also more stable.

All around the United States, weekly Mod nights have become a staple. Particularly within the last few years, the popularity of these events has increased so much that today's Mods can meet like-minded individuals seven nights a week. These new Mods may not always ride a scooter, and may on occasion "spice up" their classic wardrobe with modern elements, but they remain unified by their deep love for Classic R & B/Soul dance music and their admiration for the clean, elegant style which has recently found its way back into fashion, art and 21st Century design.

This text is an edited excerpt from Eric Chamberlin's 1998 NYU master's thesis
Mods and the Revival of the Subculture. As it appears on www.uppers.net