



# Insight

Quarterly Newsletter for Doraville, GA

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## Lights! Camera! Action! Third Rail Studios now creating “movie magic” in Doraville

In the closing shot of the classic film *Sunset Boulevard*, deranged actress Norma Desmond stares defiantly into the camera and utters the iconic line, “Alright Mr. DeMille, I’m ready for my close-up!” At Third Rail Studios in Doraville, they, too, are ready for their “close up” as the latest addition to Georgia’s film colony settles into its role as the newest member of the city’s business community.

The stunning studio has been a proverbial beehive of activity since their doors officially opened last August. The first movie shot here last fall was *An Actor Prepares* starring Jeremy Irons and production is currently underway on the next project, an action film, *Rampage*, starring Dwayne “The Rock” Johnson.

That’s an admirable resume so far for the fledgling studio, located on a portion of the former General Motors plant site now known as Assembly. Its blueprint includes purpose-built, column-free sound stages totaling 60,000 square feet with 40 foot high ceilings; loft style, fully equipped production suites totaling 27,500 square feet; and

mill/flex space of 38,000 square feet utilized for production support, mill shops, related vendor spaces and administrative offices.

President of Operations Dan Rosenfelt not only oversees day-to-day tasks at the studio, but stays in contact daily with West Coast film executives, lining up future projects and touting the features of the one-stop production facility. “We’re a boutique facility offering quality service with all production needs available onsite, under one roof,” he says. “With up to 30 gigabytes of synchronous bandwidth provisioned throughout the studio, post production work can be done here as well.”

Rosenfelt came to Third Rail with a ped-



Third Rail Studios reception area

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# Third Rail creates movie magic... (continued from Page 1)

agree worthy of any film studio leader. He studied film and television at Pennsylvania State University and worked on film projects in Philadelphia fresh out of college on such films as M. Night Shyamalan's *The Sixth Sense* and *Unbreakable*, both starring Bruce Willis, and music videos that featured Will Smith.

Moving on to Hollywood, Rosenfelt did post production work for the Jim Henson Company (of Muppets fame) and at a literary agency representing directors and writers before meeting Producer Akiva Goldsman (*A Beautiful Mind*) at Warner Brothers and working on such movie hits as *I Am Legend*, *Hancock* and *The Da Vinci Code*.

While at Warner Bros., he met George Clooney and his business partner, Grant Heslov, who hired Rosenfelt to be an executive at their company, Smokehouse Productions. While there, he worked on movies including *Ides of March*, *Argo* and *Our Brand Is Crisis*.

Prior to moving to Third Rail, Rosenfelt worked at Riverfront Studios, Inc., a niche studio that collected standing sets (destined for destruction) from shows that had completed their runs such as *Boston Legal*. The studio would then rent the sets, including courtrooms, jails, morgues, bars and law offices, to other shows that that needed to shoot short scenes in these types of settings.

"I wanted to relocate closer to the East Coast, so when I heard how film-friendly Georgia was, I decided to look for work

at facilities like Third Rail," Rosenfelt notes. "My family and I love the Atlanta area. We certainly enjoy the Southern hospitality."

Not only is Rosenfelt excited about working for such a high-caliber studio as Third Rail, but he is also intent on doing his part to be a good corporate neighbor and strongly believes in giving back to the community. "Not only is there a non-stop need to utilize local businesses like dry cleaners and other retail stores," he notes, "but for restaurants, hotels and any business where needed items can be purchased locally and quickly. Anything we can do with our time, visibility and money, we are going to do to connect to the community."

From a charitable standpoint, Rosenfelt has also reached out in a meaningful way. On any movie site, the stars and crew (often numbering 200-300 people) are fed extremely well with catered meals, yet there is often an abundance of leftover food. *I Care Atlanta*, a local charity that has a nonperishable food bank, has made arrangements with Third Rail to accept leftover nonperishable food to distribute to the hungry. "I've seen so much good food at the end of the day that was just tossed," he says. "really good food such as salads, prepared hot foods, you name it. That food can feed a lot of people." Rosenfelt has also reached out to another local non-profit that can accept the leftover perishable food items and yet another

who can recycle unwanted sets, reusing the lumber and other construction components.

Third Rail is also working with *re:imagine/ATL*, a local group that provides training in film, music, podcasting and other media outlets through inschool and mobile programming for Atlanta teens from all backgrounds. "This is an incredible nonprofit that is empowering the next generation of storytellers by giving teens the tools, mentorship and resources they need to tell their own stories through video and digital media," adds Rosenfelt.

"We've also enjoyed our working relationship with Doraville city leaders such as Mayor Pittman and City Manager Shawn Gillen," concludes Rosenfelt. "We recently met with them to discuss details regarding film permitting. They have been great and very accommodating and we really appreciate it. We want to do everything we can to make Doraville a film-friendly place to come and make movies."

Who knows? Perhaps one day a movie will be filmed in Doraville that will feature a memorable line of its own.

Here's looking at you, kid.

## Meetings & Events

The best way to play an active role in how your city operates is to attend and participate in regularly scheduled city government meetings and social events. The public is welcome at all meetings/events listed below:

- City Council meetings are held the first and third Monday each month, 6:30 p.m. at City Hall.
- Doraville Planning Commission meetings are held the first Wednesday of each month at 6 p.m. at City Hall.
- Doraville Downtown Development Authority meetings are held quarterly at 6 p.m. at City Hall. Check the city website for meeting dates.
- Senior Citizens monthly potluck luncheon, held the second Wednesday of each month at the Doraville Civic Center.



People and machinery are easily dwarfed in the Third Rail Studios 60,000 square foot sound stage with 40 foot high ceilings