

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

‘NEW YORK ON LOCATION’ STREET FAIR OFFERS A BEHIND-THE-SCENES LOOK AT FILM AND TV PRODUCTION

FREE day-long event to feature stunt, special-effects, and makeup demos; public access to 20 film trailers and trucks; Museum exhibitions about filmmaking; and more

Sunday, May 22, 11:00 a.m. to 5:00 p.m.

Astoria, New York, May 17, 2016—Museum of the Moving Image, Theatrical Teamsters Local 817, I.A.T.S.E. Local 52, and Kaufman Astoria Studios present **New York on Location**, a FREE family-friendly event that offers a behind-the-scenes look at film and TV production in New York. *New York on Location* invites the public to go inside twenty working movie trailers and trucks—straight from productions shooting in New York—and speak directly with movie professionals about what they do on set. Trucks will include star dressing rooms, electrical, grip, prop, camera, hair and makeup, wardrobe, special-effects, and more. Key film craftspeople will demonstrate and explain firsthand their roles in the moviemaking process. This unique street fair and celebration will take place on **Sunday, May 22, 11:00 a.m. to 5:00 p.m.**, in Astoria, Queens.

Event location: Kaufman Astoria Studios backlot (36 Street, between 34 and 35 Ave), Museum of the Moving Image (36-01 35 Avenue), and surrounding streets (south side of 34 Ave between 35 and 36 Street, along 35 Street between 34 and 35 Ave, and north side of 35 Avenue between 35 and 37 Streets)—comprising the heart of the Kaufman Arts District—in Astoria, NY 11106.

Admission is free to *New York on Location* and to the Museum all day. More information at <http://movingimage.us/nyonlocation> or 718 777 6888.

Among the highlights will be:

- Stunt performers demonstrating high falls, street fighting, and stunt driving
- Makeup artists and hair stylists demonstrating applications for everything from a glamour look to cuts and bruises
- Weather effects including rain and snow created by special-effects craftspeople
- A camera car, a rigged vehicle that supports the filming of scenes set in cars
- Catering and treat trucks, the specialized trucks that provide Friday “treats” to those working on movie sets, serving food for purchase to the public

- Two star dressing rooms
- Honey wagons, a.k.a. the restrooms to the stars, available for the public to use

During *New York on Location*, Museum of the Moving Image's galleries will be free for the day. The public is welcome to explore ***Behind the Screen***, the Museum's interactive core exhibition about how motion pictures and TV shows are made, marketed, and exhibited; and ***Arcade Classics: Video Games from the Collection***, an exhibition featuring more than 30 playable video arcade games including the first video arcade game *Computer Space* (1971), *Asteroids* (1979), *Space Invaders* (1978), *Ms. Pac-man* (1981), *Donkey Kong* (1981), and many more.

New York on Location is sponsored by the Theatrical Teamsters Local 817, International Alliance of Theatrical Stage Employees, and I.A.T.S.E. Local 52, with additional support from CBS Corporation, The Motion Picture Association of America, Inc., NBCUniversal, and Warner Bros. Entertainment and HBO. The event is presented in collaboration with the New York State Governor's Office for Motion Picture & Television Development and the New York City Mayor's Office of Media and Entertainment. *Crain's 5boros* and *Queens Courier* are media sponsors.

"The Museum is devoted to showing how movies and television programs are made and to celebrating the work that goes on behind the scenes. We are delighted to partner with Kaufman Astoria Studios, the Theatrical Teamsters Local 817, and Local 52 to present this exciting and unique event for the people of New York City," said Carl Goodman, Executive Director of Museum of the Moving Image.

"We are proud to be an integral part of all the film and TV productions shooting on location," said Tom O'Donnell, President of Theatrical Teamsters Local 817. "This event allows our members and those of other motion picture unions and guilds to come out from behind the screen to talk to New Yorkers about what we do."

"The film and television industry employs thousands of New Yorkers every year, from electricians to carpenters to makeup artists. And while we love seeing the magic that appears on screen, few people outside the industry can really appreciate all the work that goes into creating that magic," said Hal Rosenbluth, President and CEO of Kaufman Astoria Studios. "*New York on Location* is a wonderful way for families and anyone interested in movies and TV shows to experience what goes on behind-the-scenes and meet the people who work in the industry. Kaufman Astoria Studios is very happy to open its backlot and be a partner in this fun and educational event."

Beyond making films and TV shows, New Yorkers who work in the entertainment industry also contribute their time and efforts to help those in need. Earlier this year, the Governor's Office for Motion Picture & Television Development and Commission on National and Community Service announced 'Film Good/Do Good,' the first and only

state government-organized community give back program in the nation that is tailored specifically to the film and television industry. The program taps the power of New York's booming, multi-billion-dollar production industry to make a difference in the lives of those less fortunate. The presence of the entertainment industry at volunteer sites inspires other New Yorkers to donate their time and talent to the anti-poverty cause.

[View the trailer](#) and join the conversation by using **#NYonLocation**

About the partner organizations:

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Built in 1920, **Kaufman Astoria Studios** (KAS) (kaufmanastoria.com) was the original home of Paramount Pictures, and over 100 silent films were made on its sound stages. Today, top Hollywood film, television, and digital on-demand series are made at the studio, including the films *Money Monster*, *How to Be Single* and *Birdman*, the Netflix hit *Orange Is the New Black*, NBC's *Shades of Blue*, Amazon's *Alpha House*, Starz's *Flesh and Bone*, and *Sesame Street*, which has filmed at KAS since 1992. Other recent TV and feature film productions include *Nurse Jackie*, *Deliver Us From Evil*, *The Secret Life of Walter Mitty*, *Men in Black 3*, and *The Bourne Ultimatum*.

Theatrical Teamsters Local 817 represents the Transportation Workers who are employed in the Motion Picture, Television, Commercial, New Media and Live Theatrical Industries. Since 2008, Local 817 has also represented Casting Directors and Casting Associates working in film, television and new media. Commercial Location Scouts and Managers have been represented by the Local since 2011.

Motion Picture Studio Mechanics Local 52 is the oldest and largest Studio Mechanics Local in the **International Alliance of Theatrical and Stage Employees**. Chartered in 1924, Local 52 represents the Shop Craft, Grips, Electricians, Property, Sound, Video and First Aid Employees. The IATSE is delighted to participate with Kaufman Astoria Studios and Teamsters Local 817 in this event as a small way to thank the public for their cooperation in making film and television production in New York the vibrant industry it has become.

Partners:



Presented in collaboration with:



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Press contacts:

Tomoko Kawamoto, MoMI, tkawamoto@movingimage.us / 718 777 6830

Brian Moriarty, DKC Public Relations, brian_moriarty@dkcnews.com / 212 981 5252

MUSEUM INFORMATION

Hours: Wednesday–Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday–Sunday, 11:30 a.m. to 7:00 p.m.

Museum Admission: \$15 adults; \$11 senior citizens (ages 65+) and students (ages 18+) with ID; \$7 youth (ages 3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. **On Sunday, May 22, the Museum will offer free admission to its galleries and lobby all day.**

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets are \$12 adults / \$9 students and seniors / \$7 youth (ages 3–17) / free for Museum members at the Film Lover and MoMI Kids Premium levels and above. Advance purchase is available online. Ticket purchase may be applied toward same-day admission to the Museum's galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals.