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**THE LEVI'S® BRAND OPENS LEVI'S® FILM WORKSHOP IN
MUSEUM OF CONTEMPORARY ART, LOS ANGELES (MOCA) AS PART OF
'ART IN THE STREETS' EXHIBITION**

***The Levi's® Film Workshop Celebrates the Craft of Film through Collaborative Film Projects,
Educational Programming and Special Events***

SAN FRANCISCO (April 12, 2011) – After the recent success of the *Levi's® Print Workshop* in San Francisco and the *Levi's® Photo Workshop* in New York City, Levi's®, the original, definitive jeans brand, announces the opening of its third *Levi's® Workshop* on April 17 in Los Angeles.

The *Levi's® Film Workshop* will live at The Museum of Contemporary Art, Los Angeles (MOCA) within *Art in the Streets*, the first comprehensive U.S. museum survey of graffiti and street art. The story of graffiti and street art, as well as other cultural forms that have emerged from the underground subculture, will come to life in the *Levi's® Film Workshop* through a series of collaborative film and video projects, robust educational programming and a city-wide screening series.

Key elements of the *Levi's® Film Workshop* include:

- Collaborations with artists from the *Art in the Streets* exhibition and pioneers from the worlds of street art and graffiti, skateboarding, food and music.
- Weekly Educational Workshops taught by experts and special guests that cover topics including everything from found footage and direct animation to stunts and 3D.
- A series of film screenings related to art, skate, music and food and presented in partnership with LA-based curators and theaters
- An array of tools and resources available to filmmakers of varying levels of expertise, including latest generation computer and editing tools, equipment rental, a film library and digital collaboration facilitation.

Levi's® Brand Global President, Robert Hanson said, "We are proud to be the Presenting Sponsor of the *Art in the Streets* exhibition at MOCA. The brand commends the museum and its organizers for its longstanding leadership in the art world and celebrates its daring approach to cataloguing street art and graffiti, an artform that has had a significant cultural impact on pioneering communities around the world."

As part of its additional support for the museum and the show, the Levi's® brand has also collaborated with MOCA to create a limited-edition collection of Levi's® Trucker Jackets featuring artwork by *Art in the Streets* artists including Shepard Fairey, Lady Pink, Chaz Bojorquez and KR. All proceeds from the Trucker Jacket sales will benefit MOCA.

The *Levi's® Film Workshop* will live within the Geffen Contemporary at MOCA (152 North Central Avenue) in downtown Los Angeles from April 17 through August. Access to the *Workshop* will be open to the public and free of charge during regular museum hours. For more information about *Levi's® Workshops* and the *Levi's® Film Workshop*, please visit <http://workshops.levi.com>, <http://www.facebook.com/Levis> and @levisworkshops.

About The Levi's® Workshops

The *Levi's® Workshops* series was launched in Spring 2010 in San Francisco in conjunction with the brand's "Ready to Work" Go Forth™ campaign and continued on to New York during the Fall/Winter. *Levi's® Workshops* are designed to celebrate the American pioneering spirit and inspire communities across the globe to engage in creative collaboration for the common good.

About The Levi's® Brand

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.

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LEVI'S® FILM WORKSHOP ELEMENTS

Pioneer Collaborators

The *Levi's® Film Workshop* will collaborate with artists from the *Art in the Streets* exhibition and pioneers from the worlds of street art and graffiti, skateboarding, food and music, including:

- Filmmaker **Cat Solen** (*Bright Eyes*, *Death Cab for Cutie*) and *Art in the Streets* featured artist **Swoon** will collaborate to create a three-minute animated film incorporating light play and Swoon's paper-cut miniatures. The *Levi's® Workshop* will also facilitate the creation of three other "Artist Shorts" bringing the work of exhibiting street and graffiti artists to life through film.
- Documentary filmmaker **Alex Stapleton** is best known for her feature debut "Corman's World" which premiered at Sundance 2011 and features Robert De Niro, Jack Nicholson and Martin Scorsese. She also received great acclaim for her sneaker/hip-hop documentary "Just for Kicks" which stars Futura, Grandmaster Caz and Adam Horowitz. Continuing her exploration in film, Stapleton will interview key players, artists and curators from *Art in the Streets* to unravel the full story behind the pioneering exhibition. This film will premiere in Los Angeles in May and will be digitally distributed around the world.
- **Girl Skateboards** was founded in 1993 by Oscar-nominated director and skate culture enthusiast **Spike Jonze** ("Being John Malkovich," "Adaptation") along with **Rick Howard**, **Mike Carroll** and **Megan Baltimore**. As part of the *Workshop's* sports programming, Girl Skateboards will partner with a renowned filmmaker to craft a skate film that uses the most cutting edge filmmaking technology. The *Levi's® Film Workshop* will host a premiere screening as part of a 'Best of' Girl Skateboards films retrospective.
- The *Levi's® Film Workshop* will pair celebrated food trucks like Los Angeles' own **Kogi BBQ** with respected filmmakers to create short films celebrating the food truck trade. Each film will feature a cinematic technique such as 3D, slow motion or visual effects to tell the story of these street-level cooks.

Educational Workshops

The weekly Educational Workshops are free of charge and open on a first-come, first-served basis. Hands-on classes will cover topics from found footage and direct animation to stunts and 3D. **Echo Park Film Center** (EPFC), a local non-profit media arts center, will be on site every Sunday and Monday to teach the general public Super8, 16mm and other film techniques. At the close of the *Workshop*, select equipment and supplies will be donated to EPFC to support their ongoing programs

that offer affordable media arts education. In addition to classes, the *Workshop* staff will be on hand to provide guidance and instruction on camera operation, editing and other key skills. To reach communities beyond Los Angeles, Levi's® will stream all educational workshops through Facebook in partnership with **Justin.tv**. Viewers can interact with the class through live chat and all classes will be archived as podcasts.

Screening Series

In partnership with LA-based curators and theaters including Cinefamily, Flux, Downtown Independent, The Natural History Museum and The Vista, the *Levi's® Workshop* will present a series of film screenings related to art, skate, music and food. During the *Art in the Streets* exhibition opening, the *Levi's® Workshop* will sponsor Cinefamily's week of street art and graffiti documentaries, panel discussions and Q&As with director **Charlie Ahearn** and co-stars **Busy Bee, Fab 5 Freddy** and **Patti Astor**. **Werner Herzog's** 3D documentary "Cave of Forgotten Dreams" will premiere during the series' closing night party at the National History Museum. Later in the month, the *Workshop* will host "An Evening of Skate Videos" at the Vista Theater with photographer and producer **Patrick O'Dell** (Epicly Later'd). The *Workshop* and O'Dell will present a compilation of skateboard videos from the 1980s to today. The screening will be followed by a conversation with legendary skateboarders and filmmakers **Spike Jonze, Lance Mountain, Ty Evans** and other surprise guests. Additional film screenings will be announced in the coming months.

Public Resources

- At the heart of the *Levi's® Film Workshop* is an array of tools and resources that will be available to filmmakers of varying levels of expertise. In addition to the latest generation computers and edit suites provided by **Intel® Corporation**, the Workshop will house:
 - a green screen "cyc" provided by **Quixote Studios**
 - a slow-motion video booth
 - stop motion and multiplane animation stations with **Dragon Stop Motion** software
 - professional video, animation, compositing, audio, and design software provided by **Adobe®**
 - **Magic Bullet Suite** for color correction and visual effects plug-ins from **Red Giant Software**
 - a Phonotrope as well as a hand painted film table

- The *Workshop* Equipment Rental will offer a selection of:
 - vintage and modern cameras including Super8, Flips and DSLR's
 - sound equipment from **RØDE**
 - grip and lighting gear from **Quixote**
 - tripods and accessories from **Manfrotto**
 - a host of devices for duplicating and transferring
 - a screening facility for filmmakers to share their creations
- A curated library will feature materials spanning all genres, mediums and topics from books on theory and production to secondhand scripts and DVDs curated by *Workshop* Pioneers and Collaborators. Guests will be able to borrow library materials and return them at select Levi's® Store locations around Los Angeles.
- *Levi's® Workshop* resources are not limited to the physical space at MOCA or even the greater Los Angeles area. The *Workshop's* innovative digital partnerships will allow creative people from around the world to interact with the *Workshop*. All public educational workshops and live events will be live streamed and interactive. New work created in the *Workshop* can be instantly shared on Facebook and Vimeo via a custom application on all *Workshop* installations. A variety of "social programs" will be launched exclusively through the Levi's® Facebook community, allowing community members to influence what actually happens in the *Workshop*. As a follow-up to last year's popular collaboration with Hipstamatic, the *Levi's® Film Workshop* will be partnering with a few notable application and online developers to create fun film-based tools for mobile and other devices. A full list of programming will be available at <http://workshops.levi.com> beginning April 17, 2011 and will aggregate content from the *Levi's® Workshops'* community pages including Facebook (live event streams, exclusive promotions), Twitter (daily updates from the *Workshop*), Vimeo (archive of videos created in the *Workshop*), podcast archives of educational workshops and YouTube.

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