

editor's couch



Gordon Goodwin's Big Phat Band—Live And Energized

Request For Support At www.WidescreenReview.com

This is an update on the Gordon Goodwin Big Phat Band 3D Project that I am producing. At this time we are requesting pledges of sponsorship.

The music that the Big Phat Band plays is unique. It combines the spontaneity of jazz with many other musical styles including latin, pop, rock, funk, even classical. We are certain that the vibrancy of the band's sound, when combined with the onstage energy of the Phat Band's live show will result in an outstanding 3-D presentation, unlike anything previously produced. And we would love for you to be a part of it!

Megan Pollack, CEA's Director of Communications, in Gary Shapiro's office, has pledged support and will be sending out a letter of recommendation for other companies to support the project.

Most of the elements to produce the project are in place. A number of companies are supporting this project, with more expected once the project is fully "green lighted."

DTS has taken a Title Sponsorship Level sponsorship. This is a non-recoupable



sponsorship with the benefits listed at the end of this piece.

We are now short about \$50,000 to mount the production shoot. The post-production will be done by PassmoreLab (Legend 3D) in San Diego.

Technicolor's Pierre (Pete) Routhier, who is Vice President 3D Product Strategy & Business Development, will serve as the production stereographer and director.

Steven Poster, ASC, National President of the International Cinematographers Guild and past President of the American Society of Cinematographers will serve as the cinematographer.

Michael Fellner of Fellpro will serve as Technical Director working with Curtis Pair of Picture This Productions, Inc.

Camera operators will be provided by Michael Fellner, Curtis Pair, and Pete Routhier.

Stereo 3D cameras are being contributed by Meduza Systems and Sony.

As previously noted, post-production video editing and authoring is being provided by PassmoreLab (affiliated with Legend3D).

Tommy Vicari is the Surround Recording Engineer/Mixer and will do the post-production audio mixing and conforming to the video.

Yamaha's musical instrument division and The Drum Workshop are also providing support and marketing to musicians educationally



with this project. The horn players all play Yamaha instruments and Gordon plays Yamaha keyboards. Bernie Dresel, the drummer, plays DW Drums. All the musicians are the top LA studio musicians and are all well known throughout the international jazz community.

Zenph Sound

Innovations also is providing marketing support, with the collaboration of the Big Phat Band playing arrangements with pianists Oscar Peterson and Art Tatum.

We will record two (2) 60-minute performances from which to edit down to a 60-minute broadcast and a 90-minute Blu-ray Disc™ for both 3D and 2D distribution, and for audio

We are almost there with all the sponsorship monies and other support to “green light” the project.

Some of our longtime readers will know that throughout the 1980s I produced a number of music concert video specials for cable, television, CD, LaserDisc, and DVD. These projects were produced and recorded using multichannel digital audio, along with surround sound technology. The various “on location” digital audio and surround sound/concert music video programming was licensed to users such as Sony, HBO, MGM/UA, ON-TV, PBS, and others. One of the projects was a 1982 “live” pay-per-view 3-D broadcast event on ON-TV on Halloween Eve, with the groups DEVO and Wall Of Voodoo, at the Warner Beverly Hills Theatre.

I also produced and recorded a Concert Jazz Series, experimenting with “live” multi-track and two-track professional digital audio equipment. That series was produced under my DIG-IT Recordings video and audio records label. In 1983, using the new professional Sony PCM-1610 digital processor, I released, in association with Sony Corporation of America, a Compact Disc sampler, which Sony used as a bonus CD provided to new purchasers of Sony's first CD player, the CDP-101.

The last music concert video special I produced was a two-set program in 1985 entitled: *Mr. Drums Buddy Rich And His Band Live On King Street*. This was released on Pioneer Artists LaserDisc, Sony Beta Hi-Fi, Sony VHS Hi-Fi, and Sony Video 8. A two-disc Original Master Recording CD and three-disc LP were released by MFSL's Cafe Records.

While not professionally active in the role of producer since *Mr. Drums*, I have continued my interests in recording technology, both



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only SA-CD, vinyl and tape. The recorded audio will be mixed to DTS: Neo X 11.1 channels and mixed down to 9.1, 7.1, 5.1, and 2.0 formats.

We are looking at various venues in Southern California for a production time period sometime in February or March 2012.

If the hope of home theatre 3D is going to be realized, the industry needs to support 3-D

programming on a small-scale budget and not totally rely on big-budget 3-D motion pictures.

What makes the Gordon Goodwin Big Phat Band 3D project possible on a small-scale budget is the support and contribution of sponsorships, in-kind services, and the provision of all-in-one, twin lens 3-D cameras.

digital audio and digital video. I have recorded various private projects since founding *Widescreen Review*.

During the past few months I have become interested in producing again, while continuing to publish *Widescreen Review*. Once a professional saxophone player, I have always had a keen interest in jazz, particularly big band orchestrated jazz, and I have produced and been associated with a number of famous jazz artists over the years.

In Issue 158, I wrote about the “Remembering Buddy Rich” project that I had been developing. Due to complications with the Buddy Rich Estate, I am postponing this project. Instead, I continue to work with Bernie Dresel, one of the greatest big band jazz drummers playing today, who is also the drummer for Gordon Goodwin's Big Phat Band.

Gordon and I first met back in 1981 when he was the jazz tenor sax featured soloist and arranger for the Bill Watrous Big Band, who I produced for a Sony LP release.

The momentum I had established has now shifted to a 3-D Blu-ray Disc project with Gordon Goodwin's Big Phat Band.

Based on the workshop experience that I recently gained from attending Sony's 3-D DP Workshop for cinematographers and directors, the approach will be to provide the viewing audience with the best perspectives of the live performance—from the best vantage points that capture the excitement generated by a driving, powerhouse big band experienced in-person and up-close in front of the band, recorded in 32 full-range discrete digital channels with 94 kHz/24-bit resolution. The PCM master audio tracks will be mixed to DTS: Neo X 11.1 and mixed down to 9.1, 7.1, 5.1, and 2.0 channels.

I am currently evaluating the new 3-D camcorders with Full



HD/24p MVC capture resolution that are making 3D more accessible and cost-effective to independent filmmakers. These include the Sony Professional TD300 and the JVC Professional GY-HM1U ProHD camcorders, as well as the new Panasonic AG-3DP1 twin-lens P2 Full HD 3D camcorder that soon will supersede the current AG-3DA1. These camcorders' interaxial dimensions (the distance between the lenses) are in the range of 1 inch to 1.7 inches (with the Sony being variably adjustable), and the camcorders feature adjustable parallax convergence. This is also true of the new Meduza fully motorized 38 mm to 110 mm 3-D professional camcorders.

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Even for a successful composer and arranger in Hollywood, Gordon Goodwin's numbers are impressive: He received a 2006 Grammy® Award for his Instrumental Arrangement of "Incredits" from the Pixar film *The Incredibles*, three Emmy® Awards, and 13 Grammy nominations.

Here's another impressive number to add to the list: eighteen. As in the number of musicians in Gordon Goodwin's Big Phat Band, one of the most exciting large jazz ensembles on the planet. Populated by L.A.'s finest players, the Big Phat Band takes the big band tradition into the new millennium with a contemporary, highly original sound featuring Goodwin's witty, intricate, and hard-swinging compositions in a veritable grab bag of styles: swing, Latin, blues, classical, rock, and more.

A steady, persistent audio diet of the giants of jazz, pop, rock, and funk has nourished Goodwin's being since childhood. Count Basie; Duke Ellington; Buddy Rich; Thad Jones and Mel Lewis; Earth,

Wind And Fire; and Tower Of Power; among many others, filled the well for the music his band makes today. And like those other bands, Goodwin's music is nothing less than astonishing when experienced live. The sound has a contemporary energy and a focused edge to it that is like no other jazz orchestra. When people hear the Big Phat Band, the first thing that hits them is its energy and intensity.

Goodwin's ability to combine jazz excellence with any musical style makes his writing appealing to fans across the spectrum. That's why both beboppers and headbangers dig Gordon Goodwin's Big Phat Band.

Time Magazine's Christopher Porterfield wrote "...complex, bristling arrangements with hair-raising virtuosity." *The Wall Street Journal's* John McDonough wrote "...without a doubt the cleanest, sharpest, most disciplined big band going today."

Established in 2000, the Big Phat Band's debut recording, *Swingin' For The Fences* (Silverline Records), made history as the first commercially available 5.1-channel DVD-Audio title ever released and the first DVD-Audio title to receive two Grammy nominations.

The band's second album, *XXL* (Silverline Records), was released on DVD-Audio and CD in 2003. Charting its first week, *XXL* garnered three Grammy nominations for Best Large Jazz Ensemble Album, Best Instrumental Composition ("Hunting Wabbits"), and Best Instrumental Arrangement with Vocals ("Comes Love" with Brian McKnight and Take 6), while winning the Surround Sound Award for "Best Made For Surround Sound Title."

The Big Phat Band's third DVD-Audio album, *The Phat Pack* (Immergent Records), received a Grammy nomination and spent 31 weeks on the Billboard jazz charts.

Released in September 2008, the Big Phat Band's fourth 5.1-channel recording, *Act Your Age*, far outsold every other big band record in its path. The release included both a standard CD and a 5.1-channel Dolby® Digital disc. The critically acclaimed *Act Your Age* garnered three Grammy nominations.

Gordon Goodwin's Big Phat Band joined Telarc International, a division of Concord Music Group, with the April 12, 2011 release of *That's How We Roll*.

GORDON GOODWIN'S BIG Phat BAND



Through the witty and insightful writing genius of Gordon Goodwin, SRO audiences have enjoyed one of the most innovative and original hard-swinging large jazz ensembles ever. Gordon Goodwin's Big Phat Band is a featured artist on the Jazz Festival Circuit as well as jazz clubs, high schools, and colleges. The Big Phat Band has garnered excellent critical reviews and praise for its many appearances nationally, internationally, and in the Los Angeles area. The Big Phat Band appeared in Japan for a week of sold-out SRO intimate club dates at the Tokyo Blue Note Jazz Club and the Nagoya Blue Note Jazz Club in late September.

This all leads to a call for support. Such projects are challenging, and I thought that I would reach out to our audience to inquire whether anyone would be interested in providing investment or bridge financing for the project, which will be licensed to various distribution channels. If, while reading this, you become interested, please contact me via my email at gary@reberproductions.com or editorgary@widescreenreview.com, or phone me at 951 676 4914 to confidentially discuss the opportunity. **WSR**

Sponsorship Benefits

At this time you and/or your organization are being offered the opportunity to support the Gordon Goodwin's Big Phat Band—Live And Energized project.

As an individual and/or organization sponsoring Gordon Goodwin's Big Phat Band—Live And Energized you will have the opportunity to share in its success. The program, in its various distribution formats, will be nationally and internationally distributed and will:

- Promote America's original music—jazz.
- Advance the picture and sound qualities delivered through the Blu-ray Disc format, including the rapid expansion of 3-D HDTV viewers seeking 3-D content.
- Provide an education resource to musicians all over the world.

Other benefits include:

- Product placement and use to mount the production with direct benefit to the company sponsors.
- Use of advanced "clips" from the program to be shown at national and international tradeshows with direct benefit to the company sponsors.
- Company logo placement in the credit section of the program.

- An opportunity to develop an advertising and educational campaign using Gordon Goodwin's Big Phat Band—Live And Energized artwork in support of event related promotions.
- Logo on educational interactive Blu-ray Disc Combo materials.

Title Sponsorship Level

\$20,000

Includes 15-second underwriting spot with logo after the program.

(Content must follow public broadcasting guidelines.) Logo, name, and link on the program Web site. Logo on all domestic and international promotional materials, and mention in all press kits and press releases. Signage presence at screenings and promotional events organized by the producer. Advanced showing of "clips" from the program at trade shows nationally and internationally. Access to Blu-ray Disc Combo and music education market Blu-ray Disc/DVD and other products at producer's cost.

Phat Band Sponsorship Level

\$15,000

Includes 10-second underwriting spot with logo after the program.

(Content must follow public broadcasting guidelines.) Logo, name, and link on the program Web site. Logo on all domestic and international promotional materials and mention in all press kits and press releases. Advanced showing of one "clip" from the program at trade shows nationally and internationally. Access to Blu-ray Disc Combo and music education market Blu-ray Disc/DVD products, and other products at producer's cost.

Drum Roll Sponsorship Level

\$10,000

Includes 5-second underwriting spot with logo after the program.

(Content must follow public broadcasting guidelines.) Logo, name, and link on the program Web site. Logo on all domestic and international promotional materials and mention in all press kits and press releases. Access to Blu-ray Disc Combo and music education market Blu-ray Disc/DVD products, and other products at producer's cost.

