



NEWS / Monterey County Film Commission

Oct. 14, 2011

FOR IMMEDIATE RELEASE

Contact: Karen Nordstrand, Director of Marketing & Film Production

831-646-0910 / Karen@filmmonterey.org

www.FilmMonterey.org

Monterey County Film Commission brings Special Benefit Screening of “Becoming Bert Stern” to Monterey on Nov. 4

*The Monterey County Film Commission and the Museum of Monterey presents
a new film about celebrated photographer Bert Stern, plus
Q&A with its Hollywood filmmakers*

Go into the world of an unconventional documentary about the bad boy, original “mad-man” photographer Bert Stern, when the Monterey County Film Commission brings the film “Becoming Bert Stern” to the Museum of Monterey theater on Friday, Nov. 4, at 7:30 p.m.

Stern is famous for having made the world’s most gorgeous and sensual women his subject for 50 years, including Marilyn Monroe in her “last sitting” photographs. In this film, he becomes the subject, revealing his untold wild life story to his long-time muse.

The special benefit screening is a collaboration with the Museum of Monterey at the 5 Custom House Plaza location at the edge of Fisherman’s Wharf in Monterey (former Maritime Museum). Tickets are \$10 and may be reserved by calling 831-646-0910. Members of Reel Friends of the Film Commission receive free admission. Students are admitted free if space is available.



Photograph by King Photo

More information is available at www.FilmMonterey.org.

Stern's career began at *Look* magazine, where he was friends with staff photographer Stanley Kubrick. Stern's success and the Golden Age of Advertising would coincide, as he became a legendary figure in contemporary and commercial photography by age 25. He was sought after by Madison Avenue, Hollywood and the international fashion scene. He photographed such celebrities as Jean Shrimpton, Audrey Hepburn, Bridget Bardot, Twiggy, Liz Taylor and Marilyn Monroe. His "Driest of the Dry" campaign for Smirnoff sold more vodka than Smirnoff dreamed, making America a vodka drinking country for the first time.



Along with Irving Penn and Richard Avedon, Stern minted the concept “photographer” as a star in his own right. In this film, he reveals himself, his loves and his fall from grace.

Shannah Laumeister's documentary directorial debut uncovers not only Stern, but also their unique long-time relationship. “Becoming Bert Stern” is a story of self-creation: rise, fall and reinvention. It explores creativity, celebrity, and desire through the eyes of a man who got nearly everything he wanted.

“Becoming Bert Stern” was an official selection at the Telluride Film Festival 2011.

Laumeister, along with the film's producer Gregory McClatchy, have been invited to attend the screening and be available for question and answer time. McClatchy worked with Kaleidoscope Films Inc., at the time one of the most prolific motion picture

marketing agencies in Hollywood. Now he has his own motion picture advertising company, Motor Entertainment. He has produced the documentary “Terror in the Aisles” and “Get Bruce.” His work in motion picture advertising has allowed him to work with such filmmakers as Jody Foster, Steven Spielberg, David Fincher, Warren Beatty, Caleb Deschanel and more.

Laumeister’s acting credits include “Bullets Over Broadway,” “The Brady Bunch” and TV shows including “NYPD Blue” and HBO’s “61.”

This educational screening is part of the “Focus on Film” series of the film commission, offering insights into the world of filmmaking and film jobs. The event is funded in part by the Arts Council for Monterey County, with support from the Monterey County Board of Supervisors.

###

MEDIA NOTE: Photos and press notes are available upon request.

The Monterey County Film Commission is a non-profit organization proactively marketing Monterey County as a destination for the motion picture, television and related industries, for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in those areas.