

PRESS RELEASE

Beauty School nearing completion and preparing for the 2016-2017 festival season.

7/19/2016 **Press Contact:** Samantha Shada, shada.samantha@gmail.com

"Beauty School", currently in post-production in Los Angeles is the most recent narrative short from director Samantha Shada. In the film, learning to become a woman comes all too naturally for 'Jennie' when her older cousin, gives her a makeover with a little help from the beauty industry.

PRODUCTION NOTES

Running Time: 00:10:08

Shooting Location: Los Angeles, CA

Format: High Definition Digital Video

Aspect Ratio: 16:9 (1.77:1)

Language: English

Sound: Dolby

Website: www.samanthashada.com/beauty-school

"Beauty School" follows 'Jennie' in her arc from child to teenager, while observing the influence of peer pressure on her desire to fit in. "Beauty School" draws on Shada's own upbringing as well as on the current political climate surrounding feminism and female self-worth. This story uses an innocent entry point to approach varied, often conflicting, opinions about the value of the beauty industry and its effect on women. This short, while fun to watch, will ideally inspire girls and women to consider their beauty routines in a new light.

CAST

Zoe Staig as 'Jennie'
Samara Weisberg as 'Seana'
Sallie Merkel as 'Stacie'
Jessica Gardner as 'Joann'
Ben Fuller as 'Jeff'

CREW

Sorina Sambula, producer
Aymae Sulick, cinematographer
Sarah Madden, editor
Tema L. Staig, production design
Gwendolyn Stukely, costume design
Melissa K. Webb, key makeup artist
Kat Fernandez, makeup artist
Sara Ataiyan, assistant director
Ry Chase, sound recordist
Autumn Collins, camera assistant
Nicole Binnall, script supervisor

Principal photography wrapped in March, 2016 (stills included below.) The all-female crew and wonderful cast contributed not only their technical skills, but also their personal experiences toward capturing this delicate story. The film is looking for a strong festival presence to enhance the burgeoning careers of the women who worked on it, helping them gain further traction as professionals in the motion picture industry.



BEAUTY SCHOOL was produced with, and will be finished with, an entirely female production team!

Beauty School Crew Bios

Samantha Shada, writer/director

Sam grew up in the mountains of Colorado and the plains of Nebraska. After moving east and completing her degree in film production at Emerson College, Sam landed in California where she worked across the industry with notable companies such as the William Morris Agency, the United Talent Agency, Universal Pictures, Overbrook Entertainment, and Sony Pictures Studios. Her music videos have screened at festivals in Boston, Los Angeles and beautiful Idyllwild, CA. She also directs and produces theatre while sitting on the board of local incubator Brimmer St. Theatre Co. Sam programs a screening series at the American Cinematheque titled Seeking our Story, which features influential films directed by women.

Sorina Sambula, producer

Hailing from Brooklyn, New York Sorina studied acting with Edward Morehouse of HB Studios in New York City and Michelle Danner of Larry Moss Studios in California. She performed at Lincoln Center and Radio City Music Hall as well as in a number of off-Broadway productions. As a member of the Women In Film Los Angeles, Sorina served as an Associate Producer for SAHARA (which won a Telly Award) and the Los Angeles Regional Food Bank project with the Public Service Announcement Program. She also Line Produced for The Boys and Girls Club of Santa Monica PSA. Recently Sorina served as Producer for the short film, BEAUTY SCHOOL, directed by Samantha Shada. Sorina holds a BBA from Pace University and a MPH from New York University.

Aymae Sulick, director of photography

Originally from Pennsylvania by way of University of Georgia, Sulick moved west to pursue a Masters in Fine Arts from the University of Southern California. As a cinematographer and camera operator, she cut her teeth on the crazy world of documentary filmmaking grabbing footage everywhere from the delivery room during the birth of Leah Remini's daughter with INSIDE OUT: LEAH REMINI to the 2006 Democratic Party's takeover of the House of Representatives with HOUSEQUAKE. Sulick works regularly as a union camera operator for CBS' long running hit show BIG BROTHER as well as on other reality television productions. Her work airs on PBS, CBS, TLC, A&E, Bravo and ESPN and has screened at numerous festivals. She also shoots shorts, music videos and award winning commercials. Most recently a short film she shot, "Leash" screened at the 2016 Cannes Court M trage program. Aymae is happiest when immersed in visual storytelling.



BEAUTY SCHOOL was produced with, and will be finished with, an entirely female production team!

Sarah Madden, editor

Sarah Kate Madden grew up in Seattle, Washington and has wanted to be a filmmaker since age eleven. After earning a bachelor's degree from the University of Southern California's School of Cinematic Arts, she has worked steadily in non-fiction television as a Story Producer on series such as WICKED TUNA, PUSH GIRLS and TOP CHEF. This is Sarah's first editing credit as she continues to explore the craft of film story telling. She is currently developing her own narrative projects while nurturing a growing love for 70s neo-noir.

Tema L. Staig, production design

Tema Staig specializes in Art Directing and Production Design for stage and screen. Her film credits include KISSING JESSICA STEIN and HAPPY HOUR as well as music videos ("Corazon Arrentenpido") and commercials ("Pantech – Wow!", "3 Lab"). Tema participated in the first IFP Project Involve: NY fellowship, where she had the opportunity to assist the Production Designer for AMERICAN SPLENDOR. Tema also worked as a scenic painter and sculptor for companies such as the American Repertory Theater, Huntington Theater Boston, Lexington Scenic (MTV Awards) and The Olney Theater, which lead her to stage design for festivals and off Broadway including *The Chaos Theories* by Oscar winner Alex Dinelaris, and *Out of the Wheelchair, Into the Fire*. Tema holds a BFA from the Museum School and Tufts/Boston as well as a Masters of Fine Arts from New York University. She currently teaches in Los Angeles and also builds community for filmmakers through her Women In Media networking events for women and the men who love making movies with them. See more at WomenNMedia.com

Gwendolyn Stukely, costume design

Gwendolyn "Jac" Stukely is a costume designer for film, television, commercials and print media. She started her career in Australia, working as a buyer on such prestigious titles as 28 WEEKS LATER, BRIGHT STAR, ELIZABETH, PIRATES OF THE CARIBBEAN and LORD OF THE RINGS: THE TWO TOWERS. She also worked as head designer for feature film A HEART BEAT AWAY and Australian television shows ALL SAINTS and ALWAYS GREENER. Since moving to Los Angeles, Jac has worked consistently as a designer for commercials (clients: Apply, PlayStation, Adidas, Google, Mercedes Benz) and her wardrobe has appeared in print for Harper's Bazaar, Esprit and more. Jac continues to specialize in building character through costume design by making time to design short projects for up-and-coming filmmakers.



BEAUTY SCHOOL was produced with, and will be finished with, an entirely female production team!

Melissa K. Webb, key hair and makeup artist

Melissa's experience with hair and makeup is in her DNA. She comes from a long line of Barber's and Cosmetologists. She is the fifth generation to carry on her family's tradition. After attending Southern Illinois University and the New York Film Academy (Paris and London) she won a scholarship to the Aveda Institute for Cosmetology. Since her graduation, Melissa has worked as a makeup artist and hair stylist on various feature films, television shows, commercials, and music videos. Melissa has been an integral "hands on" member of numerous professional productions and she has recently also has honed her abilities in the field as a producer/director and even a writer when necessary. Her dedication and outgoing personality has allowed her to work with a wide range of crew sizes, personalities, locations, equipment and celebrities.

Kat Fernandez, hair and make-up artist

Fernandez offers professional makeup application for the Entertainment Industry including feature films, short films, commercials, music videos, and editorial. She is known most for her work on feature films TIME LAPSE, CONTRACTED and BOUDOIR. Fernandez carries a degree in Marketing and Business Administration from California State University-Fullerton, Mihaylo College of Business and Economics.

Nicole Binnall, script supervisor

Southern California native Nicole Binnall graduated from Northern Arizona University with double majors in Film and Journalism. After a year of working as a Production Assistant on several network shows (SILICON VALLEY, SHAMELESS, JANE THE VIRGIN, SISTERHOOD OF HIPHOP) Nicole became friendly with several Script Supervisors and fell in love with the craft. She is currently working towards joining the Script Supervisor Union, Local 871, and loves her career as a Digital Script Supervisor.

Ry Chase, production sound

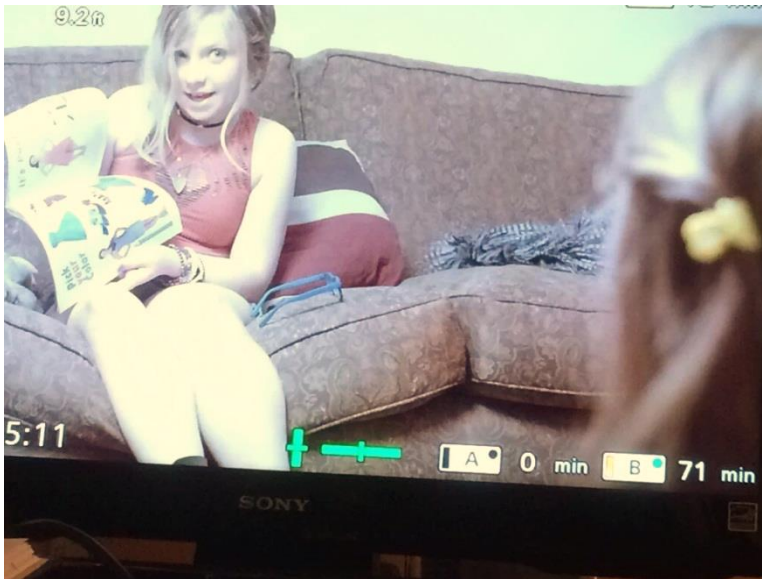
Former Marine, stationed in Southern California for four years, Chase applies her training in endurance and tactics to the Production Sound field. Though she studied all facets of production through attending the Los Angeles Film School, Chase ended up specializing in Production Sound for low budget independent and student projects with a unique demand for quality, on set sound recording. She also studied as a freelance graphic designer while serving in the Marines and has applied her skills towards developing a series of graphic stories that she hopes to one day publish.



Aymae Sulick (camera), Samantha Shada (director), Ry Chase (boom) with actors Zoe Staig and Samara Weisberg.



Samantha Shada (director) with Zoe Staig ('Jennie'), Sorina Sambula (producer), Melissa Webb (MUA), Ry Chase (boom).



Continuity shot of "Beauty School" with Samara Weisberg as 'Seana'.



Actors Ben Fuller and Jessica Gardner as 'Jennie's' parents.



Concept still for "Beauty School" Photo credit Samantha Shada.



Zoe Staig (top) takes a selfie with the all-woman crew of "Beauty School." Nicole Binnall, Ry Chase, Sara Ataiyan, Aymae Sulick, Tema Staig, Samantha Shada, Jac Stukely, Melissa Webb, Sorina Sambula, Autumn Collins (Left to Right).