



We put pictures in a row





# THE STUDIO

PICROW is a new hybrid — the combination of a studio, production house, and post facility. Equipped with distinguished directors, digital talent, and both full time development and production staffs, PICROW creates content spanning from film and television to commercials and digital media. The company is headquartered at 736 Seward St., Hollywood, CA 90038. For more information, go to [www.picrow.com](http://www.picrow.com)



 **PICROW**



# THE STAGE



The Picrow stage serves as an invaluable asset in our production arsenal. A back pocket resource for many Picrow productions, the stage has transformed into Egyptian tombs, Navy command centers and even outer space.



*broadcast*

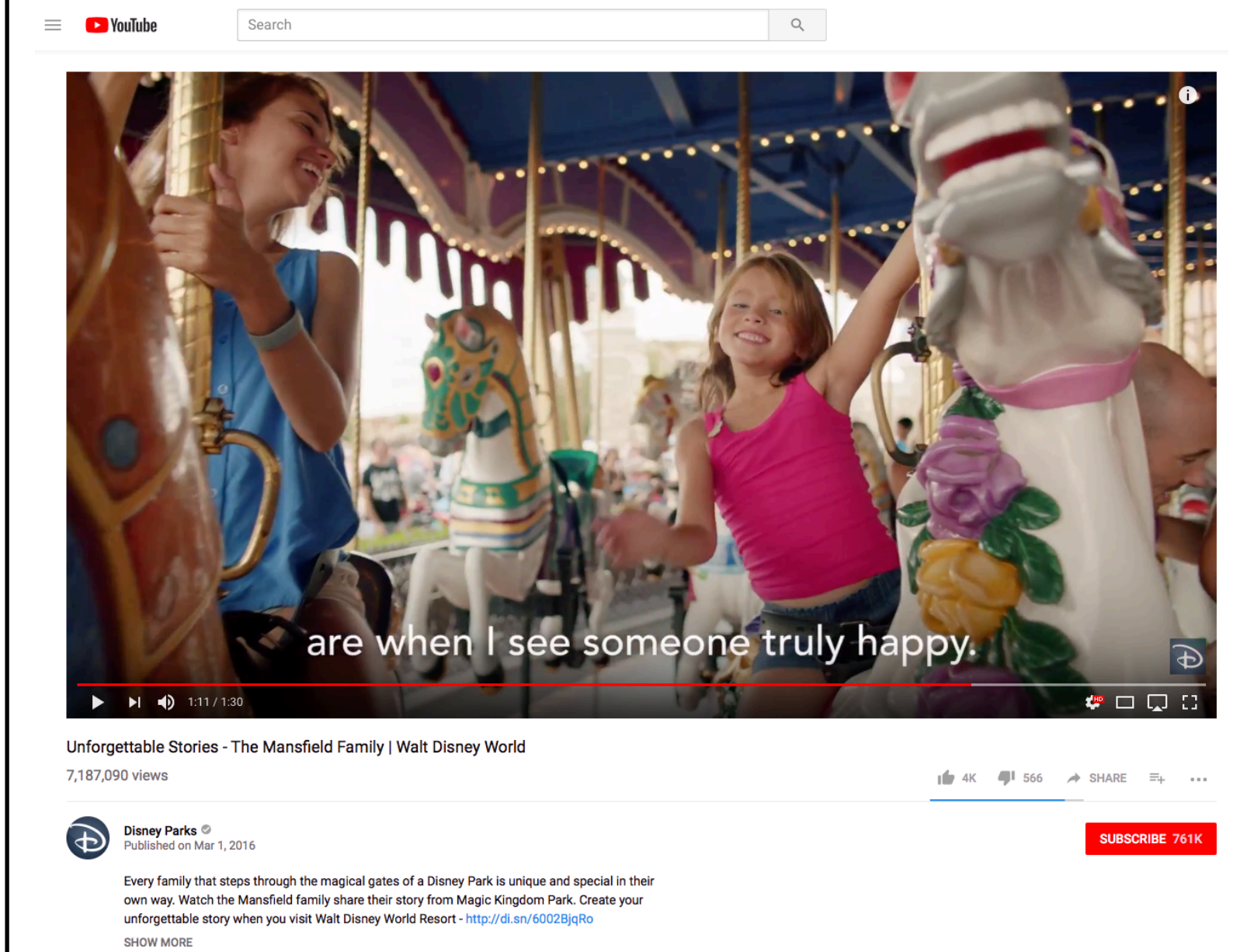


# THE PRODUCT

Picrow makes films of all shapes and sizes. From immersive long-form content to highly targeted seconds of digital pre-roll, they understand the ever changing landscape of media deliverables. With a full-service approach to production and post, they can handle every aspect of the modern advertising campaign. Whether your content is meant to be viewed on a big screen or a phone; swiped or liked; shared or followed; Picrow has the in-house capabilities to shepherd any flavor of project from beginning to end.



*social media*



Guided by a wide range of creative interests, director and cinematographer Peter Lang creates award-winning commercials and branded content. Since graduating Harvard, Peter has honed an array of skills in film, photography, and screenwriting, earning a reputation for crafting powerful cinematic content that reveals the beauty of whatever subjects he is capturing. Whether he is directing a spot for Ford, USAA, RWJBarnabas Health or the debut of the new Jaguar, Peter is focused on captivating viewers and distilling the message of a distinct story.

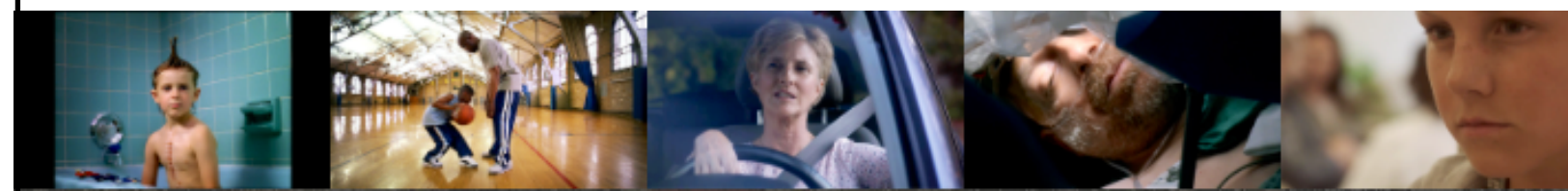
Peter's lifelong dream was to bring a broad collection of talents together under one inclusive and collaborative roof. In 1995, Pictures in a Row—Picrow — was born. Established as a unique environment, in-house filmmakers, editors, visual effects artists, and writers are encouraged to stretch both their imaginations and skill sets. And as of 2013, Peter has forged a partnership with Amazon Studios, furthering Picrow's visibility and reach.

# PETER LANG

## DIRECTOR | DP



SAMPLE OF WORK:  
<http://picrow.com/reel/peter-lang>





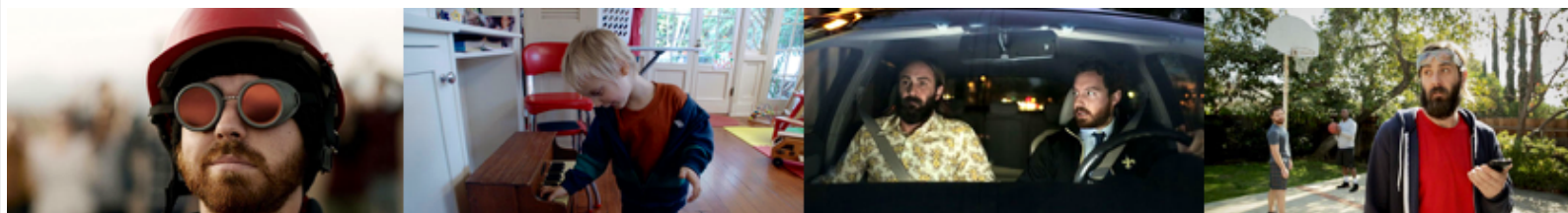
Ben | Charles | Joe

# THE HALL

DIRECTING COLLECTIVE | DP



*SAMPLE OF WORK:*  
<http://picrow.com/reel/the-hall>



“Three directors? How does that *work!*?” We know, we get that a lot. But don’t worry, we’re a well-oiled machine. Every decision on set doesn’t involve three opposing opinions, as we pretty much always agree. When we don’t, we have a pretty efficient process to help settle things involving a branched decision tree and a 20-sided die. It’s quick, 35 minutes tops.

Three Midwestern friends for over a decade with one flaw, rooting for the Cleveland Browns. For those wondering how things work on set, we like to divide and conquer. You get more bang for your buck with three creative minds behind the process.

Supported by a talented group of in house editors, colorists, sound mixers, and graphic artists, we are in constant communication with our post team.

We have true passion for this work — from real life documentary to scripted comedy, our tastes and influences cover a broad range. Above all, we care about what we do. From the first words types onto a blank page to the final color we love every step of the process and take great pride in our work. We have fun on every job we do. We think you would too. —The Hall

Born as an only child to Italian-immigrant parents, Margaret Malandruccolo grew up in Windsor, Ontario, Canada, developing a fondness for cars in this automotive town. Her parents instilled a love for travel, food, and a life behind the lens.

“Romance” is the strongest trait in her film and photography work, given the passion for her Italian heritage. She is a cinematic storyteller with advanced technical background in lighting and camera, and a sincere connection with her subjects. Her signature style incorporates fashion and rock ‘n roll with down-to-earth sincerity, believing it’s her sole purpose to, “make people look good!!”.

Climbing the ranks through photography, camera assisting, editing and cinematography, her workaholic stress paid off in working with exceptional talents such as Prince, Russell Crowe, Avril Lavigne, Renee Russo, Colm Wilkinson, and Dwight Yoakam, directing numerous #1 videos throughout the world, as well as establishing such advertising clients as Canon, USAA, GM, Hyatt, Puma, and Molson.

Living in LA (and getting back to Canada as often as possible), Margaret furthers her photo work while embarking upon more film projects, including having directed a feature film, Coven, rich with fashion, beauty and darkness, to be released Winter 2017.

She has directed over 100 music videos, won two Juno Awards and five CCMA Awards among numerous others. She returns over and over to her still photo roots, grounding herself in a focused chaos.

And always dreams of the day she’ll run away to Italy.

# MARGARET MALANDRUCCOLO

## DIRECTOR/PHOTOGRAPHER



*SAMPLE OF WORK:*  
<http://picrow.com/reel/margaretm>



An American. A Dane. A Man. A Woman. Double the perspective - one singular wavelength. David loves building visually glamorous worlds with the grandeur of a show business approach. Liv has a Vikinglike strong, raw Nordic sensibility that keeps her work authentic and grounded in humanity. Together, we build worlds that are striking, entertaining and can be bigger than life - yet centered in the hopes and dreams of every man and woman, sitting with their family, watching your commercial on their couch.

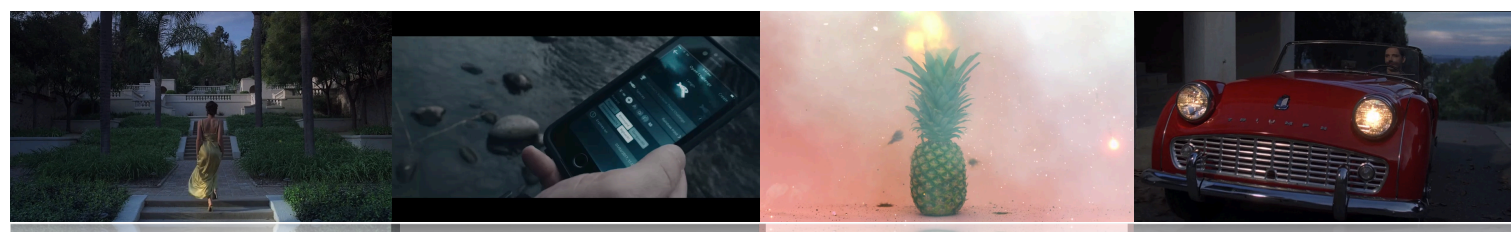
Combined, we have won a Student Academy Award and over a dozen prizes at top international film festivals, including the Audience Award at Sundance. We've got work in the Museum of Modern Art in New York and shown our films at the Pompidou Museum in Paris. We have made commercials for Porsche, Western Digital, and even a smaller app called Fishley (we love this one). We've exploded fruits together, went through our MFA at AFI together, and heck we even went and got married together! We know where each other's socks are kept, and we know how to solve each other's problems before they are even stated.

We do everything fifty-fifty. We spread the work out and know how to accomplish double the amount of work in single the amount of time. 2 for 1. Both X and Y. L & D.

# ZEITGEIST DIRECTING DUO

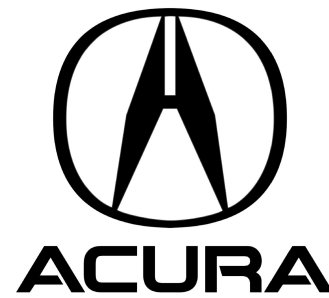
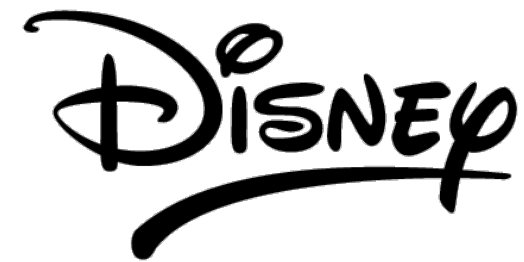


*SAMPLE OF WORK:*  
<http://picrow.com/reel/zeitgeist>





# CLIENTS



# POST



- 226 TB of live data storage
- Offline editing
- Compositing
- Graphics (2D+3D)
- Color grading
- VO booth
- Sound mixing
- Online editing

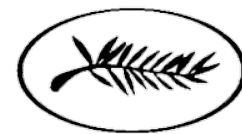
SAMPLE OF WORK:  
2017 Picrow Graphics Reel





amazonstudios

Home to over 20 Amazon Prime episodic series and features.



OFFICIAL SELECTION  
FESTIVAL DE CANNES

SAMPLE OF WORK:  
<http://picrow.com/reel/Amazon-prime-video>

PICROW



## episodic

Picrow is home to some of the highest rated streamed entertainment today. The Picrow/Amazon relationship grew from the 2013 programs *Browsers* and *Alpha House* to now include *Goliath*, *Patriot*, *I Love Dick* and the Emmy-winners *Mozart in the Jungle* and *Transparent* (to name a few...).

amazonstudios



## feature

PICROW is no stranger to features, providing production services for director Todd Haynes' *Wonderstruck*, which recently debuted at the 2017 Cannes Film Festival, starring Julianne Moore (*Hunger Games: Mockingjay*, *Difficult People*) and Oaks Fegley (*Pete's Dragon*).

*representation*

**EAST COAST**

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**WEST COAST**

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*THANK YOU*