



PICROW



THE STUDIO

Pictures in a Row (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



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

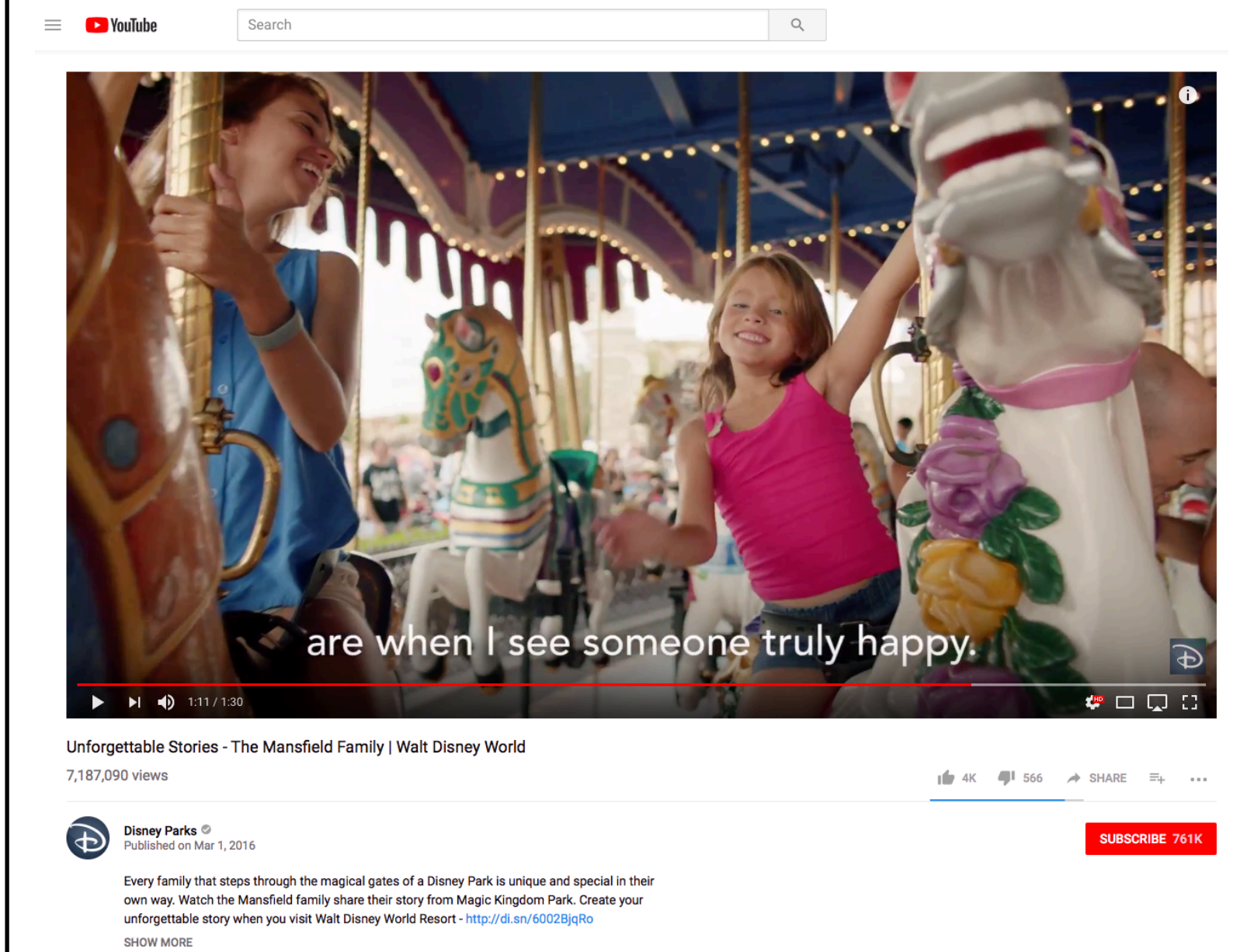


THE PRODUCT

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



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



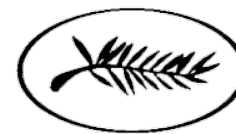
feature

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*).



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



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.

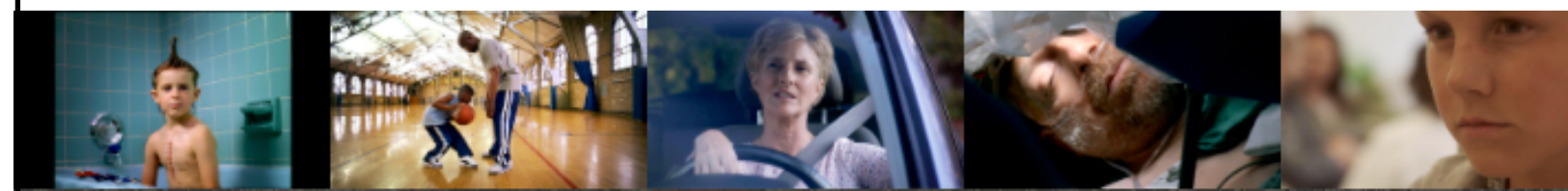
Peter's lifelong dream was to bring a broad collection of talents together under one inclusive and collaborative roof. In 1995, Pictures in a Row—Picrow — was born. Established as a unique environment, in-house filmmakers, editors, visual effects artists, and writers are encouraged to stretch both their 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>



 **PICROW**





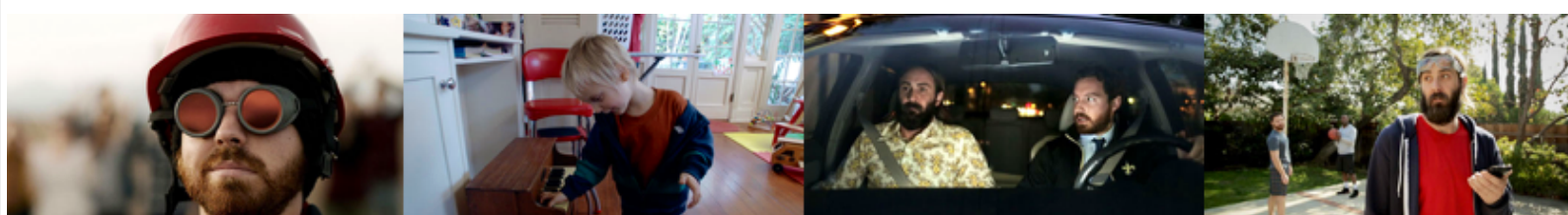
Ben | Charles | Joe

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

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.

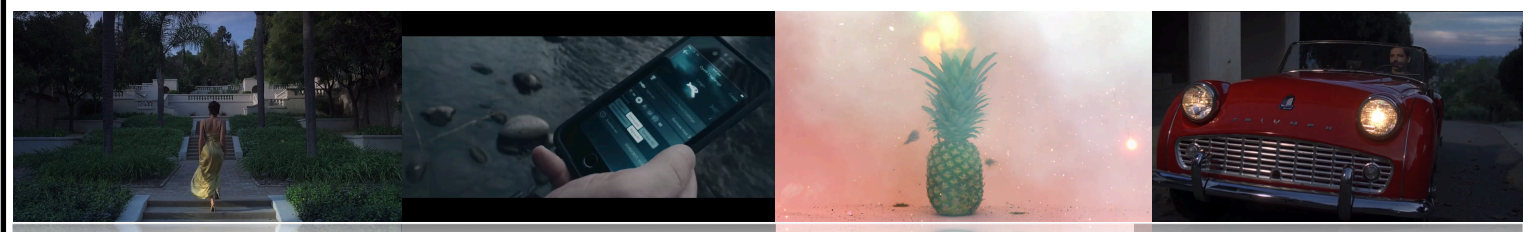
Combined, we have won a Student Academy Award and over a dozen prizes at top international film festivals, including the Audience Award at Sundance. We've got work in the Museum of Modern Art in New York and shown our films at the Pompidou Museum in Paris. We have made commercials for Porsche, Western 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.

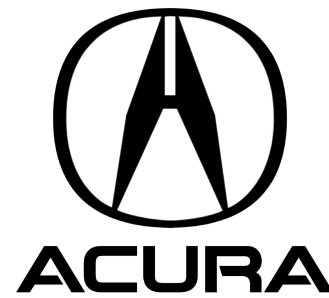
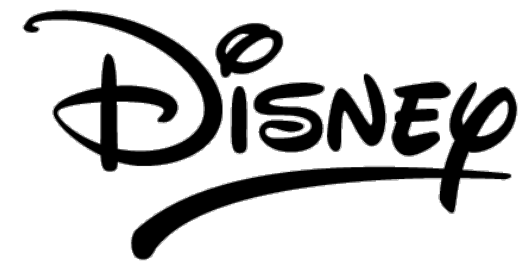
LIV & DAVID DIRECTING DUO



SAMPLE OF WORK:
<http://picrow.com/reel/liv-david>



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



EAST COAST

APOSTLE

Carl Forsberg
carl@apostleny.com
(646) 321-7980

Justin Lasoff
justin@apostleny.com
(917) 647-4112

representation

MIDWEST

JULIUSSON + RATCLIFFE

Marguerite Juliusson
marguerite@juliussonstratcliffe.com
(312) 925-2989

Dawn Ratcliffe
dawn@juliussonstratcliffe.com
(312) 925-9928

WEST COAST

PICROW

Tiffany Caprice
tiffanyc@picrow.com
610-804-1630



THANK YOU