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Vinton. "The Adventures Of Mark Twain" recently played at the Los Angeles Film Exposition.

Also due out this Summer is a youth comedy starring Michael J. Fox, "Teen Wolf." And in the Fall, "Stoogemania," about a man's obsession with the Three Stooges, will open. Recently acquired with no release date yet is the futuristic drama, "City Limits."

Production plans are even more ambitious for the coming year, with Coleman anticipating as many as 10 films shooting in '86 with the number possibly going even higher the following season.

In the youth exploitation area, appealing to the 12-25 crowd, Atlan-

Atlantic Opts For Prod'n, Yuppies

tic plans an urban Tarzan story, "Wild Thing," budgeted at \$4,000,000. A late Summer start is anticipated. Scheduled to shoot later in the year is a \$5,000,000 action-adventure chase pic to be directed and written by John Lafia titled "The Black Glass."

'Upscale Yuppie'

Also planned are several entries in what Coleman called "upscale yuppie films," including plays with major stars. While the company has eschewed foreign fare, interest continues in English language speciality films along the lines of "1984," which was acquired from Virgin Films at the end of 1984.

First film in this category is "Extremities," based on the play by William Mastrosimone, with Burt Sugarman producing on an approximate \$5,000,000 budget. Also in the adult film category is "The Men's Club," from the book by Leonard Michaels, to be produced by Howard Gottfried and directed by Peter Medak. Roy Scheider will star in the \$4,000,000 production, which begins lensing next month.

Expected to have a broad-based appeal is a faithful rendering of "Robinson Crusoe" written by Walon Green and produced by Andy Braunsberg. Coleman expects to shoot in the U.K. on a \$5,000,000

budget. Also shooting outside the U.S. will be "The Umbrella Woman," a period romance directed by Phillip Noyce in Australia with Aussie and American cast including Rachel Ward, Bryan Brown and Sam Neill. A November start is anticipated with budget under \$4,000,000.

Mull 'G' Division

Not forgetting the kiddie market, Atlantic has acquired North American rights to Swedish animation pic, "Peter No Tail In America," expected to be completed in the Fall. Meanwhile, other G-rated animated pictures are planned for which Atlantic will probably design-

nate a new division of the company, Coleman indicated.

Total Atlantic resources for production in the coming year tally around \$25,000,000, according to Coleman. Financing comes from recently renegotiated bank lines of credit with the company prepared to invest up to \$3,000,000 in a production. Balance of the cost for films, mostly in the \$4-5,000,000 range, will be raised from foreign presales, ancillary sales or, in a new move for the company, through coproduction partners.

Under consideration are coproductions with U.K. indies, with discussions underway with Virgin for the "Robinson Crusoe" project.

Should an agreement be reached with Virgin or another player, deal would be a 50/50 partnership, with expenses being shared evenly and Virgin or other partner assuming the production responsibilities. Coleman noted that relationship would also give Atlantic a strong foothold in the European markets.

In addition to overseas partners, Atlantic has established two in-house production relationships. The first is with the Nolin Co., headed by former assistant to Norman Levy, Mike Nolin. He will develop and package projects for Atlantic with the company putting up the overhead expenses. First project brought in by Nolin is the aforementioned "Umbrella Woman," which would also include some Australian financing.

Other producer on the lot is Stan Rogow, whose primary responsibilities are in the tv and video areas but could extend into feature films.

While not exactly a partnership, Atlantic entered into homevid output deal with Paramount Pictures in April. Coleman declined to specify the exact terms of the deal but termed the value "significant" both in cash and the opportunity the deal provides to upgrade quality and quantity of Atlantic product over the next two years.

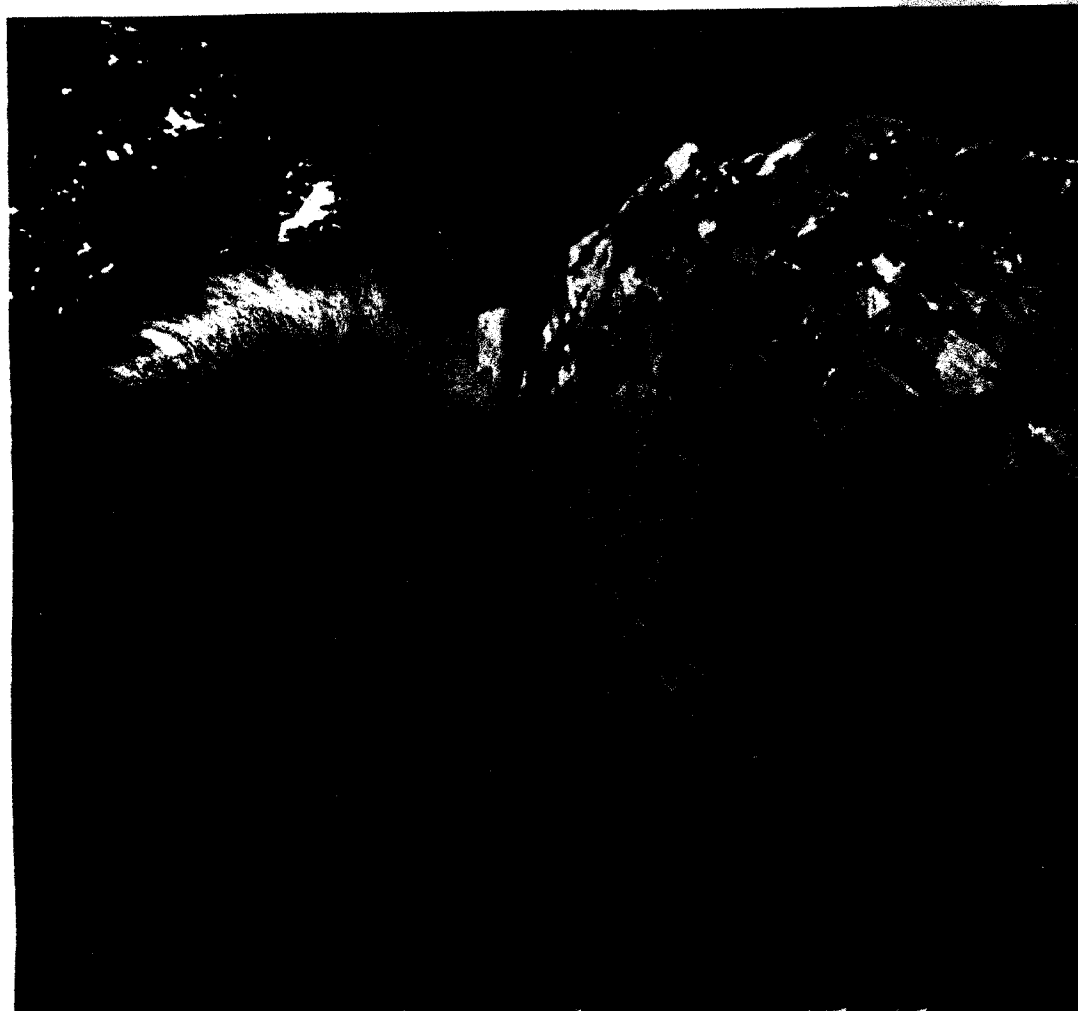
Glut To Rut

In general Coleman cautioned against the glut of product in the marketplace primarily as a result of video's voracious appetite and ability to front part of the production coin. "Things are getting made today that never would have gotten made two years ago," Coleman claimed, particularly in the youth exploitation area.

Glut of product has created an intense competition among independents, especially for screen time, with Coleman predicting a shake-out within the indie ranks. He opined that there was still a need and room for Atlantic to stake out an increasing share of the indie business. Noting that the majors had no particular interest in moderate size and scope pictures, Coleman said that a film by a major for \$8,000,000 with no profit could be made by Atlantic for \$5,000,000 and take an acceptable profit.

Coleman believes it is still possible to execute strong concepts for a decent price and make money. Trick is to be more cost-efficient and keep the negative cost down and then release the film in a regional break, thereby lowering print and marketing costs. "We don't have to hit home runs," Coleman explained.

Ideally Atlantic will develop most of its projects in-house and maintains an active three-person development team headed by v.p. of creative affairs Kathryn Galan. While company is still open to acquisitions on a selective basis, Coleman realized that "what comes in here has already been elsewhere."



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