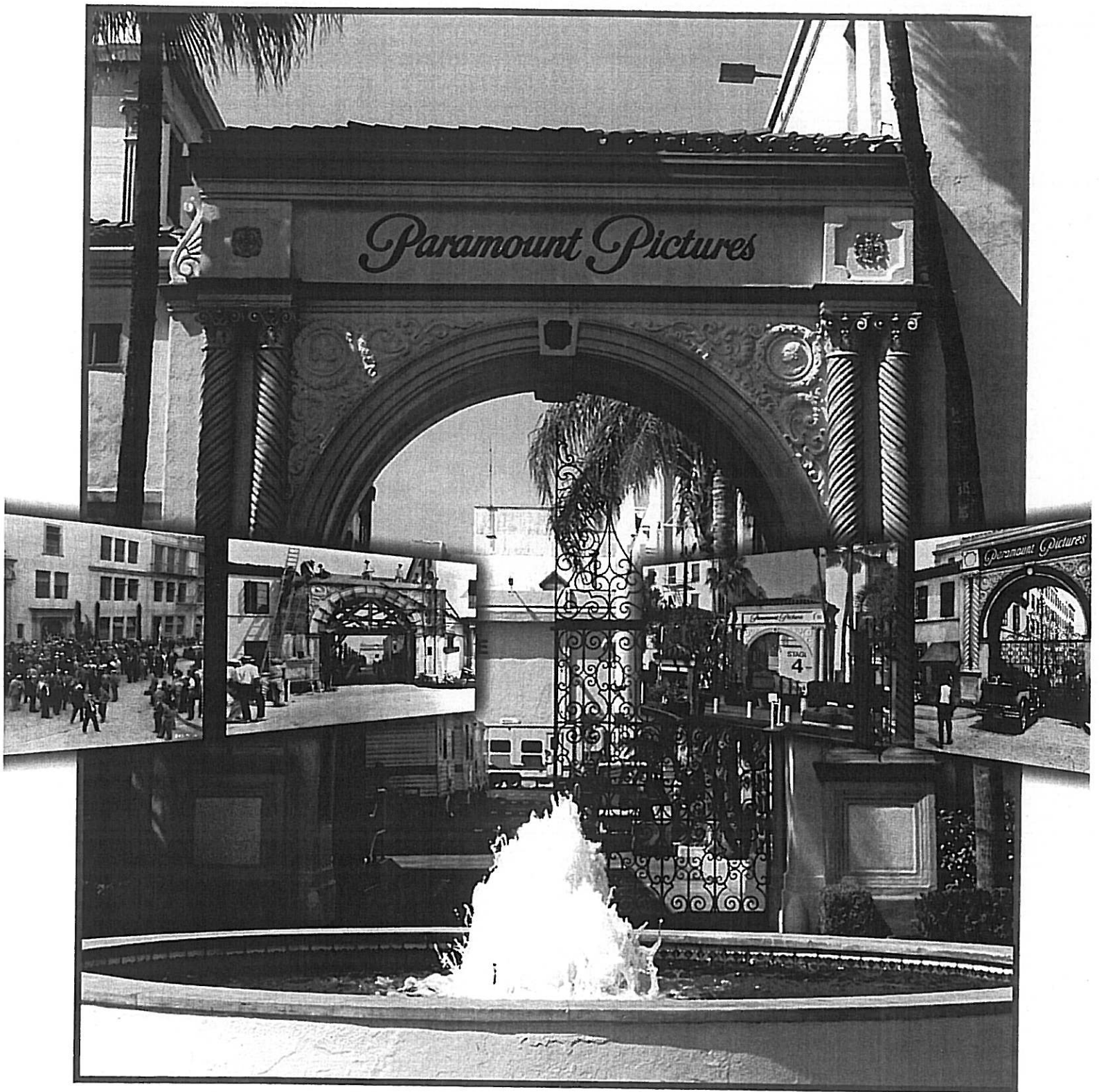


PARAMOUNT PICTURES



HOLLYWOOD  
PROJECT

# PARAMOUNT

## BEHIND THE GATES



Behind the world famous Paramount Pictures gates, movie and television magic has been made for 100 years.



### A TELEVISION HUB

In addition to movies, Paramount has succeeded in the world of television, creating memorable series like the original *Star Trek*, *The Brady Bunch*, *Mission: Impossible*, *Taxi*, *Happy Days* and *Cheers*. Today, the studio is an important destination for television production throughout the industry.



Paramount's past is rich with history and stories that helped make legends of Gloria Swanson and *Sunset Boulevard*, gave us the chance to have *Breakfast at Tiffany's*, visit a place where everybody knows your name, and introduced us to the Transformers and a young southern gentleman named Forrest, *Forrest Gump*.

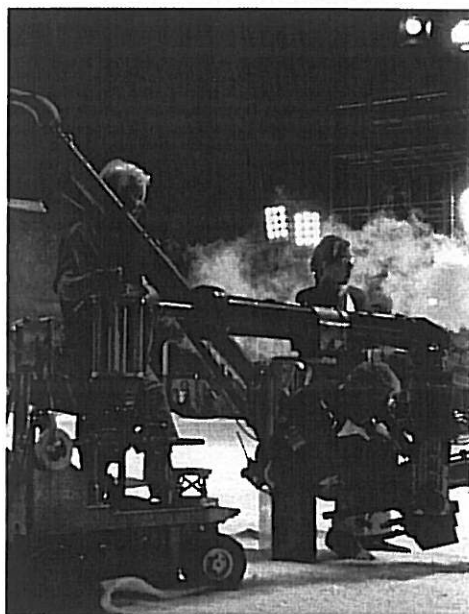


Paramount Pictures is proud of its history and the important role Paramount currently plays in film and television production and the future of entertainment in Hollywood. The Paramount Pictures Hollywood Project is a long-term plan that will allow the studio to embrace new technologies in the constantly evolving entertainment industry while continuing to honor its legacy.



# PARAMOUNT PICTURES HOLLYWOOD PROJECT

The Paramount Pictures Hollywood Project is a major investment in the motion picture, television, and digital media business in Hollywood.



The Hollywood Project is a 25-year vision for the future of the studio that enhances studio operations, invests in new state-of-the-art soundstages and high-tech production facilities, creates entertainment jobs in Hollywood and preserves the studio's history. The Hollywood Project provides Paramount its first opportunity to take a cohesive look at the entire studio lot to improve synergy and efficiencies that are critical to preparing for the future.

## RANGO

*Rango* pushed the boundaries of successful computer-generated animation.



## ON THE LOT

### 100 YEARS OF ENTERTAINMENT

The Paramount Pictures' studio lot of today has grown significantly over the years, expanding to include the original RKO studio property. It has been part of every major development in film and television, filled with exciting moments and entertainment firsts.

1911 ▼

First Filmmakers arrive in Hollywood.



1927 ▼

Paramount Pictures' *Wings* wins the first Academy Award for Best Picture.

1938 ▼

Paramount launches experimental television stations in Chicago and Los Angeles.

## The Hollywood Project Includes

- New technologically advanced soundstages with adjacent production offices
- High-tech post production facilities
- Producer, talent and writer offices and modern bungalows
- LEED-certified headquarters building
- Production support facilities for storage and on-lot distribution of lighting, props and more...
- Upgraded employee amenities
- Parking and production "basecamps"
- Increased gathering spaces for employees
- Improved circulation for studio trucks and trailers

# INVESTING IN PRODUCTION



**Tomorrow's Soundstages** - New state-of-the-art, technologically advanced soundstages with sophisticated climate control, lighting systems and adjacent production support offices will allow for greater efficiencies in filming to meet the demands of today's and tomorrow's production partners.



**Basecamps and Improved Circulation** - A series of basecamp areas, which allow for the staging of trucks and trailers needed for talent, lighting, grip, costume and other production services, must be located adjacent to filming, whether on the lot or on location. As vehicles get larger and the number of trucks and trailers needed for basecamps continue to grow, improving circulation on the lot becomes critical to efficiencies and safety.



**Creating the High-Tech Studio Campus for the Future** - A new high-tech post production campus will serve the needs of all productions, from film and sound editing to marketing and distribution.



1941 ▼

RKO's *Citizen Kane* revolutionizes filmmaking, using techniques such as low angle shots, tracking shots, low-key lighting and creative experiments with sound.

1953 ▼

On January 18, an astounding 72% of US television sets were tuned into *I Love Lucy: Lucy Goes to the Hospital* to witness the birth of little Ricky Ricardo, Jr.



1966 ▼

*Star Trek: The Original Series*, airs for the first time and becomes a cultural phenomenon resulting in five subsequent series and 11 films.

# PRESERVING OUR PAST BUILDING A SUSTAINABLE FUTURE



**Reinvesting in the Grandeur of the Original Studio Entrance, Facilities and Landscaping** – The original gate will be retained and complemented by a new streetscape design that embraces the rich tradition of the studio, featuring green walls, upgraded planting and an improved sense of arrival.



**Extending the Original Marathon Street Through the Heart of the Studio** – Marathon Street, which served as Paramount Pictures' original street entrance, will become Marathon Paseo. Located next to the original administration building, this internal pedestrian, bike and greenway will improve connectivity and create new outdoor gathering spaces for employees.



**Merging Historic Preservation with Green Design** – The KCAL building, originally built for radio broadcasting in the 1930s, will become another focal point for Paramount Pictures, sharing atrium space with the studio's new LEED-certified headquarters building to seamlessly merge the past with the present.



1981 ▼

A franchise is born as the world is introduced to an adventurer named Indiana Jones with the release of *Raiders of the Lost Ark*, winning five academy awards including sound and visual effects.



1997 ▼

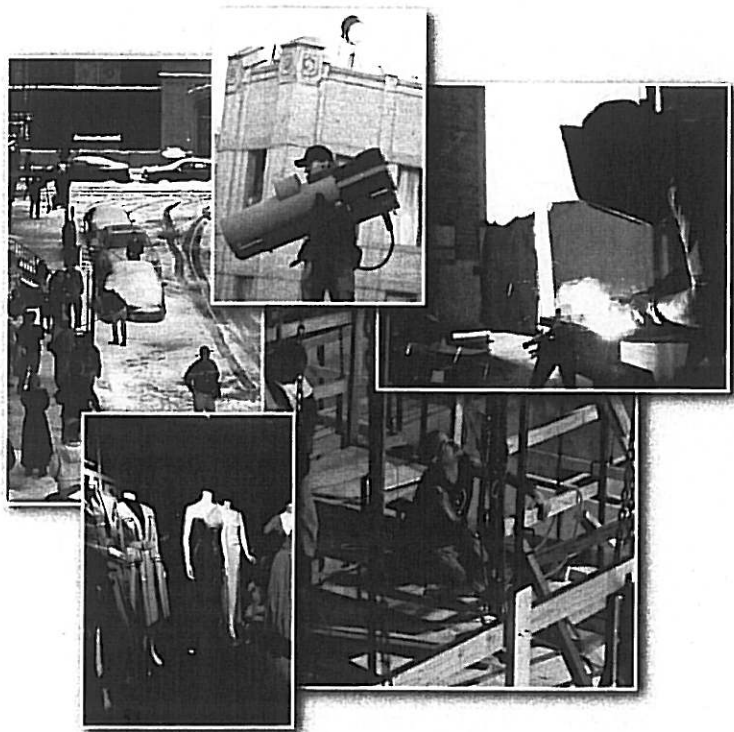
*Titanic* uses digital rendering and editing processes that transform filmmaking.

2004 ▼

After 11 successful seasons, Paramount Television's *Frasier* airs its series finale and is acclaimed as one of the most successful spin-off television series of all time.



# KEEPING HOLLYWOOD IN HOLLYWOOD



The Paramount Pictures Hollywood Project represents a nearly \$700 million investment in the entertainment industry in Hollywood. As the last major studio headquartered in Hollywood, Paramount will continue to create and keep critical entertainment jobs where it all began.

During construction, the  
Hollywood Project will generate

**\$1.1 billion**  
in economic output

**7,300**

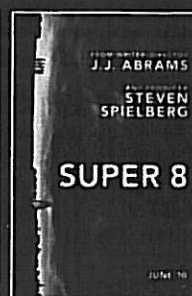
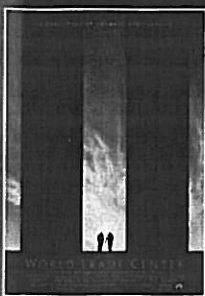
direct and indirect jobs throughout  
Los Angeles

During operation, the Hollywood  
Project will generate

**\$3.1 billion**  
annually in economic output

**12,600**

new direct and indirect jobs  
throughout Los Angeles

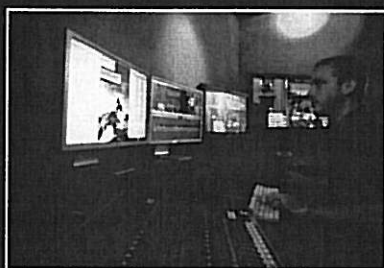


**2005-2011** ✓  
Paramount Pictures received 104 Academy Award nominations. At the same time, Paramount advances the use of CGI and continues to build on emerging technology by pushing 3D to a new level.

# PICTURES

## TECHNOLOGICAL MAGIC

Technology has changed the way we make movies and television, sometimes in the blink of an eye. In each instance, studios have adjusted with unparalleled speed and precision.



Paramount Pictures has always been at the forefront of film and television innovation and technologies and appreciates that the next great technological revolution



is always just around the corner. The Paramount Pictures Hollywood Project will allow the studio to advance its facilities with the latest technical innovations while staying true to its rich history and place in Hollywood's story.



### An Ever-Changing Industry

The film and television industry is forever changing. Today 99% of US households own at least one television, and more and more people are watching their favorite shows on their tablets, catching the latest web series online or downloading trailers and movies directly to their phones. These new mediums require new systems of delivery and represent new challenges and new possibilities.

▲ Green screen being used for  
*Cloverfield* - 2008

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