

PRESS KIT

JSOK FILMS Presents

Treasure of Riverside Park

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FILMS

PRODUCTION INFORMATION

Original

Production Format: 16mm Black and White

Total Running Time: 4 min. 45 sec

Aspect Ratio: 4:3

Genre: Modern Film Noir

Official Website: <http://www.TreasureOfRiversidePark.com>

Available

Screening Formats: DVD, Mini DV, DV Cam, Digi Beta, Pal and NTSC

SYNOPSIS / HOOK / LOGLINE

TAGLINE

One man's loss is another man's treasure.

LOGLINE

Alex seeks truth and love while another tries to steal it away. A surprising and deadly love triangle ensues on the streets of New York in this gritty modern film noir.

SYNOPSIS

Alex is poised to take the next step with his girlfriend. He's got the ring, the courage, and a heart full of suspicion. Tormented by the contents of a hired detective's envelope, his grief guides him through the streets of New York. In this modern film noir, Alex's plan becomes clear, but who will end up with the treasure leads to crime and a most unlikely discovery.

DIRECTOR'S STATEMENT

From my experience working as stand-up comic, I take elements from real life and incorporate them in my writing. "The Treasure of Riverside Park" is one example. My family struggled with extramarital affairs so as a kid I saw my share of detectives visiting the apartment. This film allowed me the chance to bring closure to a part of my life that I didn't have control over as a child. As much as I have come to love the gentleman detective in films, I didn't want my version of him to be the hero we expect; instead, I wanted him to be the bearer of bad news and the catalyst for difficult decisions—more like what I experienced as a kid.

As emotionally deep as this subject matter is, adding a comedic element early in the story was very important to me. Living in New York, I have encountered some creative panhandling with original signage to match. I have a soft spot for the homeless in this city. Don't tell anyone, but every time I give money, I somehow hold onto the dream that I'm making a difference. From this naïve hope is where the hero of my story comes to life: our "Kung-Fu Bum."

Unfortunately, all relationships don't have happy endings (as was the case with my parents) so my choice of story line is one that holds true to me. I feel the actions that unfold during the story adds to the anguish and pain of our main character, the Suited Man, and demonstrates how cheating hurts the ones you love. Obviously, I have taken my story to an extreme, but it is not uncommon that a lover scorned is capable of unthinkable acts.

In choosing the title, a favorite film of mine is John Huston's, "Treasure of Sierra Madre," and the title I chose pays homage to it. However, at the end of my story, the "Treasure" doesn't blow away but instead finds its way to the hands of our homeless hero.

Growing up in New York City, Riverside Park was one of my favorite places to visit. The park loomed on the western edge of Manhattan, sending long shadows down the sidewalks I played on. During sunny days, it served as one giant, mysterious playground to be cautiously explored. Built at the turn of the century, the park features lush vegetation, beautiful architecture, sculptures and breathtaking waterfront views of the Hudson—something I've wanted to capture on film for years now. Like many cinephiles, I am a fan of film noir so when the opportunity arose to shoot a short film in black and white the genre was an easy choice. As a complement to the genre and plot of my film, I set "The Treasure of Riverside Park" in my childhood park, the perfect fit for this darker tale.

All principle photography took place uptown adjacent to Harlem, which is known for raising some of the best jazz musicians in the world. Choosing music for the film was easy: the superb original jazz score written by Caren Cole enhances the film's gritty feel and its New York Noir.

-- JSOK

CAST and CREW

JSOK (Director/Writer)

A 33-year-old native New Yorker, Jason Sokoloff more commonly known as "JSOK" grew up against the gritty urban backdrop of Brooklyn/Queens in the 1970's and 80's. A one time graffiti artist, successful art director and seasoned veteran of the city's infamously tough stand-up comedy circuit, Jason draws the core of his inspiration from a rich childhood, spent often between the city's best museums and its most seedy racetracks.

Jason has over ten years of experience in the entertainment industry, with an emphasis on art direction, production, and marketing. He has produced advertisements and other collateral materials tailored to clients in the publishing, music, film, and advertising industries. Jason has received many notices of acclaim for his work with comedians, and his ability to champion their talents, capturing natural and powerful performances. His production credits include over 200 live comedy shows at clubs, colleges, and charity events. His monthly comedic storytelling show, "Urban Myth", co-produced with DC Benny has received extensive press coverage and attracts great talent to the stage that has included Jim Norton, Dave Chapelle and Jim Gaffigan. He was also the producer and co-director of a short comedy pilot that was featured in the Montreal Comedy Festival. Jason has worked as an assistant director to producer on numerous shorts and most recently worked in production on the feature "Farm Girl In New York". As a strong proponent of independent filmmaking and comedy, Jason is currently working on several short films himself while pursuing his M.F.A. at New York University's graduate film program.

D.C. Benny (Suited Man)

D.C. Benny's unique style of comedy has earned a cult following over the past 17 years. He seamlessly blends autobiographical stories with hilarious original characters that have had crowds howling with laughter from Brooklyn to Bangladesh.

Benny's recent television appearances include his own half hour stand-up special on Comedy Central, Showtime At The Apollo (3 appearances), Showtime's "White Boyz In Da Hood", The Late Show with Craig Ferguson (2 appearances), Friday Night Videos (4 appearances) and as a finalist on NBC's Last Comic Standing.

As an actor he has had recurring roles on As The World Turns, Now and Again, and has been featured in several episodes of Law and Order, Guiding Light, as well as over 30 national commercials for Dell, Verizon, AIG, Volkswagon, Nike, and as the main actor in the Budwieser "How You Doin'?" campaign.

His film credits include, "Freedomland" with Samuel Jackson and Julianne Moore, "Where God Left His Shoes" with John Leguizamo, "Love Walked In" with Dennis Leary, and the John Singleton produced "Illegal Tender".

Benny currently resides in Brooklyn, New York, where he walks his dog, watches people, and admires old Land Rovers.

Shevaun Mizrahi (Director of Photography)

Shevaun Mizrahi is a New York City based filmmaker. A former presidential scholar in the arts photographer who has shown work at the Smithsonian of American Art and the Corcoran Gallery of Art, she parlayed her strength behind the still camera into a burgeoning career as director/cinematographer. She is currently working on her MFA in film at New York University's Tisch School of the Arts.

Joseph Lutton (Assistant Director/Man From Pictures)

Joseph's debut feature film Fishing, won ~ Best of the Fest ~ at the Great Lakes Film Festival in Pennsylvania, where the Times gave it a three and a half star review. Fishing also received the Grand Prize for ~ Best Directorial Debut ~ at the Rhode Island International Film Festival (one of the Top Ten Film Festivals in the world). The film was Produced, Written and Directed by Joseph. (Information on this movie can be found at www.fishingthemovie.com).

Joseph recently shot a trailer for the new psychological thriller Counterpart by Peter Loffredo. This film has been optioned as is awaiting pre-production.

As an actor, Joseph won the Manchester Theatre Awards ~Best Actor~ for his portrayal of Buddy Holly in The Buddy Holly Story. He was nominated against Albert Finney and Tom Courtney.

Care Cole (Composer)

Composer Caren Cole brings a rich and varied musical background to the world of film scoring. Educated classically from age 4 through the Royal Conservatory of Music in Toronto, Canada, Caren went on to the jazz program at York University, which also included studies in ethnomusicology and North American folk traditions.

As a pianist, guitarist and vocalist her work as a musician has taken her through television, film, theatre and years of live performance. As a songwriter Caren's songs have been featured in film, television and theatre.

A native of Canada, she came to New York in 1991 with the Broadway show "The Buddy Holly Story" as a keyboard player, vocalist/actress as well as the composer of "Sweet Love", the song that closed the first act. She is a three-time nominee for a

MAC Award for Song of the Year and 2004 winner for "Kindness Makes Me Cry" (co-written with Maria Gentile).

While having written many theme songs and incidental pieces for film, TV and theatre, Caren's first feature score was the independent festival award winning film "Fishing" (www.fishingthemovie.com) for which she wrote the score and 2 of the songs.

Caren is currently performing in Los Angeles; on tour with the Broadway hit "Jersey Boys" while continuing to compose and record music for film projects thanks to the blessings of digital audio recording!

Dave Baldwin (Kung-Fu Bum)

Know for his quick wit and intellectual humor Dave has over several years of experience as a Stand-up comic. He performs regularly at clubs and colleges in New York City and around the country. The treasure of Riverside Park was his first film.

William Leiw Wexler (Actor)

"A unique commodity - A Jewish comic from Brooklyn - he's been on stage since the age of four acting, occasionally singing and dancing, playing music and making people laugh (OF COURSE SOMETMES IT WAS HIS ACTING, SINGING, DANCING, AND MAKING MUSIC THAT MADE THEM LAUGH) Comedy clubs throughout the country, various Off- Broadway productions and radio dramas with the Simon Studios in New York City the Washington Theater Club, the Folger Theatre in Washington, D.C., and the Marlboro College Theatre; did commercials; was a sideman with various rhythm & blues and rock groups throughout the country and a solo piano player. He is not your ordinary performer.

CREDITS

Suited Man D.C. BENNY
Kung-Fu Bum DAVE BALDWIN
Detective WILLIAM LEWIS WEXLER
Man From Pictures JOE LUTTON
Woman From Pictures GRETCHEN KOHAN

Directed/Written/Produced/Edited JSOK
Assistant Director JOE LUTTON
Director Of Photography SHEVAUN MIZRAHI
AC DAVID JEFFERSON JR.
Sound Recordist KETKI PANDIT
Line Producer/UPM JOSH COHEN
Sound Designer ERIC HOPPER
Original Score Written & Performed CAREN COLE
Tenor Sax Soloist KURT BACHER
Creative Mixing CARLOS STORM MENDEZ

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Graduate Film Program

Extra Special Thanks BOB NICKSON
JAY ANANIA
TONY JANNELLI
RONALD GRAY
JEN RUFF
NYC Parks Department
NYC Mayors Office

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JOE LUTTON
JOSH COHEN
MIKE ROSSETTI
CHRIS MERIDETH
MARTHA MERIDETH
JARRETT MONTALI
JENNIFER GODDARD
MELANIE KLEIN
JARRETT MONTALI
WAYNE RADA

All my friends and family

TECH Arriflex 16 SR
Kodak film stock

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Original Sore

Written by CAREN COLE

Performed by CAREN COLE and KURT BACHER

