

# CONFERENCE REPORT

Over 500 delegates from 27 countries gathered in Boston, Massachusetts, for the final Giant Screen Theater Association (GSTA) International Conference and Trade Show, held September 19–23, 2005, and hosted by the New England Aquarium, Museum of Science, and Comcast IMAX 3D Theater at Jordan's Furniture. The conference included professional development sessions, new films, films in progress, films in development, a tradeshow, the annual awards presentation, as well as discussion

Winning Marketing Strategies, Creating Giant Screen Experiences that Meet the Challenges in Today's Schools, The Sponsorship Gap, Science on the Giant Screen, Grassroots Marketing Strategies to Get People into Multiplex and Stand-alone Theaters, and The Future of Traditional Giant Screen Documentaries.

Seven new films were screened, including *James Cameron's Aliens of the Deep*, *Astro Boy vs. Igza*, *Fighter Pilot: Operation Red Flag*, *Magnificent Desolation: Walking on the Moon 3D*, *Mystery of the Nile*, *The Polar Express: An IMAX 3D Experience*,

The last conference held under the banner of the GSTA set the stage for a new unified association committed to openness, collaboration, and impartiality within the industry.

about the GSTA/LFCA unification.

Two sessions at the conference were devoted to updating attendees on the unification process and gathering input to ensure the new association fulfills the needs and expectations of all industry segments. Input ranged from suggestions on the new association's name to how many conferences should be held each year to how the board should be structured in order to prevent any disparity in how the industry is represented. The mood was generally positive during the two sessions, with most attendees recognizing the timeliness and wisdom of focusing the industry's collective efforts on a single association.

Professional development sessions included

and *Wild Safari 3D*. Fifteen films in progress and 23 films in development also were presented.

The always highly anticipated Achievement Awards included special recognition of Kunihiko Fujimoto, the first IMAX projectionist and currently projectionist at Suntory Museum in Osaka, Japan, for his dedicated service to the industry. The MacGillivray Freeman/Orbita Max co-production *Mystery of the Nile* won the most awards, taking home honors for Special Achievement in Film, Best Cinematography, and Best Soundtrack. It also shared the award for Best Marketing Campaign by a Distributor with IMAX Corporation's *The Polar Express: An IMAX 3D Experience*. *Forces of Nature: Natural Disasters* was awarded Best Film Produced

# 2005 >>>

Exclusively for Giant Screen Theaters and Best Film for Learning, while *Harry Potter and the Prisoner of Azkaban: The IMAX Experience* won Best Film Produced Non-exclusively for Giant Screen Theaters. For the second year in a row, Ontario Science Centre won Best Film Launch by a Theater, this year for its launch of *Forces of Nature: Natural Disasters*. Celebration Cinema in Grand Rapids, Michigan, and the Gateway IMAX Theatre in Durban, South Africa, received Big Idea certificates for creative film launches.

IMAX Corporation also presented two awards at the ceremony. The first-ever Best Booth Award, recognizing

the importance of projectionists to the giant screen experience, was awarded to the Henry Ford Museum in Dearborn, Michigan. *Fires of Kuwait* was inducted into the IMAX Hall of Fame, a yearly honor given to a classic film chosen by the IMAX theater network. [Please see page 42 for photos of all the award winners and summaries of the winning marketing campaigns.]

The first conference to be held by the newly formed Giant Screen Cinema Association is scheduled for March 29–31, 2006, in Los Angeles, with a fall conference planned for September 18–20, 2006, in Galveston, Texas. ■

## euromax

Where Europe welcomes the world

The aim of Euromax is to stimulate production and exhibition in the industry by providing a platform where you can share information, experience

**EUROMAX**  
1/2 HORZ  
4 COLOR  
P/U FALL 05 P.50

- See new films
- Meet your large format colleagues
- Discuss issues
- Exchange new information
- Exchange used trailers on the Euromax Trailer Market
- Use the members' forum for advice

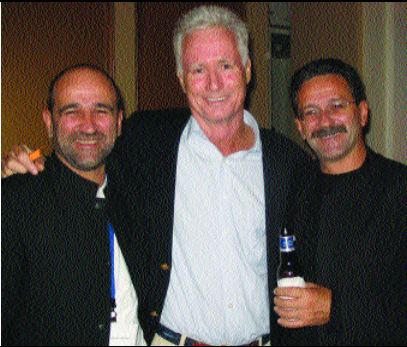
Euromax is open to everyone, not just Europeans.

For information on becoming a member of Euromax please go to the website.

[www.euromax.org](http://www.euromax.org)

# CONFERENCE 2005

PHOTOS BY KELLY GERMAIN UNLESS OTHERWISE NOTED.



◀ Jean Jacques Mantello, 3D Entertainment; Gavin McKinney, McKinney Underwater Productions; and Francois Mantello, 3D Entertainment.



◀ Bob Farnsworth, Hummingbird Productions, and Wesley Wenhardt, Tech Museum of Innovation.



◀ Jason Bainbridge, London IMAX Cinema; Christine Heinrichs, IMAX Corporation; Sam Spicer, London Science Museum; and Dick Vaughan, National Museum of Photography, Film and Television.  
 ▶ Simon Jones, IMAX Theatre at-Bristol; Vicky Lee and Alex Page, London Science Museum; Helen Miles, IMAX Theatre at-Bristol; Sam Spicer, London Science Museum; and Berend Reijnhoudt, Omniversum.

PHOTO COURTESY JASON BAINBRIDGE



◀◀ Film director David Douglas; Patricia Keighley, DKP 70MM Inc.; Kent Halvorson and Gene Scalzo, E. Kent Halvorson Inc.  
 ◀ GSTA staff Gretchen Jaspering, Tammy Seldon, and Anne Toal.

▶ Manos Kitsonas, Eugenides Foundation; Annette Roesler, Giant Screen Films; Berend Reijnhoudt, Omniversum; David Marks, Yes/No Productions; and Marieke Van Oppen-Posmus, Omniversum.



▶ Sean Casey, Paul and Sue Novros, Graphic Films.



# CONFERENCE 2005

PHOTO BY JAMES HYDER. © 2005 CINERGETICS, LLC.



◀◀ Dave Duszynski, Cincinnati Museum Center; Andy Gellis, Cinevest; Anne Toal, GSTA; Jim Barath, Sonics; Kelly Germain, the Big Frame.

◀ David Mosena, Chicago Museum of Science and Industry; Mary Jane Dodge, M.J. Dodge and Associates; and Don Kempf, Giant Screen Films.

PHOTO BY JAMES HYDER. © 2005 CINERGETICS, LLC.



◀ Nerea Rubio, Orbita Max; Jessica Christensen, Cosmonova; Simone Appleby, Gulliver Labs; Laura Vidiella, Orbita Max; Jordi Llompard, Orbita Max; and Libby Lewis, Liberty Science Center.

▶ Shawn Fitzmaurice, Boston Museum of Science, and his son Charlie; Mary Kaye Kennedy, WGBH Enterprises, and her son Jack.



▶ Phil Saraneeyavongse, Museum of Science and Industry in Tampa, Florida; Derek Threinen, New England Aquarium; and Yishey Choden, SK Films Inc.

▶▶ Edwin Escalante, RPG Productions Inc., and Beverly Pasterczyk, Eastman Kodak Company.



◀ Yoshihiro Shimizu, Tezuka Productions; Keiko Sera, Sarai Inc.; Maki Morisawa, Sarai Inc.; Kunihiko Fujimoto, Suntory Museum; and Kazuyo Takehara, Dentsu Tec.

▶ nWave's Mark Katz, Antonietta Monteleone, and John Wickstrom.

