

Frey Hoffman
Mobile: 773-510-2190
Office: 773-248-2190
frey@freymdesignproductions.com
www.freydesignproductions.com



Background

Through work as a filmmaker for the past 15 years I have worked on over a thousand projects with a diverse group of colleagues, clients, vendors and collaborators. Please find below a select sample.

Projects

1999- Director of Photography for “The Life” a television pilot produced by Kanye West manager and COO of G.O.O.D. Music, John Monopoly. Filmed in New Orleans featuring Cash Money Records, The Magnolia Projects and Lil’ Wayne.

2000- Producer/Cinematographer/Editor for “Executive Health” a video guide to maintaining health and fitness with multiple-time N.Y. Times #1 Bestseller Dr. Michael Roizen author of Real Age and the YOU series with Dr. Mehmet Oz.

2001- Director of Photography/Field Production in Chicago for “Perfect Partner” a television show created by BBC America for The Discovery Channel.

2002 – Producer/Director of Photography for “I’m In Love with a Crackhead” a comedic short with BET Comics of the Month Coodie and B. Cole.

2003- Directory of Photography for “Chicago’s Lifeline” a documentary television series filmed at the University of Chicago Hospitals for the Discovery Health Channel.

2003- Unit Producer/Director of Photography for “Guess Who’s Coming To Decorate” as seen on E! (Entertainment Network).

2003 - Director of Photography for the music video for “Wouldn’t You Like to Ride” by Malik Yusef, featuring Common and Kanye West for the *Coach Carter* soundtrack.

2003- Producer/Director/Cinematographer/Editor for “Parent Leadership” a documentary video on overcoming challenges of parenting produced and distributed nationally through Prevent Child Abuse America.

2004- Director of Photography for Pitbull’s “Culo” the Billboard Hot 100 lead single from his debut album *M.I.A.M.I.* featuring Lil’ Jon. Filmed live in Miami, FL at Calle Ocho, one of the largest street festivals in the world.

2004 - Director of Photography/Production Unit for “The Oprah Winfrey Show” as part of the Wildest Dreams Tour providing a dream role for Paolo on “Will & Grace”.

2004 – Directory of Photography/Production Unit for Kanye West’s “Jesus Walks”

music video (B&W Version) the Grammy Award winning (Best Rap Song) third single from his multi-platinum Grammy Award winning (Best Rap Album) debut album *The College Dropout*.

2004- Producer/Director/Cinematographer/Editor for “Connecting Communities” a documentary video that was part of the Center for Neighborhood Technology’s successful effort to transform closed-door regional transportation planning in the Chicagoland area into a transparent community-accountable process.

2004- Producer/Director/Cinematographer/Editor for the documentary video portion of the Alternative School Network’s legislative advocacy to reinstate \$2 million of funding and ensure continuance of programming successfully educating former high school dropouts. As a result funding was reinstated and future years’ funding maintained and expanded.

2000-2005 – Director of Photography for extreme sports productions featuring paintball, bmx, skateboarding and motorcross distributed nationally and internationally including on WGN Television. Filmed on locations in California, Florida, Illinois, Pennsylvania, Texas, Minnesota and Canada.

2005 – Director of Photography for “Take Me Higher” for Warner Brothers recording artist Cruna. The music video’s cinematography was featured in Stephanie Argy’s article for *American Cinematographer*. Filmed at various locations in Nashville, TN.

2005- Director of Photography/Unit Production for HDNet an all HD Cable Station owned by Mark Cuban and one of the first stations to create exclusively HD content.

2005 – Writer/Concept Development for a Kaleidoscope multi-media project with Radio Flyer.

2006 – Director/Cinematographer/Editor of 60-second promotional clips for Fulcrum Point New Music Project’s Electronic Press Kit seen on local national network news affiliates.

2006 - Producer/Co-Director/Cinematographer/Editor of a documentary on the making of the 75th Anniversary Waa-Mu Show at Northwestern University. Show alumni include Warren Beatty, Karen Black, Frank Galati and Zach Braff.

2006 -Producer/Director/Cinematographer/Editor of a documentary/promotional video about and for the Illinois Institute of Technology in support of their recruitment and retention efforts targeted towards undergraduate students.

2007- Producer/Director of Photography for SA-RA’s “Feel The Bass” music video featuring Talib Kweli and Erykah Badu from *The Hollywood Recordings*. Filmed in Brooklyn, NY.

2007 – Producer/Director/Cinematographer/Editor for *Live at B.L.U.E.S. on Halsted* a live concert DVD featuring blues artist Carlos Johnson made for P-Vine Records of Tokyo, Japan. Co-Produced with Masaki Rush wife and manager of blues legend Otis

Rush.

2008 – Producer/Co-Writer/Director/Cinematographer/Editor of *Hollywood Jerome*, a collaboration with Grammy and Emmy award winning poet Malik Yusef based on his original poem. Recipient of a \$100,000 in-kind grant from Independent Feature Project the film screened at over 30 festivals nationally and internationally including the Cannes International Film Festival and won awards and recognition in every region of the United States as well as in Canada and Europe.

2008- Producer/Co-Production Company with Soloproject for McCann Erickson Worldwide on a series of commercials promoting the Adcolor Awards, a collaboration between the Advertising Club of New York, the American Advertising Federation, the American Association of Advertising Agencies, Arnold Worldwide and Omnicom Group that honors outstanding diverse professionals in the advertising industry.

2008- Co-Owner of Gel Cutter, a hand-powered machine that cuts colored and diffusion gels for theatrical, motion picture and architectural lighting in larger quantities with greater precision in less time than otherwise possible. The Gel Cutter is written about in *American Cinematographer*, nominated for the PLASA Awards for Innovation (the leading international trade association for entertainment technologies) at their annual international showcase in London, UK and picked up for worldwide distribution (outside of North America) by PRG (the world's leading supplier of entertainment and event technology with more than 40 offices around the world).

2009 - Producer/Director/Cinematographer/Editor of multiple videos for the Smithsonian Institution. These included promotional pieces for the National Postal Museum and a series of videos featuring notable Hispanics, African-Americans, Native Americans and Women.

2009- Producer/Director/Cinematographer/Editor of multiple projects for the Kanye West Foundation including multi-crew coverage of their gala event at The Chicago Theater featuring a Kanye West concert for select Chicago Public School students in collaboration with S.H.O.W., activist Wendy Abrams, Mayor Richard M. Daley, the City of Chicago and Chicago Bear Kyle Orton.

2009 – Co-Producer/Cinematographer for a television series profiling notable activities at Northwestern University for The Big Ten Network.

2009- Producer/ Co-Production Company with Creative Control for Universal Motown's recording artists PAC DIV for their music video "Mayor" from their mix tape *Church League Champions*. Filmed in Los Angeles, CA.

2009 – Producer/Director/Cinematographer/Editor for "The Shop" a series of comedic vignettes about auto body shops for CCC Information Services makers of industry-leading collision repair and insurance estimating software solutions and data used by over 21,000 auto collision repair facilities and 350 insurance companies.

2009- Director of Photography of a 1-hour sit-down interview with international music and business icon 50 Cent telling the story of his personal and artistic journey from poverty to superstar for the television show "Testimony" on BET.

2009 - Producer/Director/Cinematographer/Editor of videos for Northwestern University's Department of Medical Social Sciences used as part of research-guided interactive kiosks to help low-literacy patients have improved information and healthcare outcomes while receiving medical care for cancer.

2010- Producer/Director/Cinematographer/Editor of a series of videos for Leading Women Executives a program that develops leadership for high potential women executives while addressing company specific business practices. The videos were made in collaboration with and featured Cheryl Francis, Executive Vice President and Chief Financial Officer of R.R. Donnelley and Sons Co. and a director on the boards of AON Corporation and Morningstar Corporations and Sheila Penrose, President of Corporate and Institutional Services at Northern Trust Bank and Chairman of the Board of Jones Lang LaSalle and director on McDonald's and DataCard Group Boards.

2010 – Producer/Cinematographer for the first video in over twenty years made by Aunt Martha's to give an organization-wide overview of the life-changing impact of their youth services and health centers. Directed by Michael Mayhew, editor for Steven Spielberg.

2010- Producer/Director/Cinematographer/Editor of a live multi-camera recording and behind-the-scenes documentary of Cerqua Rivera Dance Theater's Matt Lamb Tribute, Celebration of a Lifetime.

2010- Interviewer/Director of Photography for the Google and Wharton School of Business series Fast Forward with the Chief Marketing Officers of Best Buy, Beam Global Spirits and Wine, HP Personal Systems Group, UAL Corporation (United Airlines), Director of Mobile Platforms for Draft FCB and the CEOs of Starcom and Energy BBDO.

2011- Producer/Director/Cinematographer/Editor of a series of documentary videos capturing multiple days' events leading up to and including the gala opening of the Lamb Dali Museum of Private Art. Multiple crews were used to cover a Peace Parade originating at Navy Pier, arts programming at the Chicago Public Schools, a trip to the Wisconsin studio of Matt Lamb and interviews with politicians, curators, educators, royalty and scholars from Spain, Russia, Andorra, Ireland, Britain, Germany, Argentina and France.

2011- Founder of Grownnection a social enterprise connecting local residents to underutilized social service resources in their communities. A winner of and recipient of seed funding from the inaugural Social New Venture Challenge at the Booth School of Business at the University of Chicago.

2011 - Producer/Director/Cinematographer/Editor of a video for the Aids Foundation

of Chicago made in cooperation with the Illinois Department of Corrections to be shown to inmates across the State of Illinois prior to their release from prison. The video aims to motivate and educate exiting inmates on the importance of being aware of their HIV status for them and their communities and to support them in accessing the resources needed to maintain critical healthcare, employment, food, education and shelter post-incarceration.

2012- Producer/Director/Cinematographer/Editor of a series of promotional videos for the book *The Pin Drop Principle* co-written by David Lewis and G. Riley Mills co-founders of Pinnacle Performance Company. Pinnacle draws upon the expertise and techniques of professional actors to improve communication skills at non-profit organizations, Fortune 500 companies and businesses across the Americas, Asia, Europe and the Middle East.

2012- Producer/Director/Cinematographer/Editor of documentary coverage of the launch of Global Arts For Development featuring the work of Matt Lamb in Dubai, United Arab Emirates. Heading up a four-person U.S./Canadian-based crew to cover a week of events including trips to Abu Dhabi, the surrounding desert, local souks, and a series of concerts and lectures given by musicians and scholars from Jordan, Germany, Iraq, the United Kingdom, and the United States. Interviews were conducted with politicians, royalty, diplomats, business people, art critics, collectors, gallery owners, curators and art lovers from Jordan, France, Germany, Lebanon, United Arab Emirates, United Kingdom, Pakistan, Argentina, Spain, Hungary, Egypt, Brazil and the United States. Coverage of the art exhibition's opening with His Highness Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture and Arts Authority was broadcast throughout the region.

2013 - Unit Producer for Island Def Jam recording artist Lil' Durk's music video for "Dis Ain't What U Want". The video received over 5 million views within a month of its release.

2013 - Producer/Director/Cinematographer/Editor of *You Don't Even Know My Name* a documentary film with active Chicago gang members that portrays from a first-hand vantage the causes and mechanisms of decisions to use gun violence as a problem solving tool. Footage includes the lead-up to, initial avoidance and eventual occurrence of a shooting incident.

2013 - Producer/Director/Cinematographer for coverage of a town hall held by the University of Illinois at Chicago in cooperation with Access Living on the status of access to healthcare for people with disabilities and steps that can be taken on individual, provider and institutional levels to improve this access.

2014- Producer/Director/Cinematographer/Editor of multi-crew coverage of the Mending Kids Benefit Concert featuring Kiss, Tom Jones & Penn Jillette. Conducted interviews with Mel Gibson, Tom Jones, Gene Simmons, Penn Jillette and Paris Hilton as part of the coverage.

2003 - 2014 Mentor/Producer/Director/Cinematographer/Editor of documentary footage in and about the Alternative Schools Network as part of the professional

services division at Community Television Network. On over three hundred projects young people who would otherwise not have access to video production education participated and were mentored in the creation of professional video. Many former students have gone on to be hired independently to work on projects for Freydesign Productions.

2003 – 2014 Interviewer/Producer/Cinematographer for market research interviews, in-home ethnographies, exit interviews, shop-along, focus groups, product and advertising campaign testing, pitch campaign footage, launch events, conference coverage and executive interviews with over 5,000 people from all walks of life for over 200 different entities including many industry leading and Fortune 500 companies, research organizations, advertising agencies and global branding and communications groups.

Education

2010-2013 University of Chicago Division of Social Sciences – M.A. with a concentration in Social Entrepreneurship and Sociology - June 2013

1998-1999 Columbia College – Chicago, IL -B.A. with honors with a concentration in Directing, Cinematography and Screenwriting

1998 School of the Art Institute of Chicago – Digital Graphic Design

1997 Escuela de Bellas Artes – Chihuahua, Mexico

1995 -1996 St. John's College - Santa Fe, NM – Classics and Philosophy

1994 -1995 St. John's College – Annapolis, MD –Classics and Philosophy

1993 Goethe Institute – Versmold, Germany

Academic Honors & Recognition

Full-merit scholarship for graduate studies in the Masters of Arts Program in the Social Sciences at the University of Chicago

Winner of the inaugural Social New Venture Challenge at the Booth School of Business at the University of Chicago

“The author has deep sensitivity for expression, and collected phenomenal data, producing a revealing and intimate manuscript...reveals many elements of the author’s skill at connecting with his respondents....an important contribution by demonstrating how gang members respond, in real time, to exceedingly complicated and dangerous situations. It is revelatory portrait.”

Mario Luis Small - Professor of Sociology and Dean of the Division of Social Sciences at the University of Chicago in his formal evaluation of Frey Hoffman's thesis:

"Intimate Conflicts with Public Consequences: Micro-Evidence of the Competing Loyalties Leading to Gang Violence and its Avoidance"

Dean's List Columbia College

Student Committee For Instruction at St. John's College

Press, Publications & Media Coverage

Print & Web

Camper, Fred. "Student videos". *Chicago Reader*. 2000. Review of Frey Hoffman's cinematography for Eric Houtz's graduate film *Jonah*, about a boy's pet fish that tells him that his mother is trying to kill him, "*the camera effectively captures the child's tenuous, sometimes frightened existence*"

Paintball Magazine. March 2001. Review of on-field camerawork by Frey Hoffman.

"*The camera shots and views are right in the bunkers, with the home audience being able to grasp the adrenaline and the players view of paint spewing on the hyperball field, hoppers, guns and goggles.*"

Ogunnaike, Lola. "A Trinity of Videos for One Religious Rap". *New York Times*. June 23, 2004. Review of the music videos created for Kanye West's "Jesus Walks".

Sharp, Richard. "Taking Credit - Frey Hoffman Director of Photography" *Chicagofilm.com*. 08.04.04. Interview with Frey Hoffman about the making of "Jesus Walks" and film production in the city of Chicago.

Caldwell, Sara. 2005. *Jumpstart Your Awesome Film Production Company*. New York: Allworth Press. Chapter 4 – The Importance of Planning – *Frey Hoffman, Freydesign Productions*

Argy, Stephanie. "A Rescher Refresher" *American Cinematographer*. September 2005 – Featuring the images, visual approach and techniques used by Frey Hoffman to film Cruna's "Take Me Higher".

Koziarski, Ed M,. ““Hollywood Jerome” wins \$100,000 IFP/Chicago Production Fund for adaptation of Yusef poem” *Reelchicago.com*. November 20, 2006. Description of the origins of the film and its significance for IFP, the filmmaker, and the project’s aim to address significant social problems.

Dowd, Andrew. “Two Heads Are Better Than One: Chicago Artists Join Forces To Drive Latest IFP Production Fund Winner” *Screen Magazine*. 2007

Lee, Matt. “The Radar People – Poetic Justice” *Chicago Social Magazine*. October 2007. Profile of the making of and future plans for “Hollywood Jerome”

Binns, Tony. “Frey Hoffman – Against The Grain” *Rolling Out*. 2007. Profile piece.

Lincoln, Bradley. “Windy Indies” *Chicago Magazine*. October 2007. Guide to the best independent film in Chicago highlighting “Hollywood Jerome” among others.

Wilke, Brad. “Filmthreat.com – Review of “Hollywood Jerome”” *Filmthreat.com*. 2008. Review highly recommending the film.

Thomas, Kadesha. “Social New Venture Challenge unites business and goodwill” *Chicago Booth News* 06.27.2011. Description of the competition, its winners and their enterprises.

Radio

Schlesinger, Regine. “Special Report with Regine Schlesinger” *WBBM Newsradio 780*. Interview with Frey Hoffman and Malik Yusef on “Hollywood Jerome” and youth violence.

Spillberg, Spike. “Live From The Director’s Chair” *Blog Talk Radio*. 2009. Interview with Frey Hoffman on directing, film production and “Hollywood Jerome”.

The Roland Martin Show. 2008. 45-minute interview with Frey Hoffman and Malik Yusef on WVON.

The McClendon Report. 2007. 1-hr. interview with Frey Hoffman and Malik Yusef on WVON.

Television

CBS Television News. 2004. Segment on the making of “Jesus Walks” and Freydesign Productions. Footage and interviews from the video and its making.

Fox Television News. 2007. Segment on the making of “Hollywood Jerome”. Behind-the-scenes footage and interviews talking about the film, its impact and goals.

Clark, Thom. 2008. “Behind The Scenes of Hollywood Jerome.” *Chicago Media Workshop on CAN-TV*. 30-minute studio interview with Frey Hoffman and Malik

Yusef about the making of, social impetus and goals for “Hollywood Jerome”

Professional Honors & Recognition

IFP Production Fund Winner of \$100,000 in-kind grant- supporters include Panavision, Kodak, Directors Guild of America, Entertainment Partners, Essannay Studios, Tenner, Paskal & Rudnicke Casting
Best Short Film Arizona Black Film Festival

Official Selection Cannes International Film Festival Short Film Corner

Director’s Choice Show Off Your Shorts Film Festival Los Angeles, CA

Best Poetry on Film Kent Film Festival

Best Narrative Short Commfest Toronto, Ontario

Final Cut Award Lake Havasu International Film Festival

Best Short Film Nominee Raindance Film Festival London, U.K.

2nd Place Humanitarian Film ION Festival Los Angeles, CA

3rd Place Twin Rivers Media Festival

Technical Expertise

Comfortable working with a broad spectrum of contemporary pre-production, production and post-production tools. This working knowledge ranges from 35mm and high-end digital films with large production crews, multiple vehicles and office staff to one-man-band all-digital productions working out of a backpack.

References available upon request