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An EXHIBIT A PICTURES Production  
In Association with QUARK FILMS

THE PEOPLE  
— VS. —  
GEORGE LUCAS

FILED  
MAR 13 2010

Produced by VANESSA PHILIPPE, KERRY DEIGNAN ROY, ROBERT MURATORE, ANNA HIGGS, ALEXANDRE O. PHILIPPE  
Associate Producer GAVIN HUMPHRIES  
Director of Photography ROBERT MURATORE  
Edited by CHAD HERSCHBERGER  
Post Production Services MILKHAUS  
Music by JON HEGEL  
Directed by ALEXANDRE O. PHILIPPE

For more details please visit the official website:  
[www.peoplevsgeorge.com](http://www.peoplevsgeorge.com)

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## tagline

They gave him their love, their money and their obsessive online parodies.

He gave them... the prequels.

## synopsis

We all love *Star Wars*...until George Lucas went and ruined it! The passion the original *Star Wars* trilogy inspires in its fans is unparalleled, but when it comes to George Lucas himself, many have found their ardour has cooled into a complicated love-hate relationship. This hilarious, heartfelt documentary delves deep into Lucas' cultural legacy asking all the tough questions: Has Lucas betrayed his masterwork? Should he just have left the original trilogy alone? Is *The Phantom Menace* so bad it should carry a health warning? Using interviews taken from over 700 hours of footage and peppered with extraordinary *Star Wars* recreations lovingly immortalised in needlepoint, Lego, claymation and puppets, above all this film asks the question: Who truly owns that galaxy far, far away? The man who created it or the fans who love it?



## alternative synopsis

Revered by some, feared and demonized by others, George Lucas is undoubtedly one of the most passionately debated and vilified filmmakers in movie history. Why have so many of his original fans turned against him to decry the release of the Special Editions and the Prequel Trilogy? Why is he still the recurring target of bloggers, critics and self-proclaimed devotees? And why are millions of others staunchly prepared to defend him in the face of innumerable allegations?

***The People vs. George Lucas*** explores the titanic struggle between a Godlike filmmaker and his legions of fans over the most popular franchise in movie history. The film combines key testimonies from the likes of Gary Kurtz (Producer of *American Graffiti*, *Star Wars* and *The Empire Strikes Back*), Neil Gaiman (*The Sandman*, *American Gods*), Dave Prowse (aka Darth Vader), Anthony Wayne (Executive Producer of the *Bond* franchise), and Dale Pollock (George Lucas's Biographer, Author of



*Skywalking*) with fan footage from around the globe, and impassioned testimonies from George's staunchest fans and foes.

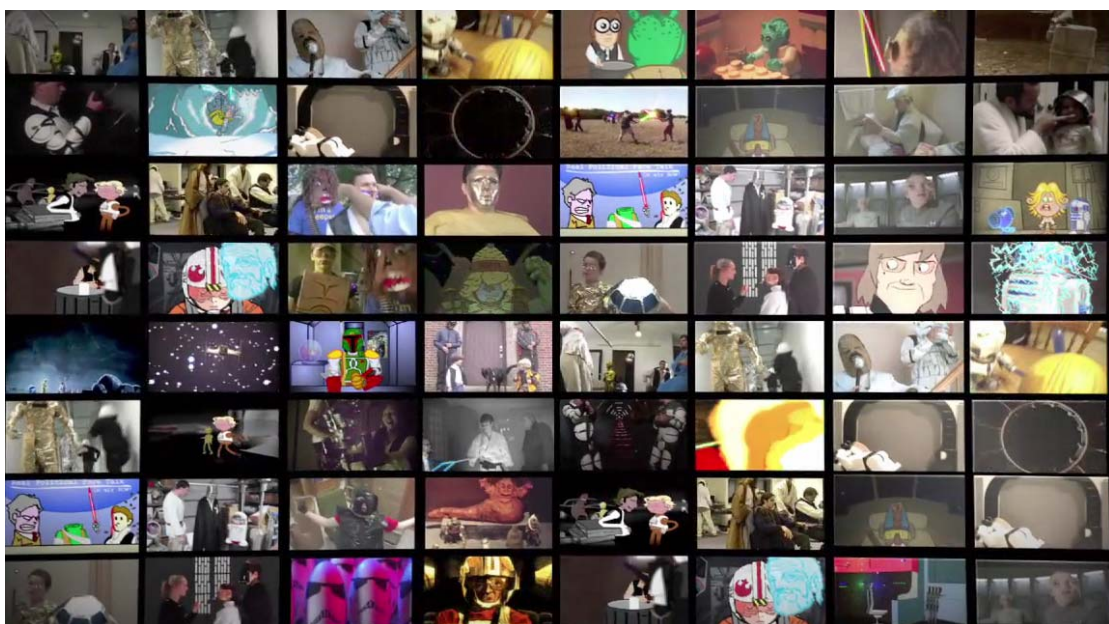
A tribute to the YouTube generation, this unique participatory documentary examines and articulates the many contentious issues that have become an integral part of the *Star Wars* mystique, and deconstructs George Lucas's cultural legacy through the prism of his fans. Fundamentally, ***The People vs. George Lucas*** is about how new media interacts with old media, as well as ownership and copyright in the digital age.

## genesis of the project

### background

As an ardent *Star Wars* fan and collector, Film Director Alexandre O. Philippe has found himself engaged in numerous debates about George Lucas's legacy and the cultural relevance of the many debates surrounding the *Star Wars* franchise. While enjoying a crew meal on location in Waco, TX, for a commercial shoot, Philippe found himself in another impassioned debate with Robert Muratore, Director of Photography. "I had the title in my head for years," recalls Alexandre, "but it really came to life during the summer of 2007. Robert seemed really enthusiastic about making this film, and he's the one who convinced me to move forward with it."

Documenting the single most peculiar relationship between a popular artist and his fans called for a participatory approach. We are talking about a dominant cultural debate that refuses to die, and about one of the most powerful and influential filmmakers in the history of our medium—a man who defied the system against all odds and revolutionized the industry. The project's open call for contributions led to thousands of fan emails and submissions, including puppet skits, 3D animation, claymation, grindhouse commercials, vintage 8mm films, hours and hours of webcam rants, fanedits, fan vids, and even kids' drawings.



*some of the many clips submitted from fans all over the world*



**filming**

Nearly three years in the making, and 63,686 frequent flier miles, 634 hours of footage, 14TB of drive space, 126 interviews, thousands of fan emails and submissions, and only three death threats later... *The People vs. George Lucas* has been an odyssey in documentary filmmaking.

Principal Photography began in early 2008, and has spanned three continents. Additionally, fan submissions poured in from every corner of the globe, including Brazil, Poland, Germany, Spain, Canada, Mexico, Australia, Sweden, France, Japan, Antarctica, and more!

**post-production**

The sheer amount of both original and submitted footage (634 hours total) led to months of painstaking logging work. Many impassioned fan submissions were several hours in length. Out of respect for the fans and the participatory process, we ensured that every frame was considered.

The eclectic mix of formats, frame rates and production qualities led to technical challenges that required innovative techniques and solutions from our editing team. An estimated 30 weeks of actual editing time were required to complete the project for our World Premiere at South by Southwest in March 2010.

**key contributors**



Gary Kurtz  
Neil Gaiman  
Ray Harryhausen  
David Brin  
David Prowse  
Anthony Wayne  
Dale Pollock  
Wendy Ide  
Sandy Lieberston  
Ian Freer  
Todd Hansen  
Glenn Kenny  
Joe Leydon  
Jeff Bond  
Jonathon London  
Eric Stough  
Chris Gore  
Daryl G. Frazetti  
Tony Millionaire

Producer of *American Graffiti*, *Star Wars*, *The Empire Strikes Back*  
Author, *The Sandman*, *American Gods*  
*Jason And The Argonauts*, *Clash Of The Titans*  
Author, *The Postman*, *Star Wars On Trial*  
aka Darth Vader  
Executive Producer of the *Bond* franchise  
George Lucas's Biographer, Author of *Skywalking*  
Film Critic, *The Times*  
Former Head of Production at 20<sup>th</sup> Century Fox  
Empire Magazine  
The Onion  
Film critic and author, *A Galaxy Not So Far Away*  
Film critic, *Variety* contributor  
Editor-In-Chief, *Geek Monthly*  
Geekscape.net  
Director of Animator, *South Park*  
Filmthreat  
Cultural Anthropologist  
Cartoonist, *Sock Monkey*, *Maakies*)



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Chris Stompolos  
Joe Nussbaum  
Kevin Rubio  
Casey Pugh

Producer, *Raiders Of The Lost Ark: The Adaptation*  
Director, *George Lucas In Love*  
Director, *Troops*  
Creator, *Star Wars Uncut*

## press

**New Scotsman:** ★★★★★ "A light-hearted, surprisingly balanced exploration of the peculiar relationship Lucas has with the vast army of fans who've dedicated themselves to his pop culture-altering creation"

**Chris Gore, G4:** "Best film about geek culture I've ever seen."

**Film.com:** "There isn't a single angle of this discussion neglected, and the film serves as a testament to fandom's greatest debate, becoming a distillation of the finer points while never neglecting the underlying passion that the fans have for the material. Equal parts funny and informative, [...] this is the definitive word on the debate and it is impossible to imagine that anyone will ever say it better."

**Wired.com:** "The briskly paced movie does an admirable job of lashing together the best bits, which are combined with fascinating archival footage of the social phenomenon that Star Wars has become. [...] That's a lot of input to boil down into a coherent, feature-length movie, but Philippe and crew have pulled it off."

**Hollywood Reporter:** "A generation of fanboys has its say in "The People vs. George Lucas," a doc whose obvious sympathy for one side of the battle doesn't keep it from giving a fair shake to the mogul behind "Star Wars" or prevent it from making good-natured jokes about those who take the saga too seriously. [...] Even a well-informed "Star Wars" enthusiast will likely make new discoveries here, and more casual fans will be stunned by the homemade remakes, imaginative off-shoots and eagle-eyed edits put together by ordinary people who may have a stronger feel for the Force than the man who dreamed it up."

**Washington Post:** "this passionate and often funny look at the rocky relationship between the director who gave birth to Luke Skywalker and the middle-aged Force faithful who still can't let go of their light sabers... during a summer movie season largely devoid of luster, it's satisfying to revel in the fanboy glee found in a documentary about the movie franchise that set the summer-blockbuster standard."

## festivals

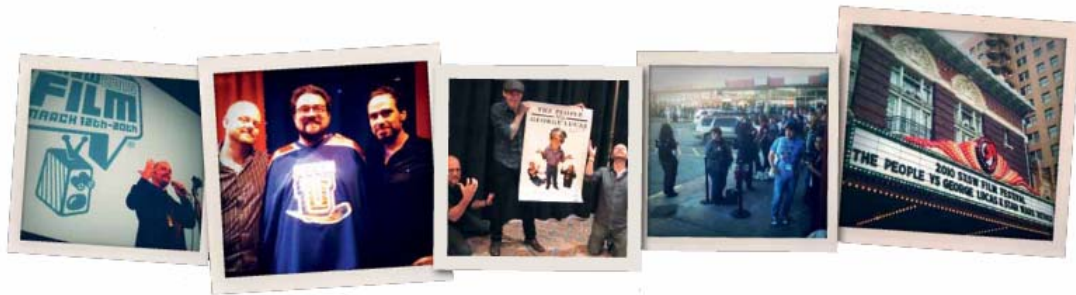


In March 2010, almost straight from the cutting room floor, *The People vs. George Lucas* had its world premiere in the prestigious Spotlight Premieres section at the South By Southwest (SXSW) Film Festival in Austin, Texas. Fans from around the world dressed for the occasion and queued around the



block to get in. In a first for SXSW, or so the filmmakers were told), demand for the first screening was so high that another had to be added that day to accommodate the spillover.

Since then, the film has been on a whirlwind world tour, establishing itself as a firm festival favourite. Festivals to date include Hot Docs, Edinburgh International Film Festival, (where it was selected as one of the "best of the fest", Silverdocs, LAFF, Munich, PiFan, Strasbourg, Sitges, Stockholm, Rome and the Chicago Comic Con.



## crew profiles

### ALEXANDRE O. PHILIPPE | Director

Born and raised in Geneva, Switzerland, Alexandre holds an MFA in Dramatic Writing from NYU's Tisch School of the Arts. He has directed several narrative and documentary shorts, including *Left*, *The Spot* and *Inside*, which screened at over 70 international film festivals, and won a slew of awards. *Left* was the first film in history to have been recorded, edited and mixed at 192kHz/24-bit for Dolby's new process of lossless encoding in TrueHD 5.1 surround sound technology, and was honoured by the Akira Kurosawa Foundation in Japan. *The People vs. George Lucas* is his third feature documentary, after *Chick Flick* (about Colorado's own Mike the Headless Chicken) and *Earthlings*, a corky and stylish examination of the Klingon language phenomenon. He was also Second Unit Director on Dirk Simon's *When The Dragon Swallowed The Sun* ([www.whenthe dragon.com](http://www.whenthe dragon.com)), which premiered at the 2010 Santa Barbara International Film Festival, won three Movie Maverick Awards, and is currently on the festival circuit.

Alexandre is Creative Director and Co-Owner of Denver-based Cinema Vertige ([www.cinemavertige.com](http://www.cinemavertige.com)), and his most recent commissioned work for the City of Denver garnered four Heartland Emmy Awards. He has many upcoming projects up his sleeve, including a feature Western, and several short and feature documentaries.

### ROBERT MURATORE | Director of Photography/Producer

After earning his chops on Trey Parker's first three professional live-action projects - including the cult hit *Cannibal: The Musical* - Robert went on to photograph a number of narrative and documentary films, including *When The Dragon Swallowed The Sun* (Winner of three Movie Maverick Awards, including Best Photography), *The Spot* (selected by 25 international film festivals, and winner of the Best Documentary Award at IMAGO 2008 in Portugal), and the soon-to-be-released *Ink Music*. He was also B-cam operator on *Skills Like This* (Winner of the Audience Award for Best Narrative Feature at SXSW 2008).



Robert's alter ego, GonzagoCorvo, is the acclaimed fine art photographer behind the darkly carnivalesque world of the Corvo Brothers ([www.corvobrothers.com](http://www.corvobrothers.com)), who recently exhibited their work at the Hilary Bradford Gallery in Milano, Italy.

### CHAD HERSCHBERGER | Editor

Chad is a Senior Editor at Milkhaus, a Denver-based post-production house with numerous award-winning documentary films to their credit, including *The Last Campaign Of Governor Booth Gardner* (Nominated for the 2010 Academy Award for Best Short Documentary), *They Killed Sister Dorothy* (Winner of the Silver Hugo at the Chicago International Film Festival and the Grand Jury Prize at SXSW 2008) and *Wesley Willis's Joy Rides* (which premiered at Slamdance 2008, screened at SXSW and Hot Docs, and won the Gold Hugo at the Chicago International Film Festival).

Chad most recently edited *When The Dragon Swallowed The Sun* ([www.whenthedragon.com](http://www.whenthedragon.com)), Dirk Simon's epic feature documentary about the Tibetan struggle for freedom on the eve of the Beijing Olympics. The film premiered at the 2010 Santa Barbara International Film Festival, and is currently on the festival circuit.

### VANESSA PHILIPPE | Producer

Vanessa became President and Co-Owner of Cinema Vertige ([www.cinemavertige.com](http://www.cinemavertige.com)) after sharpening her skills in the advertising world. She has produced an impressive roster of award-winning shorts and documentaries, and built a reputation as a dynamic producer and production manager. Even though she'll be the first to admit that *The People Vs. George Lucas* has consumed her life lately, she also notably produced Dirk Simon's *When The Dragon Swallowed The Sun* ([www.whenthedragon.com](http://www.whenthedragon.com)), a feature documentary shot primarily in India and China, and scored by Phillip Glass, Thom Yorke (Radiohead) and Damien Rice.

### KERRY DEIGNAN ROY | Producer

Throughout her 20 years of film and video production experience, Kerry Deignan Roy has worked on numerous award-winning independent narrative films and documentaries as producer, director, assistant director, and production manager. *The People vs. George Lucas* is her third collaboration with Director Alexandre Philippe, after the award-winning shorts *Left* (for New Moment Films) and *Inside* (for Cinema Vertige).

In her many years as Production Manager for Denver Center Media, she has worked on a number of award-winning documentaries, including *No Bigger Than A Minute*, *Stagestruck* (a three-part series for Bravo), and *Ancient Voices*, which marked the first attempt to seamlessly integrate two full-resolution HD images, and project them as a single, continuous film. Kerry is also the recipient of a Cine Golden Eagle for her work on the internationally distributed documentary film *Tantalus: Behind The Mask*.

### ANNA HIGGS | Producer

Anna Higgs is a producer with a background in the world of interactive 'edutainment' and has been involved in the production of a wide range of games, including the BAFTA award-winning *Lifting The Weight* as well as managing digital media projects for a diverse range of clients including Sony Playstation, BskyB, Telewest and the BBC. Although helping clients push their customers' "buttons" was fun, Anna decided to put her skills to work in the film industry and has since worked on film shoots such as *Friday Night Lights* with Imagine Entertainment and Universal, in marketing and distribution with Buena Vista International (UK), as well as development work with Neal Street Productions, Little Bird and Cinema NX.



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Anna founded Quark Films in 2006 with producer Gavin Humphries and is now producing across all platforms. Quark were named "Stars of Tomorrow" by industry paper Screen International in 2007, and recent credits include diverse work with the likes of *The Mighty Boosh* and *Arctic Monkeys*, Quark's TV documentaries, feature films and animated projects. Anna is currently a finalist in the UK's 'Young Screen Entrepreneur of the Year' award.

### **GAVIN HUMPHRIES | Associate Producer**

Gavin Humphries worked in the media, including at Talk Radio, the BBC and as editor of *The Pink Paper*, but it was while working as an actors' agent in film, TV and theatre for five years that he realized his real passion was cinema.

He decided to take the Producing course at the National Film and Television School, graduating in 2007. While there, he produced *ELA* and *1977*, which have so far won seven awards on the international circuit and have been selected at various prestigious festivals, including Sundance, Chicago, Clermont-Ferrand and Tehran. In addition, *ELA* was in the final shortlist of 10 films for the 2008 Best Short Film Oscar®. While at the NFTS Gavin worked at BBC FictionLab and Pathe and with his mentors at Celador Films (*Slumdog Millionaire*).

### company profiles

#### about | **exhibit a pictures**

Exhibit A is a Denver-based production company run by producers Robert Muratore, Vanessa Philippe and Kerry Deignan Roy.

#### about | **quark films**

Anna Higgs and Gavin Humphries founded Quark Films in 2006 producing fiction, animation and documentary content across film, TV and digital platforms. Quark were named "Stars of Tomorrow" by industry paper Screen International in 2007, and recent credits include diverse work with the likes of *The Mighty Boosh* and *Arctic Monkeys*, Quark's TV documentaries, feature films and animated projects

[www.quarkfilms.com](http://www.quarkfilms.com)

#### about | **the salt company** (international sales)

Salt packages, markets and sells films by new and established filmmakers from Toronto crowd pleaser *Dirty Girl* with Juno Temple, Milla Jovovich and William H. Macy (sold to The Weinstein Co in the biggest deal of the festival) to Fernando Meirelles' *City of Men* (acquired by Miramax). Other projects include Sundance Film Festival 2008 hit *Donkey Punch* (sold to Magnolia); Slingshot Studio's comedy hit *The Infidel* written by David Baddiel and starring Omid Djalili; *Killing Bono*, an Irish music-based comedy from the writers of *The Commitments* with Ben Barnes, Robert Sheehan and Pete Postlethwaite (pre-sold to Paramount in the UK); and upcoming horror comedy *Grabbers* directed by Jon Wright.

Salt helps get films made. From financing and packaging to marketing and selling, Salt is the filmmaker's essential ingredient. Salt is part of the international media group International Film Collective (IFC).

[www.salt-co.com](http://www.salt-co.com)