
From: Gustave Reininger [REDACTED]
Sent: Friday, July 8, 2011 10:30 PM
To: Jeevacation@gmail.com
Subject: Corso the last beat & Arkwright Slate
Attachments: ! Awards top sheet 2.pdf; Untitled attachment 00289.txt

Jeff,

I'll put some material together and email it. There's a DVD of a recent cut. Where could I mail it so it gets to you?

This is the first of a slate of films. It's modest, the rest are big.

Would you look at it and see if you have any ideas for putting some release financing together. It's very cool. Has won awards all over Europe. Not exposed in the US due to the recession. Want to roll it out now, timed with the release of Francis Coppola's adaptation of "On the Road" by Kerouac, which is editing. BTW, Viking (Claire Ferraro - we both know her) just did an App for on the road and it sold in one weekend 8 million downloads at \$14 each. That's about \$120M against a \$5K programming cost. Nice margin. It shows that the Beats are still enormously popular, but now like with Dylan, for a new generation.

Old farts become icons.

If you have any extra time, for coffee, I could fly to San Francisco and drive to Napa. Or New York. Or wherever. You're sure to have great ideas.

P.S. There's a very interesting viral marketing to surface a big underground network of poetry slam, spoken word, rap audiences. (Not to mention every humanities and English teacher.) The resulting database can be sold. The woman who holds the patents to Grace Notes (the digital music database that Sony just bought) is consulting to create this after effect of a marketable community. Portals and Search companies, even studios, are paying for such content networks.

P.P.S. Thanks again for helping with that deal for the late Sydney Pollack and me with Michael Korda.

Best regards,

Gus Reininger

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