



**Contact:**

**Tanya Lyon**

Public Relations Manager

+1.818.281.7408

[tlyon@arri.com](mailto:tlyon@arri.com)

**Reegan Koester**

Corporate Communications Manager

+49 89 3809 1768

[rkoester@arri.de](mailto:rkoester@arri.de)

**For immediate release**

## **American Society of Cinematographers opens new ASC ARRI Education Center**

- **The modern building serves as a hub for the organization's ongoing efforts to educate the next generation of filmmakers**
- **5,000-square-foot space provides an excellent gathering place for the exchange of ideas and houses an archive of historic ASC magazines**
- **The center is also home to all print and digital publications staff**

**October 1, 2019, Los Angeles** – The American Society of Cinematographers (ASC) has completed construction of its new ASC ARRI Education Center. Located behind the historic ASC Clubhouse in Hollywood, the modern building now serves as a hub for the organization's ongoing efforts to educate the next generation of filmmakers on the art and craft of cinematography.

The educational center is made possible through the support of ARRI, a leading manufacturer of camera and lighting technology for the motion picture and film industry.

The new 5,000-square-foot space consists of offices, a large meeting room, and provides an excellent gathering place for the exchange of ideas. In addition to being the home to all print and digital publications staff, the center also houses an archive of historic "American Cinematographer" magazines for those wishing to research the art and craft of cinematography.

The official opening of the new structure coincides with the organization's celebration of its 100th anniversary with members and sponsors.



"It is thrilling to see the educational commitment of the ASC solidified through this endeavor," says ASC President Kees van Oostrum. "It's also wonderful to be able to open this facility during our centennial party. For me, it manifests our mission for the next 100 years."

ARRI has a longstanding relationship with the ASC and its membership. The ASC and ARRI previously collaborated on the launch of the International Master Class series, intensive workshops taking place around the world with acclaimed ASC members. Since 2019, ARRI has hosted various Los Angeles-based Master Classes and will continue to sponsor the International Master Classes for the next decade.

"The ASC is one of the world's premiere organizations for cinematographers, with members not only in the United States but all over the globe. Like the ASC, we at ARRI believe in pushing the boundaries of filmmaking and advancing the art of cinematography," says Dr. Joerg Pohlman, member of the Executive Board at ARRI.

Markus Zeiler, also member of the Executive Board at ARRI adds, "We are pleased to support the ASC in their ongoing mission to educate and inspire the next generation of filmmakers. We believe the ASC ARRI Education Center will help the ASC grow their efforts today, tomorrow, and for years to come."

The ASC began its educational mission in 1920 with the publication of its flagship magazine, "American Cinematographer," which covers the artistic approaches and motion-imaging techniques of filmmakers. The society has cultivated its educational efforts over the century by establishing a number of programs to promote learning on a global basis. Its Education and Outreach Committee organizes frequent events for the benefit of filmmaking students and the general public, including week-long Master Classes taught by renowned ASC members. Additionally, the organization hosts the annual Student Heritage Awards honoring both graduate and undergraduate film students; regular camera and lighting seminars; "Coffee and Conversation" Q&A sessions analyzing the work of cinematographers on a specific project; roundtable discussions featuring panels of professionals who address a variety of topics central to the work of camera people and other industry disciplines; and a bi-annual International Cinematography Summit bringing together participants from dozens of cinematography societies from around the globe to meet, share information, and prioritize an agenda that will forward the interests of cinematographers everywhere.

More recently, the ASC Vision Committee was inaugurated to promote diversity throughout the industry with a series of popular and highly engaging seminars



and events devoted to nurturing an open dialogue and progressive hiring practices for women and minority filmmakers.

ASC was officially chartered in January 1919. Today, the organization has some 390 members. For more information, visit [www.theasc.com](http://www.theasc.com).

**About ARRI:**

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,500 staff worldwide. The company was founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of five business units: Camera Systems, Lighting, Media, Rental, and Medical. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of film post- and coproduction, international sales, as well as equipment rental, supplying camera, lighting, and grip packages to professional productions. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information please visit [www.arri.com](http://www.arri.com).

**About the American Society of Cinematographers:**

The American Society of Cinematographers (ASC) is a nonprofit organization dedicated to advancing the art of cinematography. Celebrating its centennial in 2019, the association continues its commitment to educating aspiring filmmakers and others about the art and craft of cinematography—a mission established by the founding members in 1919.

For additional information about the ASC, visit [www.theasc.com](http://www.theasc.com), or join them on [Instagram](#) (@the\_asc), follow American Cinematographer Facebook, Twitter (@AmericanCine) and Instagram (@american\_cinematographer).

Media Contacts for the ASC:

Lisa Muldowney  
+1.760.212.4130  
[lisa@ignite.bz](mailto:lisa@ignite.bz)

Link to photos: <http://bit.ly/EdCtrASC100>