



**EUE/Screen Gems, The Home of Production Experience**

***Three national production studio complexes and a content development company***

Any chance you're a fan of "Mad Men?" You may have heard EUE/Screen Gems mentioned as a place to shoot commercials in the series known for its 1950s recreation of an advertising agency in New York City.

How did the REAL business start? In **1948**, directors and brothers Mike and Steve Elliot launched a commercial production company with William Unger to form EUE (Elliot Unger Elliot). Columbia Pictures purchased EUE and positioned it under the Screen Gems Television umbrella as **EUE/Screen Gems**. It was managed by production executive **George Cooney**, a young go-getter who had started out sweeping floors. After years of hosting legendary soap operas and commercials, the daring Cooney bought the company and continued to host television productions and national brands. New York City is still home to the company's headquarters.



**In 1996, Cooney bought Carolco Studios in Wilmington, NC.** Dino De Laurentiis had jumpstarted North Carolina's film industry when he produced "Firestarter" in 1983; he built the studios the next year. Cooney renamed the lot EUE/Screen Gems Studios and installed Frank Capra, Jr. as president.

EUE/Screen Gems Studios Wilmington NC (left) would grow into a **50-acre, 10-stage campus with special effects water tanks and 150,000 sq ft of column-free shooting space.** The studio has hosted hundreds of productions,

including "Dawson's Creek," "One Tree Hill," "The Conjuring," "Iron Man 3," "Eastbound and Down," "Under The Dome," "Sleepy Hollow," "Good Behavior," and most recently, "Swamp Thing."

**Flip this page to learn more about our second production complex in Atlanta.**

**EUE/Screen Gems Studios Miami:** In 2015, **COO Chris Cooney** opened a two-stage, 88,000-square-foot, state-of-the-art production facility in Miami. It was built through a public-private partnership with the Miami Omni Community Redevelopment Agency (CRA). Today, Viacom International Media Networks (VIMN) operates a multiplatform hub at the studios for Viacom and VIMN global entertainment brands, including Nickelodeon, MTV and Comedy Central.

**EUE/Sokolow: Content development division, LA and NYC.** We executive produce the Emmy-nominated series "Genius" (National Geographic). Ron Howard directs the series.





## **EUE/Screen Gems Studios Atlanta** *The First Public Film and Television Studio in Atlanta*

In 2010, EUE/Screen Gems and the Cooney Family began looking for a studio complex in an urban location to complement their North Carolina studios' coastline and rural landscape. They settled on Atlanta and began the process of leasing the Lakewood Fairgrounds from the City of Atlanta. On May 17, 2010, Atlanta City Council voted and approved a 50-year lease. Perfectly located just miles from the airport and downtown, the Lakewood Fairgrounds had long been known as a place of fun and entertainment--and a film location, too: "Smokey and the Bandit" (1977); "School Daze" (1988) and "Zombieland" (2009).

Georgia also offered a well-constructed film tax credit up to **30 percent**. More at <http://bit.ly/GaFilmIncentives>. EUE/Screen Gems and entertainment-related businesses do not receive this credit; it goes to the companies that locate productions here.



EUE/Screen Gems Co-owner/COO **Chris Cooney** and team rehabilitated the crumbling Mission architecture of the old fairground buildings and added two large sound stages and support buildings. In 2017, EUE/Screen Gems Studios also supported community efforts to restore nature trails, hiking and natural habitat at an urban park right outside the studio's gates.

**Today, the 11-stage, 33-acre Atlanta studio complex offers 250,000 sq ft of production space, 50,000 sq ft of fully furnished office space and 3,200 sq ft of catering space . Under the leadership of Kris Bagwell, the studios have hosted more than 30 productions including series for Netflix, Marvel's "Black Panther," "Hunger Games: Mockingjay" Parts 1 and 2, The "Divergent Series," multiple series for BET Networks, "Necessary Roughness," "Devious Maids," "Flight," "Red Band Society," "Sully" and Netflix productions.**

In 2015, the **Georgia Studio & Infrastructure Alliance** was founded and now represents six major physical studios and multiple infrastructure members in Georgia. The Alliance's mission is to represent studios and service companies to elected officials and entities that regulate the film industry, advocate the benefits of the film and television production business in Georgia, and support Georgia crew education and training. Bagwell helped found the group and serves as its chairman.

**Interested in knowing more? Visit [euescreengems.com](http://euescreengems.com) or find us on Facebook and Twitter.**

Contact Cindy Miller to schedule an interview with **COO Chris Cooney** or **Atlanta's Kris Bagwell**, receive images, or ask questions. Call (404) 281-9975 or email [Cindy@CindyMillerCommunications.com](mailto:Cindy@CindyMillerCommunications.com).