

Grace & Wild plans to expand to Hollywood

Harvey Grace and Steven Wild, owners of Grace & Wild Studios in Farmington Hills, have made plans to expand to the West Coast.

"Grace & Wild plans to acquire a post-production facility, Hollywood-based Altavideo. Financial terms have not been released.

"Norman Ross, founder of Altavideo, will be involved in ownership and continue as president of the new company. Altavideo's name will change to Grace & Wild Studios/Hollywood to reflect the new ownership.

"We have a lot of common areas of business, and this affiliation will clearly enhance both of our operations," said Steven Wild, president of Grace & Wild Studios/Detroit.

"Each company has a client following engaged in national production work."

HARVEY GRACE, chairman of Grace & Wild and of Grace Broadcasting, has previous experience in the California market with recent ownership of KDON AM-FM near

Monterey. "We recognize that this Greater Los Angeles market has unique characteristics requiring a specific approach to providing local services. And we are confident there are mutual advantages in an affiliation where these two facilities can benefit from the sharing of business expertise, financial resources and highly developed technical management," Grace said.

Norman Ross, a 25-year veteran of the Hollywood film and video industry, said, "The new ownership by Grace & Wild gives us an enormous push forward and affords us many new opportunities on the west coast."

Both Grace & Wild and Altavideo were born two years ago. Grace & Wild the former CBS/Fox Video Production Operations Division in Farmington Hills and Altavideo acquired Astin/Zappa, one of Hollywood's first editing facilities owned by actor John Astin.

THE CURRENT Altavideo facility

has a staff of 28. Growth in personnel is expected.

According to Altavideo's, Norm Ross, "We have immediate plans to expand the Hollywood facility. We will be updating all editing and technical services."

"We will also be adding complete graphics capabilities to the Hollywood facility patterned after our Michigan operation. This will eventually include a Symbolics 3D Graphics and Paint system as well as an Abekas A-62 digital disk recorder," Wild said.

"Both of these facilities are very strong in film transfer and videotape editing, the nucleus of our business. The areas of special effects, graphics and duplication further enhance and complete our overall services," he added.

Grace & Wild's Detroit operation provides stage and remote video services, but due to the number of these services already available in Hollywood, they will not be offered in the California facility.

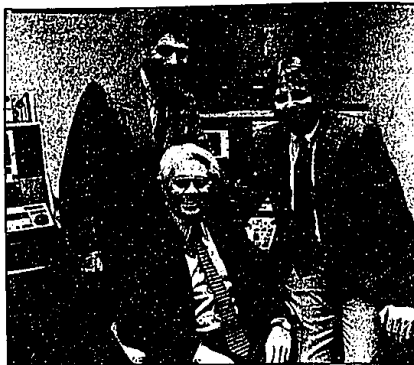
Ltd. and many advertising agencies and corporations in Detroit.

Altavideo, near Universal Studios between Hollywood and Burbank, has become one of the key facilities for such motion picture companies as Columbia Studios, MCA/Universal, and Embassy Entertainment. Altavideo provides video editing for television film trailers, film-to-tape transfers and mass duplication of programming. It also is a commercial production facility providing services to Los Angeles-based advertising agencies.

"It seems the industrial television markets have been overlooked in California due to the scale of the movie and TV sitcom work produced here. We plan to continue developing our base of commercial and motion picture clients as well as expand within this rapidly growing area of business communications," Ross said.

GRACE & WILD expanding production and post-production facilities within Studio Center, the new communications complex anchored by its facility in Farmington Hills.

Joining Grace & Wild at Studio Center are: Victor Duncan; Ron Rose Productions; Magic Lantern Productions; Geoffrey & Jeffrey; Harvey's Place; Moon-Kochis Productions; and Full Circle Communications. When phase one of the development is complete late next spring, the complex will offer producers a range of audio, video and film services in one site.



Norm Ross (left), founder of Hollywood-based Altavideo, will be involved in ownership and continue as president of the new company that Harvey Grace and Steve Wild of Grace & Wild Studios plan to acquire.

Bids awarded for renovation

Farmington High School soon will have new lockers and a renovated auditorium.

Bids were opened during the Nov. 4 meeting of the Farmington Board of Education and awarded later in the meeting. Only three bids were received for renovation of the girls' locker room and improvements to the gymnasium.

Michigan School Services of Detroit — Jones bidder for the project — will renovate the locker room for \$24,057.

According to information presented, the company holds the only franchise in Michigan for the type of

lockers detailed on the bid proposal. Audiovisual Specialists Co. of Farmington was awarded the low bid of \$12,500 for auditorium renovations. KLA Laboratories Inc. of Dearborn bid \$12,862 for the project.

Although the vote approving the bids was unanimous, Treasurer James Abernethy said it bothered him that the district was accepting a lone bid for the locker room renovations.

"I'm troubled that there's no second bid for a \$25,000 item," he said. Resident Steve Crittendon suggested that the board consider lockers and other items manufactured at Jackson State Prison.

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