

HOLLYWOOD REPORTER'S KEY ART AWARDS

Since its inception in 1972, the Key Art Awards founded by the *Hollywood Reporter* have recognized and honored the labor of the professional community who craft motion picture advertising such as theatrical trailers, posters, television commercials and internet advertising. Held annually, the Key awards profile contributions to marketing in over thirty categories, including two student categories established in an effort to recognize emerging work in the fields of trailer production and one-sheet print advertising.

In 2002, the UCLA Film and Television Archive in partnership with the *Hollywood Reporter* established the KEY ART AWARDS COLLECTION designed to give students, researchers and industry professionals access to select print and trailer entries from competition. The collection offers permanent record to material that, as a result of the ephemeral nature of commercial marketing cycles, are often difficult to find outside of the context of private collections.



COLLECTION PROFILE

Holdings in the collection originate from a merging of two significant sources of motion picture advertising and promotional materials. It consists of trailers acquired by the *Hollywood Reporter* as a result of its Key Art Awards nomination and selection process and check prints of domestic and foreign release trailers and electronic press kits for commercially released live-action and animated features that were acquired as part of the Trailer Audio Standards Association (TASA) sound check program. Each of the majority of trailers distributed in the United States since 2002 is represented by an electronic press kit and a trailer print.



The establishment of the Key Art collection underscores a commitment to recognizing the value and significance of the study and preservation of marketing media produced by the commercial film industry in the United States. For more information regarding material available in this collection, or to arrange research viewing, please contact the Archive Research and Study Center.



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UCLA Film and Television Archive

Archive Research and Study Center (ARSC)

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SAMPLES FROM THE
(this is only a partial list –

and Study Center for further listings)

COLLECTION
consult the Archive Research

8 Mile – Trailer (2002). mOcean.

Creative agency mOcean's entry in the 2003 Hollywood Reporter Key Art Award competition

Black Hawk Down – Trailer (2001). Trailer Park. Producer, Tim Nett. Creative Director, Benedict Coulter. Editor, Adrian Sainsbury-Carter.

Produced by Trailer Park for the Sony Pictures Entertainment motion picture *Black Hawk Down* and a winner in the 2002 Hollywood Reporter Key Art Award competition in the *Drama Trailers* category.

Driven – Strap In (2001). Intralink Film Graphic Design. Producer, Tom Merchant. Creative Director, Anthony Goldschmidt. Editor, Robert Walker.

Television spot produced by Intralink Film Graphic Design for the Warner Brothers/Franchise Pictures motion picture *Driven* and a winner in the 2002 Hollywood Reporter Key Art Award competition in the *Action Adventure Television Spots* category.

The Lord of the Rings – Fate (2001). The Ant Farm. Producer, Rodd Perry. Creative Director, Barbara Glazer. Editor, Jennifer Horvath.

Produced by The Ant Farm for the New Line Cinema motion picture *The Lord of the Rings: The Fellowship of the Ring* and a winner in the 2002 Hollywood Reporter Key Art Award competition in the *Action Adventure Trailers* category.

Student Competition

For the Dream of Rome (2000). Editor, Kari Stringham.

Trailer for *Gladiator* edited by California State University, Fullerton student Kari Stringham and entered in the Hollywood Reporter Key Art Award competition.

Gladiator – Trailer (2000). Editor, Aaron Metchik.

Trailer for *Gladiator* edited by University of California, Los Angeles student Aaron Metchik and entered in the Hollywood Reporter Key Art Award competition.

On Tour with Penny Lane (2000). Editor, Byron Smith.

Trailer for *Almost Famous* edited by American Film Institute student Byron Smith and entered in the Hollywood Reporter Key Art Award competition.

Write What You Want (2000). Editor, Radu Ion.

Trailer for *Almost Famous* edited by American Film Institute student Radu Ion and entered in the Hollywood Reporter Key Art Award competition.

PRINT RESOURCES

(for more information consult the UCLA Arts Library)

The Hollywood Reporter Annual Key Art Awards. Exposition Catalogue. Hollywood, CA: The Hollywood Reporter, Inc. Volumes 8 (1979), 18-29 (1989-2000), 31-34(2002-2005) available through the UCLA Arts Library.