

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

MUSEUM EXHIBITION ‘THE ART OF *RISE OF THE GUARDIANS*’ OFFERS BEHIND-THE-SCENES LOOK AT DREAMWORKS ANIMATION

New exhibition and retrospective include original artwork, exclusive before-and-after process footage, and family matinees, on view from Saturday, November 10, 2012, through March 3, 2013

Special preview screenings of *Rise of the Guardians* on November 10 and 11

Museum of the Moving Image, in collaboration with DreamWorks Animation SKG, Inc. (Nasdaq: DWA), will present ***The Art of Rise of the Guardians***, an entertaining and revelatory exhibition of behind-the-scenes production design materials, including original artwork, and video sequences that trace the creative process and craftsmanship behind the studio’s remarkable new film, which arrives in theaters on November 21. On view from November 10, 2012, through March 3, 2013, the exhibition explores the unique collaborative process involving artists, designers, writers, and an enormous filmmaking team. An extensive retrospective of DreamWorks Animation films, including the franchise properties of *Shrek*, *Kung Fu Panda*, and *Madagascar* along with the studio’s first CGI film, *Antz*, will accompany the exhibition throughout its run.

On the exhibition’s opening weekend, the Museum will present two preview screenings of *Rise of the Guardians*, one on Saturday, November 10, the other on Sunday, November 11, to kick off the film retrospective. The Saturday screening will be introduced by director Peter Ramsey and other special guests to be announced. The Saturday screening will also be preceded by a book signing for *The Art of Rise of the Guardians*, written by Ramin Zahed and featuring a preface by William Joyce, in the Moving Image Store. The full schedule of the DreamWorks Animation retrospective, which will be presented on the big screen in the Museum’s main theater, is included below.

“This highly imaginative film gives us the perfect opportunity to explore the creativity and skill of the craftspeople and artists whose behind-the-scenes work is crucial to every major motion picture,” said Carl Goodman, the Museum’s Executive Director. “The *Rise of the Guardians* exhibition will reveal to visitors of all ages the creative and technical process behind the making of digitally animated features. It will include such subjects as concept art, 3-D modeling, and the software development that underlies

the art, all the way through the memorable finished films, which will be presented regularly in our theaters.”

“On behalf of the entire *Rise of the Guardians* creative team, I am proud to share our story and the many years of creativity behind it with the Museum of the Moving Image, an institution with an incredible legacy of celebrating and elevating the art of cinema,” said *Rise of the Guardians* director, Peter Ramsey.

Highlighting the extraordinary work and creative vision of the *Rise of the Guardians* production team led by director Peter Ramsey and production designer Patrick Hanenberger, the exhibition will include more than 25 original drawings and sketches; production artifacts, such as silicone masks and fabric samples used to fine tune the translation of these materials into animation; and exclusive behind-the-scenes footage, edited by Hanenberger himself for the Museum’s exhibition. The exhibition will be organized around the film’s major characters, each a guardian of childhood, who inhabit distinct worlds and accompanying mythologies.

“Each world in *Rise of the Guardians* has its own color and design motifs. We created a palette or toolkit for each of these and used them to define character,” said Patrick Hanenberger. “I am very happy that the public will have an opportunity to see firsthand the way that our team brought this movie to life.”

The Art of Rise of the Guardians was organized by Chief Curator David Schwartz and guest curator Jenny He, and will be on view in the Museum’s Amphitheater Gallery and Celeste and Armand Bartos Screening Room and gallery area.

Rise of the Guardians is an epic adventure that tells the story of a group of heroes—each with extraordinary abilities. When an evil spirit known as Pitch lays down the gauntlet to take over the world, the immortal Guardians must join forces for the first time to protect the hopes, beliefs and imagination of children all over the world. The film features the voices of Hugh Jackman, Alec Baldwin, Isla Fisher, Jude Law, and Chris Pine and opens in theaters on November 21, 2012.

Museum of the Moving Image (<http://movingimage.us>) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Press Contact:

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SCHEDULE FOR 'DREAMWORKS ANIMATION RETROSPECTIVE,' NOVEMBER 10, 2012–MARCH 3, 2013

Unless otherwise noted, film screenings take place in the Main Theater or in the Celeste and Armand Bartos Screening Room at Museum of the Moving Image, 36-01 35 Avenue (at 37 Street), Astoria, and are included with Museum admission. For film descriptions, please visit <http://movingimage.us>.

PREVIEW SCREENING

Rise of the Guardians

Introduced by guests speakers to be announced (Saturday only)

SATURDAY, NOVEMBER 10, 2:00 P.M. (**Book signing for *The Art of Rise of the Guardians* from 12:00–1:00 p.m. in the Moving Image Store**)

SUNDAY, NOVEMBER 11, 1:00 P.M.

Dir. Peter Ramsey. 2012, 97 mins. **Dolby Digital 3-D**. With voices of Chris Pine, Alec Baldwin, Hugh Jackman, Isla Fisher, Jude Law. Preceding Saturday's screening, the Moving Image Store will present a book signing with director Peter Ramsey, production designer Patrick Hanenberger, and author William Joyce.

Tickets: \$15 public / \$9 Museum members / Free for Silver Screen members and above. Advance tickets available online at <http://movingimage.us> or by calling 718 777 6800.

How to Train Your Dragon

SATURDAY, NOVEMBER 17, 1:00 P.M.

SUNDAY, NOVEMBER 18, 1:00 P.M.

Dirs. Dean DeBlois, Chris Sanders. 2010, 98 mins. **Dolby Digital 3-D**. With voices of Jay Baruchel, Gerard Butler, Craig Ferguson, Jonah Hill, Kristen Wiig.

Shrek

FRIDAY, NOVEMBER 23, 1:00 P.M.

SATURDAY, NOVEMBER 24, 1:00 P.M.

SUNDAY, NOVEMBER 25, 1:00 P.M.

Dirs. Andrew Adamson, Vicky Jenson. 2001, 90 mins. 35mm. With voices of Mike Myers, Eddie Murphy, Cameron Diaz, John Lithgow.

Antz

SATURDAY, DECEMBER 1, 1:00 P.M.

SUNDAY, DECEMBER 2, 1:00 P.M.

Dirs. Eric Darnell, Tim Johnson. 1998, 83 mins. With voices of Woody Allen, Sharon Stone, Dan Aykroyd, Sylvester Stallone, Jennifer Lopez.

Madagascar

SATURDAY, DECEMBER 8, 1:00 P.M.

SUNDAY, DECEMBER 9, 1:00 P.M.

Dirs. Eric Darnell, Tom McGrath. 2005, 86 mins. DCP. With voices of Ben Stiller, Chris Rock, David Schwimmer, Jada Pinkett Smith, Sacha Baron Cohen.

Kung Fu Panda

SATURDAY, DECEMBER 15, 1:00 P.M.

SUNDAY, DECEMBER 16, 1:00 P.M.

Dirs. Marc Osborne, John Stevenson. 2008, 90 mins. DCP. With voices of Jack Black, Dustin Hoffman, Angelina Jolie, Ian McShane, Seth Rogen.

Monsters vs. Aliens

SATURDAY, DECEMBER 22, 1:00 P.M.

SUNDAY, DECEMBER 23, 1:00 P.M.

MONDAY, DECEMBER 24, 1:00 P.M.

WEDNESDAY–FRIDAY, DECEMBER 26–28, 1:00 P.M.

Dirs. Rob Letterman, Conrad Vernon. 2009, 94 mins. Dolby Digital 3-D. With voices of Reese Witherspoon, Seth Rogen, Hugh Laurie, Will Arnett, Kiefer Sutherland.

Puss in Boots

SATURDAY, DECEMBER 29, 1:00 P.M.

SUNDAY, DECEMBER 30, 1:00 P.M.

MONDAY, DECEMBER 31, 1:00 P.M.

TUESDAY, JANUARY 1, 1:00 P.M.

Dir. Chris Miller. 2011, 90 mins. Dolby Digital 3-D. With voices of Antonio Banderas, Salma Hayek, Zach Galifianakis, Billy Bob Thornton, Amy Sedaris.

Shrek 2

SATURDAY, JANUARY 5, 1:00 P.M.

SUNDAY, JANUARY 6, 1:00 P.M.

Dirs. Andrew Adamson, Kelly Asbury, Conrad Vernon. 2004, 93 mins. With voices of Mike Myers, Eddie Murphy, Cameron Diaz, Julie Andrews, Antonio Banderas.

Shark Tale

SATURDAY, JANUARY 12, 1:00 P.M.

SUNDAY, JANUARY 13, 1:00 P.M.

Dirs. Bibi Bergeron, Vicky Jenson, Rob Letterman. 2004, 90 mins. With voices of Will Smith, Robert De Niro, Renée Zellweger, Jack Black, Angelina Jolie, Martin Scorsese.

Madagascar: Escape 2 Africa

SATURDAY, JANUARY 19, 1:00 P.M.

SUNDAY, JANUARY 20, 1:00 P.M.

Dirs. Eric Darnell, Tom McGrath. 2008, 89 mins. 35mm. With voices of Ben Stiller, Chris Rock, David Schwimmer, Jada Pinkett Smith, Sacha Baron Cohen.

Kung Fu Panda 2

MONDAY, JANUARY 21, 1:00 P.M.

Dir. Jennifer Yuh. 2011, 91 mins. Dolby Digital 3-D. With voices of Jack Black, Angelina Jolie, Dustin Hoffman, Gary Oldman, Jackie Chan.

Bee Movie

SATURDAY, JANUARY 26, 1:00 P.M.

SUNDAY, JANUARY 27, 1:00 P.M.

Dirs. Steve Hickner, Simon J. Smith. 2007, 91 mins. With voices of Jerry Seinfeld, Renée Zellweger, Matthew Broderick.

Shrek the Third

SATURDAY, FEBRUARY 2, 1:00 P.M.

SUNDAY, FEBRUARY 3, 1:00 P.M.

Dirs. Chris Miller, Raman Hui. 2007, 93 mins. With voices of Mike Myers, Eddie Murphy, Cameron Diaz, Antonio Banderas, Julie Andrews.

Megamind

SATURDAY, FEBRUARY 9, 1:00 P.M.

SUNDAY, FEBRUARY 10, 1:00 P.M.

Dir. Tom McGrath. 2010, 95 mins. Dolby Digital 3-D. With voices of Will Ferrell, Brad Pitt, Tina Fey, Jonah Hill, David Cross.

Shrek Forever After

SATURDAY, FEBRUARY 16, 1:00 P.M.

SUNDAY, FEBRUARY 17, 1:00 P.M.

Dir. Mike Mitchell. 2010, 93 mins. Dolby Digital 3-D. With voices of Mike Myers, Eddie Murphy, Cameron Diaz, Antonio Banderas, Julie Andrews.

Madagascar 3: Europe's Most Wanted

MONDAY, FEBRUARY 18–FRIDAY, FEBRUARY 22, 1:00 P.M.

Dirs. Eric Darnell, Tom McGrath, Conrad Vernon. 2012, 93 mins. Dolby Digital 3-D. With voices of Ben Stiller, Chris Rock, David Schwimmer, Jada Pinkett Smith, Sacha Baron Cohen.

Over the Hedge

SATURDAY, FEBRUARY 23, 1:00 P.M.

SUNDAY, FEBRUARY 24, 1:00 P.M.

Dirs. Tim Johnson, Karey Kirkpatrick. 2006, 83mins. With voices of Bruce Willis, Gary Shandling, Steve Carell, Wanda Sykes.

Rise of the Guardians

SATURDAY, MARCH 2, 1:00 P.M.

SUNDAY, MARCH 3, 1:00 P.M.

Dir. Peter Ramsey. 2012, 97 mins. Dolby Digital 3-D. With voices of Chris Pine, Alec Baldwin, Hugh Jackman, Isla Fisher, Jude Law.

MUSEUM INFO

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. Closed Monday except for holiday openings

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults (18+); \$9.00 for senior citizens and for students (13+) with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: 718 777 6877, members@movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

About DreamWorks Animation

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by FORTUNE® Magazine for four consecutive years. In 2012, DreamWorks Animation ranks #14 on the list and is also designated as one of the 50 Most Innovative Companies by MIT's Technology Review. All of DreamWorks Animation's feature films are now being produced in 3D. The Company has theatrically released a total of 24 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*. The Company's theatrical releases for the current year are *Madagascar 3: Europe's Most Wanted* on June 8, 2012 and *Rise of the Guardians* on November 21, 2012.

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