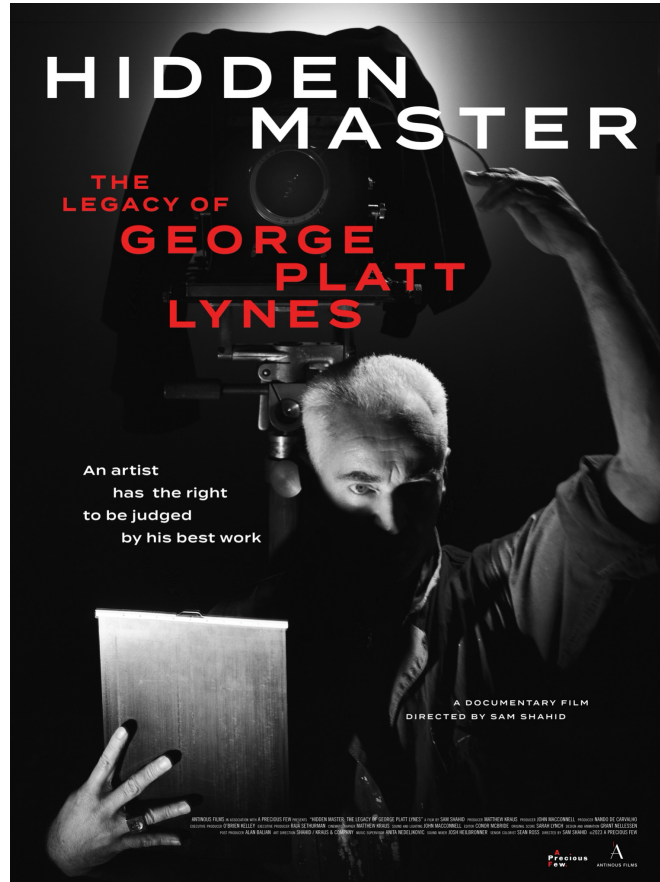


HIDDEN MASTER:

THE LEGACY OF GEORGE PLATT LYNES



Directed by Sam Shahid
Feature Documentary / English / 2023 / 96 minutes

Press Materials:

www.tinyurl.com/HiddenMasterPress

@hiddenmasterfilm

www.hiddenmasterfilm.com

Publicity & Sales | Obscured Pictures

RJ Millard - rj@obscuredpictures.com

Kory Mello - kory@obscuredpictures.com

Carleigh Hoimark - carleigh@obscuredpictures.com

SYNOPSIS

George Platt Lynes began his career photographing celebrities, and it's those portraits along with his extravagant fashion work that he's best remembered for today. However, George's heart, his passion, and his greatest talent lay elsewhere, in his work with the male nude. This work, sensuous and radically explicit for its time, has only recently begun being fully discovered and appreciated for the revolution that it represents — a man capturing his fantasies as a gift, a window to a future his camera saw coming before anyone else.

From visionary art director Sam Shahid, *HIDDEN MASTER* features a stunning collection of photography from the 1930s-50s, uncovering the life of Lynes less known: his gifted eye for the male form, his long-term friendships with Gertrude Stein and Alfred Kinsey, and his lasting influence as one of the first openly gay American artists.

DIRECTOR'S STATEMENT

George Platt Lynes was an artist endowed with an almost endless well of creative gifts. However, because of the restrictions – social, moral, artistic, legal – imposed upon him by the era in which he lived and created, he was unable to share his true talent with the public and, of equal import, future generations of artists who may have built upon and furthered his contributions to his genre and what should have been the accepted norms that oppressed so many of his generation. He was an artist, who was never able to share what he considered to be his very best work, and more importantly what he considered his true craft.

Though the LGBTQ+ community has made enormous strides since the early-mid twentieth century, those forces of oppression and shame still operate in the United States and in fact are gaining renewed traction within state and local legislatures. I want *HIDDEN MASTER* to serve as a platform to further Platt Lynes' true legacy – the sharing of his stunning nude photographs with audiences and artists worldwide. This work, which countless artists and photographers that followed him have referenced, and in turn been influenced by, has yet to be accepted into the greater art community and placed in its proper context in the genre. The work deserves to be featured in a major museum exhibition and examined with proper analysis and reverence.

My hope, ultimately, is that the film generates further awareness and support among a wide variety of influencers, sponsors, and audiences to the continued forces that seek to oppress and silence our contributions to society and the arts. I think that the dual themes of our film – the reintroduction of George's powerful artistic works to new generations of audiences as well as the continued defense of the rights of artists from ALL communities – aligns powerfully with the current conversation. This is my greatest hope, and I certainly think it would have been George's as well.

– Sam Shahid

FILMMAKER BIOGRAPHIES

Sam Shahid, Director/Producer/Writer

Sam Shahid has been leaving his mark on the world of fashion and advertising for four decades and counting. When he became the creative director for the in-house advertising agency for Calvin Klein in the early 1980s, he helped to turn the brand into the internationally recognized name it remains today with advertising campaigns that are remembered for their clean yet sensational visuals. In the early 1990s he did the same for Banana Republic, before opening up his own creative design firm and advertising agency Shahid / Kraus & Company (formerly Shahid & Company) in 1993, and through the following years he's used this platform to create original and striking campaigns for brands as divergent as Versace and Perry Ellis, Gucci and Valentino, Asprey and Abercrombie & Fitch. Throughout the aughts he was also the Creative Director of Interview Magazine, and on top of all these accomplishments he's also designed a library's worth of fine art books for artists and photographers such as Bruce Weber, Kelly Klein, Herb Ritts, Ellen Von Unwerth, Joel Grey and Jessica Lange amongst others.

Matthew Kraus, Cinematographer/Producer/Writer

From photography, typography, art book design, and film to branding for both new and existing brands, Matthew Kraus is accomplished in all things creative. 20+ years ago he began his career at one of New York's top boutique agencies, Shahid / Kraus & Company (formerly Shahid & Company), and served as art director and lead designer (now Creative Director and partner) for diverse clients such as Interview Magazine, Abercrombie & Fitch, David Yurman, Musée Magazine, Versace and more. He has also art directed and designed a full library of books for Rizzoli, powerHouse Books, Steidl, Bruce Weber, Jessica Lange, Collier Schorr, Joel Grey, the Guggenheim Museum, the Pinault Foundation, Palazzo Grassi Museum and many others. With over 25 years of design experience, Matthew is thrilled to be partnering with Sam Shahid on this documentary film to bring George Platt Lynes into the cannon of photographic art history.

John MacConnell, Lighting & Sound/Producer/Writer

John MacConnell is a New York City-based artist and art director. His work focuses on people's interaction with contemporary life, culture, and community. He is drawn to safe spaces for queer people – physical and virtual – and his current work is most inspired by social media. Online communities are often places for queer people to connect with each other when a safe physical space or distance is a problem. Recent history has shown how important these environments are and they deserve recording as much as traditional landscapes. He has exhibited in solo and group shows in the US and internationally. John has worked with Shahid / Kraus & Company since 2007. He has contributed campaigns for Abercrombie & Fitch, David Yurman, Sam Edelman, and Versace. Additionally, he has art directed books for Rizzoli and powerHouse Books for clients such as Fern Mallis and Vincent Wolf; as well as websites for Musée Magazine, Kali, and the Soho Project Space.

Nando de Carvalho, Producer

Nando de Carvalho has been working in the advertising and design industry for over twenty years. He was fortunate to land a job, right out of college, with one of New York's top boutique agencies, Shahid / Kraus & Company. He worked as a casting director and photo-shoot producer for ten years before moving over to the management side of the agency. Currently he serves as VP and Managing Director and oversees all aspects of operations, client management, budgeting and public relations.

O'Brien Kelley, Executive Producer

O'Brien Kelley is an experienced entertainment attorney who has also served as a producer on award-winning films. He is the founder and Managing Member of The Kelley Firm, PLLC, a full-service, entertainment-focused boutique law firm that represents filmmakers, media agencies and consumer product brands in all stages of original content production - from development to distribution. Over the course of his legal career, he has represented major film studios, debt and equity financiers, and independent film producers in structuring production agreements, cross-border film finance production deals, single and multi-film financing transactions, and film slate financing vehicles.

As a film producer, his credits include *Effie Gray* (Emma Thompson, Dakota Fanning and Greg Wise), *Half Widow*, Cynthia Wade's Academy-Award winning documentary *Freeheld*, the sports documentary *16*, and Sam Shahid's arts and social justice documentary *Hidden Master: The Legacy of George Platt Lynes*.

Raja Sethuraman, Executive Producer

Raja Sethuraman has been working with fashion, beauty, and fine art photographers for more than 30 years. Born and raised in a small village in Madras, India -- he learned about photography and darkroom printing from his father who owned his own studio. When he first moved to New York, he was working as a messenger but through passion, determination, and skill he was able to make a name for himself. He started his first retouching and printing company only seven years after moving to New York and was working with clients such as Apple, Lancôme, Chanel, and Estee Lauder. He now stands as creative director for four separate companies – Gloss Studio, Gloss VFX, Gloss India, and Griffin Editions. He has worked with some of the biggest names in the photography industry including Steven Meisel, Annie Leibovitz, Cindy Sherman, Craig McDean, Hiroshi Sugimoto, any many more. Raja is always looking for exciting, new opportunities and never backs away from a challenge.

CAST

(in alphabetical order)

Vince Aletti
Don Bachardy
Vincent Cianni
Robin Cooper
John Connolly
James Crump
Jarrett Earnest
Allen Ellenzweig
Rebecca Fasman
Philip Geffer
Peter Hay Halpert
Steven Haas
Matthew Leifheit
Charles Leslie
Dimitri Levas
George Platt Lynes II
Nick Mauss
Duane Michals
Sarah Morthland
William O'Connor
John Olsen
Mary Panzer
Bernard Perlin
Jerry Rosco
Michael Schreiber
Stewart Shining
James Smalls, Ph.D.
John Stevenson
Charles L. Venable, Ph.D.
Bruce Weber
Anne M. Young
Jensen Yow

PRODUCTION CREDITS

Director & Producer: Sam Shahid
Writers: Sam Shahid, Matthew Kraus, John MacConnell
Producers: Matthew Kraus, John MacConnell, Nando de Carvalho
Executive Producers: O'Brien Kelley, Raja Sethuraman
Co-Executive Producers: Charles W. Leslie & Rocco Lofaro Buonpane

Cinematography: Mathew Kraus
Sound & Lighting: John MacConnell
Editor: Conor McBride
Original Score: Sarah Lynch
Design & Animation: Grant Nellessen
Post Producer: Alan Balian

Art Direction: Shahid / Kraus & Company
Production Manager: Nando de Carvalho
Archival Producer: Laura Coxson
Rights & Clearances Manager: Robyn Lange
Music Supervisor: Anita Nedeljkovic
Score Mixer: Ciaran Byrne
Sound Mixer: Josh Heilbronner / Digital Arts
Sound Producer: Zennia M. Barahona / Digital Arts
Senior Colorist: Sean Ross / Gloss VFX
Senior Post Producer: Jessica Choi / Gloss VFX
Colorist Assistant: Yibin 'Ab' Su / Gloss VFX
Conform Artist: Justin Andrews / Gloss VFX, Andrew Marfoli / Gloss VFX
Proof Department Manager: Laxman Sethu / Gloss Studio
Senior Stills Producer: Jacqueline Bernal / Gloss Studio
Still Photographer: Peter Riesett
Copyright Counsel: Nancy E. Wolff
Production Legal: The Kelley Firm, PLLC
End credits created with: Endcrawl.com

#