

By Design: The Joe Caroff Story Documentary Wins At the 2023 Beverly Hills Film Festival

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/EINPresswire.com/ -- By Design: The Joe Caroff Story profiles 101-year-old graphic artist Joe Caroff who created numerous iconic film and TV logos including West Side Story, 007, Rollerball, Manhattan, Orion Pictures and many more. The film, directed by Mark Cerulli and produced by Cerulli and Paul C. Rosen, owner of the White Plains, NY creative video agency, Nitrous Ltd., was screened at Hollywood's legendary Chinese Theater as part of the 23rd annual Beverly Hills Film Festival which named it Best Documentary Short.

The film, which also covers Joe's memories of the Great Depression and WWII, also includes interviews with legendary film executive and producer Mike Medavoy (currently chairman of

Phoenix Pictures) and leading movie poster artist, Dan Chapman. By Design was also awarded Finalist status in the 2023 New York Festivals and was produced in cooperation with Turner Classic Movies, which premiered it in October 2022. Mark Cerulli, formerly an award-winning HBO writer/producer, also directed DVD documentaries on the Halloween series and produced making-of docs on two James Bond classics for MGM Home Video. Producer/Editor Paul C. Rosen also edited the Halloween: Unmasked documentary and Bon Jovi TV series as well as many behind the scenes featurettes on HBO series like Game of Thrones and Mildred Pierce. His video agency, Nitrous Ltd., serves global corporations, agencies and clients like HBO, Disney, Hyatt Hotels, PepsiCo and has won a slew of creative awards.

By Design: The Joe Caroff Story also played to a sold-out house at New York's Film Forum in



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November 2022 and is currently streaming on HBOMax in the United States.

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