



Looking Up: Rhonda Vigeant at Pro8mm, which has benefited from a surge in movies shot on film.

PHOTOS BY RINGO H.W. CHIU/LABJ

Raising Image

New blockbusters' use of film spurs some projects to roll with format over digital.

By **OLGA GRIGORYANTS**
Staff Reporter

THE success of “The Hateful Eight” and “Star Wars: The Force Awakens” – both shot on old-style celluloid film to give those new movies a classic look – is prompting young filmmakers to turn back the clock and

buck the established trend of shooting in digital.

One of them is fast-rising L.A. filmmaker **Damien Chazelle**, who shot an upcoming star-studded musical comedy about Los Angeles, “La La Land,” on Kodak 35 mm film. “I think film is ultimately overall a better-looking medium, especially if you’re doing an exterior-heavy movie,” said Chazelle, 30, whose 2014 drama, “Whiplash,” won three Oscars.

The new trend toward old-school shooting makes a big difference for film developing labs such as **Pro8mm**, which said it has recently seen sales jump nearly 30 percent at its Burbank facility.

“We’ve been so busy over the last few weeks,” said **Rhonda Vigeant**, a co-owner of the lab. “I think some young filmmakers renewed their commitment to film after

being inspired by movies such as the new ‘Star Wars’ and **Quentin Tarantino’s** ‘The Hateful Eight.’”

Young directors, some of whom are college students who never shot on film, have recently began inquiring about celluloid at Vigeant’s lab.

One of them is **Mikhail Moldavskiy**, 32, a film student at **Los Angeles City College**, who is planning to shoot his upcoming debut feature using a combination of Kodak 8 mm and 16 mm because it looks vintage and authentic.

“Directors like Tarantino are inspiring. He’s given film a necessary boost,” said Moldavskiy.

“Part of the reason I’m feeling this way is I can’t stand all this digital stuff. This is not what I signed up for,” Tarantino said in a speech at the 2014 American Film Market in Santa Monica.

Audience response

Digital shooting and projection have been the norm for almost 40 years but Tarantino is such an evangelist for film that he screened his new western, “The Hateful Eight,” in old-fashioned 70 mm at 100 retrofitted theaters around the country at Christmas before it opened wider a week later on 2,500 screens showing it in digital.

Audiences responded better to the old-



Reel Shift: Pro8mm employee works on transferring film to digital.