

INDIECOLLECT



Meet the IndieCollect Board of Directors STEVE WAX



Steve Wax co-founded the radical film collective, Cine Manifest, in San Francisco in 1972, and co-produced its first feature, *Over-Under, Sideways-Down*. That film put critics and audiences on notice that Cine Manifest would be making provocative, political entertainment.

Steve was also a founding board member of the Independent Feature Project. He and other members of the Cine Manifest team were among the filmmakers who inspired me to conceive and found the IFP, based on the collective's self-help, anti-establishment principles.



Judy Irola (center) created the documentary "Cine Manifest," about the '70s filmmaking group that included herself and Peter Gessner (top left), Stephen Lighthill, John Hanson and Steve Wax, and Gene Corr (bottom left) and Rob Nilsson (bottom right). Photo: Cine Manifest

Cine Manifest Retrospective at Pacific Film Archive, June 20-30

Audiences will get a chance to see six of the films made by members of the Cine Manifest collective during a historic 10-day retrospective, and can read about it in the [San Francisco Chronicle](#).

The films will be shown at the Pacific Film Archive, 2155 Center Street in Berkeley. The line-up includes:

- *The Prairie Trilogy* - Thu, June 20, 7pm
- *Northern Lights* - Sun, June 23, 7pm
- *Over-Under, Sideways-Down* - Thu, June 27, 7pm
- *Cine Manifest* - Sun, June 30, 4:30pm

This is Judy Irola's wry documentary about the group's dynamics.

Tickets can be purchased [here](#).

John Hanson talks about the making of *Northern Lights* -- winner of the 1979 Cannes Film Festival Camera d'Or — which he co-directed with Rob Nilsson, and which was shot by Judy Irola, the collective's only woman.



More About Steve Wax

After Cine Manifest disbanded in 1980, Steve went on to found Chelsea Pictures and pioneered the use of feature and documentary directors in commercial production. Under Chelsea's banner, he produced the feature film *Unmade Beds*, and exec-produced the Oscar-nominated short, *Killing Joe*, and the Emmy-nominated documentary, *Following Sean*. In 2000 Steve began working with two of the *Blair Witch* filmmakers, forming Campfire, the narrative ad agency. Campfire's social marketing projects include brand clients such as GM, Verizon, Dr Pepper/Snapple, Harley-Davidson, and many entertainment brands, including *True Blood*, *Game of Thrones*, and *Shark Week*. Campfire is now a division of Sapient Nitro and the Publicis Groupe.

Steve then formed the Cooke Wax Partnership, an agency that combines brand strategy with social marketing, where his clients included IMAX, United Way of NYC, Libertine drinks and TmaxSoft. His new company is called The Bindlestiff Brothers.

A graduate of Reed College and UCLA's graduate film school, Steve serves on the Board of Directors of Heyday Books and Sebastopol Center for the Arts and for many years chaired the Board of Issue Project Room, the landmark experimental theater in Brooklyn. He finally pulled up his Brooklyn stakes and now lives in Sebastopol, CA.

Steve, thank you for being a staunch supporter of the IndieCollect mission, and congratulations to you and the rest of our Cine Manifest comrades — Gene Corr, Peter Gessner, John Hanson, Judy Irola, Rob Nilsson, Steve Lighthill -- on the PFA retrospective!

All my best,
Sandra Schulberg and the IndieCollect Team

PS: I served as story editor of *Over-Under* on behalf of the PBS "Visions" series, which financed the movie, and raised the finishing funds for *Northern Lights*. I also worked on two of the Prairie Trilogy films. John Hanson, Rob Nilsson and I went on to form our own company, New Front Films (along with John Stout), to continue making movies in the vein of Cine Manifest, and then we co-founded First Run Features. So we have a long and wonderful history together.



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