

## JONATHAN D. KRANE

### Biography

There is an art to making independent feature films with budgets up to ten million dollars look like big budget productions...and a science to financing such films and making a significant profit from them. But very few filmmakers have the distinction of being able to do it all. Enter legendary producer Jonathan D. Krane...

*"With Jonathan, the impossible becomes possible," Carlos de Abreu, Founder of The Hollywood Film Festival says in The Hollywood Reporter, July 2000.*

For more than 30 years Jonathan D, Krane has been a driving force in the world of filmmaking. Whether being the first person to assume the manager/producer function or serving as producer on history making feature films or, as he is now, creating a new kind of independent studio, Krane has left an indelible mark on the industry and continues to do so with his avant-garde approach and keen understanding of the business of show business.

Most recently, Krane established The Edge, an innovative new film financing, production and worldwide distribution studio, along with partner veteran film financier Beau Rogers (Executive Producer of Academy Award winning *Gods and Monsters*). With a revolutionary new win-win business model devised by Krane that maintains that studio quality feature films can be made on realistic budgets and make a profit, The Edge initially plans to produce and distribute 10 to 15 films per year for the next five years with budgets ranging between seven and ten million dollars. As per Krane, who among his many accolades was responsible for turning a seven million dollar film entitled *Look Who's Talking* into a 450 million dollar blockbuster and three film franchise, The Edge will focus on the most popular and commercially viable genres such as fish-out-of-water comedies and character-driven action films and thrillers.

Among the premiere titles to be generated under The Edge mini-major banner are the comedy *Daddy's Home* and a factually-based thriller about the making of Hitchcock's classic *Psycho, Psycho/Analysis*. The Edge will also provide co-financing for the mob thriller *Unmade Man* which it will also produce and distribute worldwide.

*"Profit isn't an unexpected bonus: it's a given with a Krane film," Fame Magazine 1990.*

Following the phenomenal success of *Look Who's Talking*, Krane, who throughout his esteemed career has produced close to 50 feature films, went on to cement his position as one of the leading producers in the industry generating high-profile and profitable independent and studio films. Out of the 340 films that

have grossed \$100 million or more at the box office, Krane has produced eight: *Face/Off* made over \$240 million. *Phenomenon* made over \$142 million. *Michael*, which opened against *Jerry Maguire* in the Christmas of '96 to a staggering \$27 million, made approximately \$120 million. *Primary Colors* opened the '98 Cannes Film Festival. *The General's Daughter* made over \$100 million, then broke all records for dramatic video sales.

*"He's like the lubricant in the process, not the grit in the gears. It comes from a lack of nerves, and having done it so much," said Simon West, Director of Con Air and The General's Daughter in Variety June 4, 1999.*

Co-founding and serving as CEO of The Edge is the latest move by Krane who is expanding the vision and ideas he put forth in his book *A Revolutionary Approach to the Art and Science of Moviemaking: A Treatise to Fix the Accidental Industry*. Throughout the acclaimed book that he wrote in 2003, Krane identifies five fundamental principles as the industry's foundation and how to implement theories based on these principles to succeed in the oftentimes precarious film business. Both as a learning tool on how to produce films both efficiently and profitably and for the movie buff in all of us, Krane also shares in his book an assortment of colorful first hand accounts of his experiences working in the industry with entertainment icons, renowned talent and heads of studios. *A Revolutionary Approach to the Art and Science of Moviemaking* also serves as the basis of the curriculum of the elite new mentorship program, the Krane Academy.

*"Brilliant is the word that often trips off the tongues of Krane's friends and colleagues when they are asked to describe the lawyer turned mogul," Fame Magazine 1990.*

A graduate of St. John's College and Yale University School of Law, Krane began his film career in 1980 through a partnership with director Blake Edwards. As co-founder of Blake Edwards Entertainment and an Executive Producer on all of Edwards' films including such classics as *Trail of the Pink Panther* and *Blind Date*, Krane learned the ins and outs of the business from a key position as producer/manager. From there, he easily transformed into a studio mogul.

*"Jonathan gets involved in all aspects of production....Paramount's doors are open to him. I get jealous when I hear he's doing movies somewhere else," Sherry Lansing, Chairman, Paramount Pictures, said in Variety June 4, 1999.*

Krane went on to establish Management Company Entertainment Group (MCEG), which was not only the first talent management/studio/production company, but also the highest performing entertainment stock of 1988. At MCEG, Krane focused on talent, putting Kim Basinger, Bruce Willis, and Bridget Fonda among many others in their first films.

*"Krane picks up a lot of slack in terms of what it takes to get movies done. He's really been through the process, from big ones to little ones. He's a great partner because he really gets it," Cassian Elwes, head of William Morris Independents, says in Variety June 4, 1999,*

As committed to academia as he is to filmmaking, in addition to writing *A Revolutionary Approach to the Art and Science of Moviemaking* and founding the Krane Academy, Krane has devoted much of his career to sharing his vast knowledge with aspiring filmmakers. Krane has hosted seminars across the country on how to break into the film industry and lectured at both the AFI Conservatory and USC School of Cinema and Television. For fourteen years, his educational home was the UCLA Extension School, where he taught Motion Picture Production and Talent Management.

With a career as prolific as Krane's it is no wonder that among his many distinctions he has been hailed as a visionary (Recipient of the Hollywood Film Festival 2000 Visionary Award), is regularly named one of the top producers in the film industry (Showbiz, the Development Source 1998) and is set to be honored this year with the prestigious 2007 Lifetime Achievement Award from the Florida Film and Recording Entertainment Council.

*"The only limit producer and manager Jonathan D. Krane has ever set for himself was the sky," said Daily Variety.*

Imagine what he is going to do now that he is on *The Edge*.