Plymouth ROCK Studios

Plymouth ROCK Studios is a $500 million state-of-the-art film and television studio complex in Plymouth, Massachusetts. Slated to open in 2010, it will be the first independent, full-service, eco-friendly studio on the East Coast. The 2-million square foot campus features 14 sound stages, a 10-acre backlot, multi-purpose theater, post-production facilities, offices, a hotel and amenity village.

The studio’s development team is led by former president of Paramount's Motion Picture Group, David Kirkpatrick. He is joined by Earl Lestz, former president of Paramount Pictures Studio Group for more than twenty years and real estate developer, Bill Wynne.

Mission

The studio’s logo, based on the additive and subtractive primary colors, represents a focus on four key areas: blue for innovation, red for education, yellow for story and green for responsibility.

Plymouth ROCK Studio's mission is to promote, inspire and empower the creative experience at all levels to enable stories that will live for generations to come. At the core of this vision is the practice of integrating the latest technology with the art of filmmaking in order to uphold the story’s power to teach, instill values, preserve culture and entertain. As the place for innovative storytelling, arts education, cultural events and environmental responsibility, the studio is positioned at the center of the New England creative arts movement in the 21st century.

A catalyst for economic growth

Plymouth ROCK Studios' innovative all-digital film and television studio complex will be the cornerstone of New England’s booming entertainment industry, generating more than 2,000 jobs in construction, studio staff, operations, and production. A total payroll of $168 million and an average salary of $70,000 is projected.

With its state-of-the art facilities, Plymouth ROCK Studios will attract major motion pictures, commercials, television shows and talent into the area. The studio chose Plymouth and Massachusetts as its home due to its rich storytelling tradition and diversity of talent. Plymouth ROCK Studios is committed to the community and the state by providing a green environment, where employment and educational opportunities can flourish sustaining the industry infrastructure.
Innovation

Plymouth ROCK Studios complements its dedication to innovative and imaginative storytelling with an equally progressive facility. As part of a full-service dedication to artists, the studio will serve as a research and testing ground for new technologies that enhance the creative experience, from access to team to storytelling techniques. Built from the ground up with a smart infrastructure, the studio will be able to quickly respond to advancements and integrate the latest technologies into its operations.

Education

Plymouth ROCK Studios continues to create and develop partnerships and programs that facilitate educational development and artistic growth that remain in-step with the latest technology. Its nonprofit initiative, The Rock Education Cooperative (TREC), allows gifted and inspired students of all ages to explore the art of storytelling. Through a private media arts school, opening with the studio in 2010, TREC will provide opportunities for mentorship in everything from literature and poetry to painting and lighting, furthering the development of the story through artistic excellence.

Plymouth ROCK Studios has already worked with a number of local colleges, including Mass College of Art & Design, Bentley College, Cape Cod Community College, and Boston College School of Law. Projects are in the works with MIT, William & Mary, the University of Arizona and Regent University.

The Story: Hollywood East

Hollywood East refers to the growth of the film and television industry in New England, and especially Massachusetts, brought on by the introduction of production tax incentives in 2006 and revised in 2007. Since their enactment, several major motion pictures have been shot in Massachusetts, including projects with Martin Scorsese, Leonardo DiCaprio, Bruce Willis and Ricky Gervais.

In May 2008, Plymouth ROCK Studios entered into a licensing agreement with the Hollywood Chamber of Commerce in California for the exclusive use of a new brand that represents the studio as well as the flourishing entertainment industry in the east and called it, Hollywood East.

For the studio, Hollywood East is a creative arts movement that acknowledges the gift of the story in our society, rooted in the state's rich literary heritage, from Melville, Thoreau and Hawthorne to Kerouac and Vonnegut. Like the studio, the Hollywood East movement is inspired by and draws from technology, education, the long-form narrative and the unique New England environment.

Hollywood East TV (www.HollywoodEastTv.com) is a broadband video channel created by Plymouth ROCK Studios in June 2008. It provides original content, as well as a platform for members to share their own videos, blogs, photos, events and much more.
Responsibility

The studio is registered with the United States Green Building Council (USGBC) in order to pursue campus-wide new construction certification under Leadership in Energy and Environmental Design (LEED®) standards.

Gensler, a leading international architectural, design and strategic planning firm renowned for its commitment to green design, is charged with bringing the studio to fruition. Once completed, Plymouth Rock Studios will be the world’s first completely “green” studio complex – maximizing open space and promoting sustainable production practices. The studio will be built on Waverly Oaks, a 240-acre golf course in Plymouth.