



ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
8949 WILSHIRE BOULEVARD • BEVERLY HILLS, CALIFORNIA 90211 • (310) 247-3000

— NEWS —

February 10, 1995

CONTACT: John Pavlik — (310) 247-3000

FOR IMMEDIATE RELEASE

ACADEMY GRANTS BRANCH STATUS TO VIS EFFECTS MEMBERS

FIRST NEW BRANCH IN 42 YEARS

BEVERLY HILLS, CA — Visual effects members of the Academy of Motion Picture Arts and Sciences have been granted branch status by the Academy's Board of Governors, AMPAS President Arthur Hiller announced today.

It is the first new Academy branch in 42 years.

Branch status will permit the roughly 130 visual effects specialists who are currently members-at-large to elect three of their company as governors of the Academy. This will increase the size of the board to 39 after elections in July. Some visual effects specialists who presently are members of other branches also may choose to transfer to the new Visual Effects Branch.

Jonathan Erland has sat as a non-voting member of the board, representing the Academy's visual effects members, since August of 1993.

The last increase in the number of branches was in 1953, when the Board of Governors created the Administrators Branch. That branch lasted for 17 years. In June of 1970, it was absorbed into the Executives Branch. The number of governors, however, was increased from 24 to 36 in 1973 when the number of representatives from each branch was increased from two to three.

“Visual effects artists are advancing the art of moviemaking in virtually every type of film,” Academy President Arthur Hiller said. “By granting branch status to our visual effects members, the Academy is acknowledging

--more--

another important contributor to state-of-the-art filmmaking as it really exists today.”

Visual effects specialists have made contributions that go well beyond their own craft, Erland said. “Visual effects are not limited to action or science fiction movies,” Erland said. “Effects can heighten emotions of a dramatic film. The range of movies that use effects in a subtle but important way just continues to grow.”

When the Academy began in 1927, it was organized into five branches: Actors, Directors, Producers, Technicians and Writers. In 1939, the Technicians Branch was renamed the Science Branch and established four sections: Art Directors, Cinematographers, Film Editors and Sound. Two new branches were created in 1941, Music and Short Subjects, while the Producers Branch was renamed the Producers and Executives Branch. Two years later saw the creation of the Public Relations Branch, which was formed from a committee established in 1940 called the Public Relations Institute.

In 1947, the branches and sections evolved into 12 branches, grouped into Arts Branches and Sciences Branches. The Arts Branches included Actors, Directors, Executives, Music, Producers, Public Relations, Short Subjects and Writers. The Sciences Branches included Art Directors, Cinematographers, Film Editing and Sound. The Short Subjects Branch changed its name to Short Films in 1974, and again in January of this year to Short Films and Animation. The reference to Arts and Sciences subgroupings is no longer used.

###