

# Rubin bows First Independent distribution firm

By Chris Gardner

Former Artisan executive Gary Rubin has launched feature film distribution company First Independent Pictures.

Based in Santa Monica, FIP was created to provide boutique distribution services to the theatrical and ancillary markets. The company said Wednesday that it has tapped Danielle Robertson to serve as manager of creative affairs, distribution and administration. Robertson worked at MPCA and for producer Andrew Sugerma.

“My intent in creating First Inde-

pendent Pictures is to focus on both theatrical and ancillary distribution of high-concept projects with leading casts,” said Rubin, who was executive vp sales and acquisition at Artisan Television Distribution. “Over the last 20 years of my career, I have seen distribution scenarios that work and others that have been less successful. The economics of independent film produc-



Rubin

tion make this a prime time to have a focused, boutique approach to film distribution in both the ancillary and theatrical environments.”

The company expects to announce a slate of project deals shortly. FIP is funded by private investors and is in discussions with the Lewis Horwitz Organization and Mercantile National Bank about production financing and a credit facility, the company said. The credit line will be used toward pre-buying domestic rights, acquiring completed films, providing finishing funds and assisting projects in need of P&A money. ■