



FIRST  
INDEPENDENT  
PICTURES

# Gary Rubin: Real Men Take Risks

by Briege McGarrity and Nicole Holland

The independent film industry has soared to new levels for a number of reasons including an abundance of affordable digital cameras and computer software, visibility through film festivals, lofty helpers making their own vanity projects and the studios becoming too powerful thus edging out potential talent. Credence should be given to the bold film honchos, writers and directors, who possess the financial and creative ability to produce and distribute quality independent films.

In the U.S., *Sex Lies and Video Tape* and

Sundance Film Festival have long been considered a critical turning point for the independent film market. L.A. and New York based filmmakers bolstered its status and one guy who stands out is Gary Rubin, the President of First Independent Pictures. Rubin who certainly likes a challenge is a film and entertainment impresario whose love for quality films, brave disassociation with studio or commercially-driven films combined with his respect for a sophisticated audience and over twenty years of experience in the motion picture and television industry makes him a man worth pitching!

Prior to forming his own independent studio company, First Independen-

