

Who is "Movie Irv" ?

Irv Slifkin is the writer and editor for "Movie Buzz," the webzine at Movies Unlimited (www.moviesunlimited.com), one of the world's leading video retailers. For several years, Irv helped write and edit the annual encyclopedic Movies Unlimited catalogue.

Slifkin has written about movies for *Entertainment Weekly*, *Philadelphia Magazine*, *Video Business*, *The Los Angeles Times*, *Empire*, *TV Guide Interactive*, *The Chicago Tribune*, *The Hollywood Reporter*, and *Delaware Valley Magazine*, where he was the film critic.

He has taught at Temple University and discussed film-related topics as a guest on National Public Radio, ABC-tv, and the Comcast Cable Network. As "Movie Irv" he was a regular contributor about movies on 610 WIP Sports Radio's *Morning Guys*' show in Philadelphia. His written reviews can be found in the *VideoHound's Horror Show*, *VideoHound's Cult Flicks and Trash Pics*, and *The TLA Film & Video Guide*. He is the author of *VideoHound's GroovyMovies: Far-Out Films of the Psychedelic Era* from Visible Ink Press.

Irv was born in Wynnefield, PA, and was raised in Northeast Philadelphia. He lives with his wife and two daughters in Delran, New Jersey.



Middle Atlantic Press
Publishers of quality books about the Mid-Atlantic region

FOR IMMEDIATE RELEASE

Filmadelphia Celebrates the Films of The City of Brotherly Love

Middle Atlantic Press has just published *Filmadelphia: A Celebration of a City's Movies* by Irv Slifkin.

Known in the Philadelphia region as "Movie Irv," Slifkin has written the only comprehensive resource of its kind featuring reviews, anecdotes, location notes and profiles for the films, television shows and artists that have, at one time or another, called Philadelphia their home.

While Hollywood and New York remain the cities most frequently used in movie-making, Philadelphia has quietly become a popular filming location for directors. For the past three years, the popular television series *Cold Case* has been set in the city.

When Sylvester Stallone set his first *Rocky* film in Philadelphia in 1975, a trend began. Since then directors including Louis Malle, Brian DePalma, Kevin Bacon, Kevin Smith, and others have followed. Starting in the 1990's, more than 100 films have been made in and around the city, including *Philadelphia*, *The Village*, *Unbreakable*, *Jersey Girl*, *The Sixth Sense*, *In Her Shoes*, *National Treasure*, and many more.

The book will serve as a great film-watching companion, not just for residents of the Philadelphia area, but for film lovers everywhere.

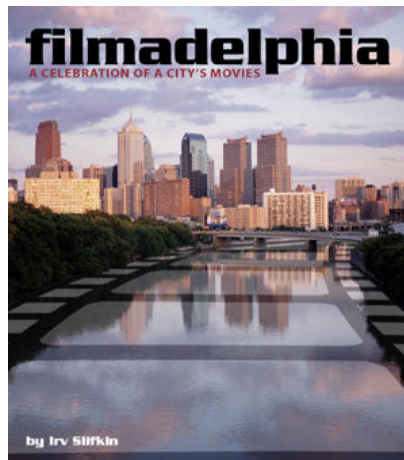
Middle Atlantic Press is dedicated to publishing the best in regional titles. Our goal is to publish quality nonfiction books that the residents of the Mid-Atlantic region and residents of the East Coast of the United States can enjoy for years to come.

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What They're Saying About *Filmadelphia* and "Movie Irv"

"Irv Slifkin is a walking, talking encyclopedia of Philadelphia cinema. Movie Irv has a passion for film that is matched only by his exceptional writing and his unerring judgment. In the many years I worked with Irv on my radio show, I kept waiting for someone, anyone, to stump him. I'm still waiting."

- Angelo Cataldi, *SportsRadio 610, WIP, Philadelphia*

"Irv Slifkin's knowledge of movies is encyclopedic, his passion for movies is, well, passionate, and his love of Philadelphia—both as a city and a giant movie set—is as burning as a cheesesteak that's just flown off the grill."

- Steven Rea, *Philadelphia Inquirer* film critic

"Movie Irv is a movie geek, and I mean that in the best way. Whenever I need to know anything—ANYTHING—about a film, whether it be a box office blockbuster or an arcane cult film, I know I can count on Movie Irv for the detailed info. He's funny, he's informed, and he's a Philadelphia guy."

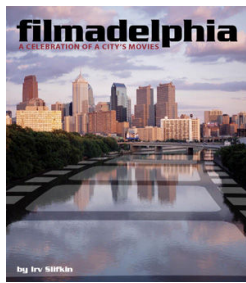
- Glen Macnow, *SportsRadio 610, WIP Philadelphia*

"As a TV reporter, I value a good source of information, which is why I value Irv and his movie knowledge and insight. Got a deadline and you're desperate for info on a popular or obscure film? Call Irv. Don't have his cell number? Forgot his email address? Lost your psychic connection? Get his books. You'll get the answer in a pinch, and probably a whole lot more. Irv is to film what Mick Jagger is to lip balm. Hey, I'm not sure what that means, either. I think it means Irv knows what he's talking about—especially when it comes to films made in and around Philly.

- Grover Silcox, Reporter/Producer, TEMPO, WLVT
PBS Channel 39, Bethlehem, PA

"Irv has an encyclopedic knowledge of movies and a great love for the city. No one is better qualified or better suited to bring us a book like *Filmadelphia*.

- Gary Thompson, *Philadelphia Daily News* film critic



A Brief Q & A with Irv Slifkin a.k.a. Movie Irv

Q: When did you first know that you wanted your life to revolve around movies?

A: Since I was a little kid. My parents and grandmother took me to the movies often. I was always impressed with the whole experience of going along with the movies. The thought of entering a huge theater, seeing coming attractions of upcoming movies, getting refreshments, and then being whisked away to some far-off place or being introduced to fascinating people was always something to look forward to.

Q: What was the first movie you remember seeing? At what age?

A: My mother says the first movie I saw was a pretty obscure family musical film called *The Chartreuse Caboose* at the Castor Theater in Northeast Philadelphia. I have no recollection of it. I would have been three years old at the time. The first film I remember seeing is *The Alamo* with John Wayne, probably later that same year or in early 1961.

Q: How many movies do you think you've seen in your lifetime?

A: 7,377 to be precise.

Q: What do you think are the most essential components of a good movie?

A: The first thing you have to ask yourself as a viewer (or reviewer) is: What is the film trying to do, and is it successful or not at doing that? To me, the main components of a good movie are whether it delivers emotionally, has a good story line, characters and acting. Then you have the technical stuff like cinematography, special effects, music, and editing. Many films deliver in one or two of these components, but few deliver on all of them. When a film does make an impact on all levels, it's something special.

Q: What is your favorite movie?

A: *Chinatown*. The film is a masterpiece. Others that have been my favorites from time to time are: *Citizen Kane*, *The Palm Beach Story*, *Some Like it Hot*, and *Beyond the Valley of the Dolls*.

Q: Do you have a favorite director? If so, why?

A: My favorite director is Billy Wilder. He wrote and directed many great films and did things his own way, often bucking the system. *And*, he was adept in almost *all* genres—slapstick comedy, romantic comedy, mysteries, dramas and war films.

Q: What is it about Philadelphia that makes it such a good location for movies?

A: Philadelphia offers a great mix of the new and the old. It is a historic city, yet a contemporary one at the same time. The architecture is fascinating, and I think astute filmmakers have recognized this. At the same time, I think much more of the city can still be explored on film in different ways.

Q: What movie(s) do you think give the most realistic view of Philadelphia?

A: I think the movie *Philadelphia* offered a nice cross-section of the city, and it was great at showing Center City in a way that was relatively unexplored before. Brian DePalma's *Blowout* was also excellent for showing different elements of the city.

Q: Which ones filmed here give the least realistic view of the city?

A: *Lady in the Water*. There just aren't apartment complexes like that in Philadelphia. It seemed more like L.A. to me.

Q: Do you have a favorite "Philly movie" ?

A: My favorite Philadelphia film is *My Architect: A Son's Journey*, an amazing documentary about the (Philadelphia) architect Louis Kahn, directed by his son, Nathaniel. The film offers insight into the famous architect's secret life and it educated me on different things about the city's past I never knew. This powerful film should be seen by anyone interested in Philadelphia and its history, as well as anyone interested in seeing a real-life family drama.

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