

**PERSONAL CREATIONS, INC.** is an international award winning design and production company specializing in theatrical projects and live events for theater, theme parks, spectacles, concert touring, art, exhibits, and permanent installations. Owned by creative producer and designer Marc Rosenthal, Personal Creations designs and produces multi media projects, and provides digital and large-scale multi-image projection, theatrical and concert lighting design, video, film, and show control services. We have specialized in bringing interesting and unusual concepts to life for over 20 years.

Recent producing projects include *Casablanca, the Dance* for Los Angeles Dance Theater and Warner Bros., a historic world premier at the Great Hall of the People in Beijing, P.R.C.; video productions for *California Citrus Park State Historic Park* (2004 Houston International WorldFest Gold winner) and *San Bernardino Forest Association*; digital multi-media productions for *Coca Cola Live!* at the Salt Lake City 2002 Olympics; Executive Producing the annual TEA *Thea Awards* (2003-2005) creating the most successful format for this show; Large scale annual musicals for the *Salvation Army*.

Design projects include the illuminated uniform special effect for the 250 member Florida A&M marching band at *Super Bowl XLI Halftime Show*; Light-up effects design for Six Flags' *Glow in the Park* Parade in Mexico city and New Jersey; Lighting, Projection and Sound Design and Production for *Casablanca, the Dance*; Lighting and Projection for *Ice Direct from Russia* in Las Vegas; Projection Design and Production for Jean Ann Ryan's *Chronicles of Ventura*, on P&O Cruises newest and largest superliner ship *Ventura*; Susan Krebs' *Jazz Aviary*; Dr. Laura's *In My Never To Be Humble Opinion*; *Lewis and Clark Reach the Euphrates, Like Jazz* and *Talking Cure* at the Mark Taper Forum; the critically acclaimed award winning Fountain Theatre hits *Master Class* and *Daisy in the Dreamtime*; Clear Channel/ Nickelodeon Tour of *Rocket Power Live*; multi-screen digital presentations for *Toshiba* and *Pioneer New Media*; Lighting Design for the world premieres of *Sister Carrie* at Indiana Rep; *Perfect Christmas Guaranteed* (with projection design and video production) and *The Nutcracker* for Dance Connecticut; and 3D computer pre-visualization for Universal Studio's *The Mummy* (2005 Thea Award for Outstanding Achievement).

Additional projects include background projection programming for the new blockbuster movies *Eagle Eye* and *Star Trek (2009)*; Light Up Costume for Elton John in *The Red Piano*; Show Control for *Splash* at the Riviera Hotel, Las Vegas, Large Scale Slide Projection for LA Opera's *Queen of Spades, Magic Flute, Bluebeard*; Projection Design for *Great American Songbook* and *Another American Asking & Telling* at the Mark Taper Forum, Digital Projection System design for *Body of Bourne* at the Mark Taper Forum; Projection Design for the hit *Central Avenue* at the Fountain Theater, Hollywood; Show control Design for MGM Grand Hotel's *Le Femme* in Las Vegas; *Splash* at the Riviera; Disneyland's *Innoventions*; Projection and Show Control Design for *Steps in Time* at the Hyperion Theater in Disney's California Adventure; Digital Projection Design for Pioneer New Media; Lighting Design for *Ghosts and Legends of the Queen Mary*, and *On Gold Mountain*, a world premiere from LA Opera's community projects.

Other interesting endeavors include Projection Design and Production for *SkyPower '99*, the world's largest sky show, involving lasers, lighting, pyro, and large format projection on buildings over the entire downtown of Houston, TX; a 360° stage some two miles around and 2400' high, with over 1200 large scale slides in twenty seven projectors, creating images some 300' tall over distances up to 1000'; *Affliction of Glory* at the Getty Center; Concert Lighting Design for the band *Hard Rain*, Lighting Design for the nightly dance spectacle *Metamorphosis* at Pleasure Island in Disney World, and *Brecht on Brecht* at the Odyssey Theater in Los Angeles.

Some of our more interesting and unusual projects include Sir Peter Hall's *Magic Flute* with 21 Pani projectors; a projected image ballet for a theatrical spectacle production in Thailand; *Kaleidoscope*, an all ultra-violet black light production in Las Vegas; the *Light Magic* spectacle at Disneyland, featuring seven 8/70 special venue motion picture projectors on two sided screens, *INSTANT MEMORIES!* slide shows for the Democratic National Committee's Site Selection, Graham Nash's *LifeSighs*, with real-time 3D CGI and HDTV over fiber optic lines integrated with automated lights, Fiber Optic Consulting on the *Metropolitan Life* building renovation in New York, along with special projects including *Sting, Steve Winwood and Traffic, Barbra Streisand, Brenda Russell, Toni Childs, Suzanne Vega, John Hiatt.*

Art projects include a complete digital projection and UV black light installation in a dome for *Burningman 2004*; a commissioned kinetic digital artwork for the world premier of Ballet Austin's *Touch*; an elaborate art car with UV lighting for *Burningman 2003*; collaborations with artists Jan Sawka, and Christina De Musee, and with artist and wife Marcy Rosenthal, creating unique environments, costumes and props with light.

Mr. Rosenthal Directed and Produced the *War Pigs* video for Ozzy Osbourne's *No More Tours* tour; Produced the short film *Goalie...The Game Continues*, a Houston Film Festival Gold Award winner; and *Pas De Deux*, a specially released video featuring six of the best classical ballet partnerings in the world.

One of Mr. Rosenthal's favorite projects was the creation of *On Light*, a one-act play featuring light and lighting instruments as characters, without any actors.

Mr. Rosenthal was awarded Lighting Dimension International *2005 Projection Designer of the Year Award*. He was Vice President of the International Board of Directors of the TEA. He is a frequent industry panel member, and guest lecturer. He was contributing editor and featured writer for *Pro Lights and Staging News*, and has written for *Lighting Dimensions* and *Stage Directions* magazines.

Examples of our projects can be seen at [www.personalcreations.net](http://www.personalcreations.net).