



RIT | **MAGIC Spell Studios**

Welcome to MAGIC. We learn by making things.

MAGIC Spell Studios at Rochester Institute of Technology expands the reach of the School of Film and Animation while supporting research and entrepreneurial activities in western New York. Part of our mission includes making this state-of-the-art facility available for industry and commercial use, adding MAGIC to the growing list of production resources available in the Rochester Region. Our specialty spaces rival those found in NYC and LA, giving our students a one-of-a-kind education, while simultaneously supporting the economic growth of an already thriving local film community. Best of all, these same well-trained students could serve as a convenient and professional resource for commercial productions, providing a capable talent pool where needed.

Contact info:

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Rochester, NY

As the home of Eastman Kodak, Rochester has always had a vibrant film community. Rochester is a favorite location destination for production, including feature films, television series, documentaries, reality TV, commercials and music videos. You will find a deep and experienced crew base (union and non-union), camera and G&E rental, casting agencies and location services. The Rochester/Finger Lakes Film Commission is the regionally funded resource dedicated to supporting your production.

Rochester is a truly unique location. From the 96 ft Upper Falls in scenic downtown Rochester, to the steep sloping vineyards and clear blue waters of the Finger Lakes Wine Region, western New York and the surrounding areas have a location for every type of film shoot.

The region is rich in historic towns and 19th century architecture, with an abundance of picturesque hamlets and harbors. Rustic villages transport the visitor to the quaint country and seaside atmosphere of the last century. Old world wineries and craft brew houses dot the hillsides. Locations ranging from historic districts to stately mansions and high-tech city centers can be found in Rochester and the lovely towns of the Finger Lakes.

There are a variety of specialty attractions as well: a working steam railroad, a fully restored 19th century village/living museum, a Grand Prix race course, and one of the world's largest collections of fully operational WWII era warplanes.



The Rochester Institute of Technology and Film

Founded in 1829, RIT is a privately endowed university emphasizing career education and experiential learning. Within its nine colleges, RIT supports approximately 15,000 undergraduate students and nearly 3,000 graduate students – making RIT one of the largest private universities in the nation. RIT offers a rich array of degree programs, ranging from engineering, math, and science, to business, arts, and hospitality. RIT is also home to the National Technical Institute for the Deaf. Talented and ambitious students from over 100 countries and all 50 states have chosen to attend RIT to jumpstart their career.

RIT's School of Film and Animation (SOFA) enrolls over 400 students in three degree programs: a BFA in Animation or Production; a BS in Motion Picture Science; and an MFA in Production, Animation, or Screenwriting. Students enrolled in the BFA production program graduate as competent crew members, having gained experience in all filmmaking aspects from pre to post production. The curriculum is designed to give students a taste of all filmmaking crafts, then allows them to choose their own path to specialize in their strengths. The animation BFA curriculum is designed similarly, in which students choose to specialize in 2D, 3D or stop motion animation.

The Motion Picture Science BS degree crosses multiple disciplines in film production, imaging science, and engineering. It is unique to RIT, providing students an opportunity to work in the technical side of the filmmaking industry.

RIT's MFA program provides the opportunity for a terminal degree in filmmaking. Students choose to specialize in production, screenwriting, 2D, or 3D animation, and must complete a thesis capstone project to fulfill degree requirements. Upon graduation, students have the knowledge and skillset to either work on a production or animation team, write, direct, or teach their discipline at a university level.

The Available Talent within RIT's College of Art and Design

Students, faculty, and staff within the conveniently located College of Art and Design (CAD) are an extensive resource available to productions filming at MAGIC. CAD houses a variety of nationally ranked programs ranging from film and animation, industrial design, furniture design, photography, glass blowing and everything in between. With proper planning, this professionally trained student body can help transform our soundstage into a working set.

Resources include a large format printing facility, carpentry, painting, on-set photography, competent student film crew, and more. The talent within the College of Art and Design is boundless, and it's ready to support your production needs.



Our Facilities

Magic Spell Studios at Rochester Institute of Technology is a 52,000 square foot research facility designed for collaboration and digital exploration. Our specialized spaces are outfitted with industry standard technologies, providing our students and the Rochester region opportunity to imagine and create at a Hollywood level.



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Sound Stage: Level 2 NYS Qualified Production Facility (QPF)



- 7000 square feet
- 70' x 100'
- 35' full height with pic points - 6,000lb weight capacity
- Fourteen 30' long DMX-capable light battens adjustable from 4' to 32'
 - 650lb weight capacity per batten
- dual 400 amp company circuits / 2000 total stage amps
- NC 25 sound rating
- MDF sacrificial wood floor with epoxy finish
- Perimeter ribbon boards
- Sound proof wall divider to form two 3500 square foot stages
 - Note that renting half the stage still satisfies NYS QPF tax credit requirements

Stage Support

- Loading dock at stage
- Green room
- Shower
- Stocked equipment cage
- Production office overlooks the stage
- Make up and dressing room
- 600 sq. ft. storage room

Baselight Color Correction Suite:



- FilmLight Baselight color correction and Slate control surface
- 4K Christie laser projection (DCI-compatible)
- Sony X300 4K V2 OLED Master Monitor
- DaVinci Resolve

Sound Mix Suite:



- Avid Pro Tools
- Dolby 7.2 Surround Sound
- Adjacent foley / narration stage
- NC 20 sound rating

Wegmans Theater:



- 4K Christie laser projection (DCI-compatible)
- Dolby Atmos Surround Sound
- NC 25 sound rating
- 180 seating capacity with extended stage area

Equipment Guide:

The MAGIC Spell Studios sound stage is also outfitted with a studio camera package built around an Arri Alexa Mini, Arri LED SkyPanel and Fresnel lighting instruments, and a full grip department. Additional gear not available from our inventory can be rented through other local equipment providers.

Availability:

Contact Amanda Kearney, Technology Manager & Studio Systems Specialist, for a full inventory and availability of equipment:

arkpph@rit.edu
(585) 475 - 5350

Please note scheduling priority is given to academic requirements during the academic year, which runs from late August through early May.

Rochester Production Resources

Rochester/Finger Lakes Film Commission

Nora Brown, Film Commissioner

nbrown@visitrochester.com

(585) 455-0505 (cell)

(585) 279-8322 (office)

The Rochester/Finger Lakes Film Commission is an AFCI member organization, staffed by an experienced, professionally trained team. The Rochester/Finger Lakes Film Commission is the official representative to the film industry on behalf of Monroe County and the communities of the Finger Lakes region; providing information and connection with regional infrastructure and production support services.

The Rochester/Finger Lakes Film Commission serves 14 counties of New York's Finger Lakes region, covering some of the most beautiful, richly varied territory in the United States.

Accommodations:

*Please contact the Rochester/Finger Lakes Film Office for discounted rates in area hotels for visiting productions:

(585) 279 – 8322 (office)

(585) 455 – 0505 (cell)

Transportation

Greater Rochester International Airport

1200 Brooks Ave,
Rochester, NY 14624
(585) 753 – 7000

Amtrak Rochester Station

320 Central Ave,
Rochester, NY 14605
(800) 872 – 7245

New York Trailways

186 Cumberland St,
Rochester, NY 14609
(585) 232 - 5121

Local taxi service, Uber, and Lyft also available.

Local Catering

Brick City Catering, RIT

<https://www.rit.edu/fa/diningservices/catering>
(585) 475 - 2228

Lorraine's Food Factory

<https://www.lorrainesfoodfactory.com/>
(585) 442-6574

DiBella's Subs

<https://www.dibellas.com/>
(585) 256 – 2060

Sticky Lips BBQ Juke Joint

<http://stickylipsbbq.com/stickylips/>
(585) 292 – 5544

Effortlessly Healthy

<https://www.ehmeals.com/>
(585) 254 – 0078

Bruegger's Bagels

<https://www.brueggers.com/>
(585) 424 – 6110

Wegmans

<https://www.wegmans.com/>
(585) 242 – 7255

Marty's Food Truck

<http://martysmeats.com/>
(585) 434 – 3292

Julia K Caters

<http://www.juliakcaters.com/>

(585) 705 – 7807

Restaurants:

Magnolia's Deli & Café

366 Park Ave,

Rochester, NY 14607

<https://magnoliascafe.com/>

(585) 271 – 7380

Sinbad's Mediterranean Cuisine

719 Park Ave,

Rochester, NY 14607

<http://mysinbads.com/>

(585) 473 – 5655

Bar Louie

935 Jefferson Rd,

Rochester, NY 14623

(585) 417 – 3610

Dinosaur Bar-B-Que

99 Court St,

Rochester, NY 14604

<http://www.dinosaurbarbque.com/>

(585) 325 – 7090

The Distillery

1142 Mt Hope Ave,

Rochester, NY 14620

<https://www.thedistillery.com/>

(585) 271 - 4105

Dogtown

691 Monroe Ave,

Rochester, NY 14607

<https://www.dogtownhots.com/>

(585) 271 - 6620

Ox and Stone

282 Alexander St

Rochester, NY 14607

<https://www.oxandstone.com/menu/>

(585) 287 – 6933

The Gate House

274 Goodman St N,

Rochester, NY 14607

<http://thegatehousecafe.com/>

(585) 473 - 2090

Fiamma Centro

1216, 4 Elton St,

Rochester, NY 14607

<https://fiammarochester.com/>

(585) 471 – 8917

Lovin' Cup

300 Park Point Dr,

Rochester, NY 14623

<http://www.lovincup.com/>

(585) 292 – 9940

Things to do

George Eastman Museum

900 East Ave,
Rochester, NY 14607
<https://www.eastman.org/>
(585) 327 - 4800

The Strong National Museum of Play

1 Manhattan Square Dr,
Rochester, NY 14607
<http://www.museumofplay.org/>
(585) 236 – 2700

The Little Theater

240 East Ave
Rochester, NY 14604
<https://thelittle.org/>
(585) 258 - 0400

Geva Theater

75 Woodbury Blvd
Rochester, NY 14607
<https://www.gevatheatre.org/>
(585) 232 – 4382

Kodak Theatre on the Ridge

200 West Ridge Road
Rochester, NY 14615
<https://www.kodak.com/kodakcenter/default.htm>
(585) 254 - 0181

Radio Social

20 Carlson Rd

Rochester NY 14610

<https://radio-social.com/>

(585) 244 - 1484

Rochester Museum and Science Center

657 East Ave,

Rochester NY 14607

<https://rmsc.org/>

(585) 271 - 4320

Memorial Art Gallery

500 University Ave

Rochester NY 14607

<http://mag.rochester.edu/>

(585) 276 - 8900