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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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.
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

Loraine’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