

PRESS OR SAY “2”

A short film by
Michael Goldstrom and Mye Hoang



Running time: 7 minutes 46 seconds
Black and white - Aspect ratio: 1:1.85
miniDV
Completed October 2005
In English and Mandarin Chinese with English subtitles
Shot on location in New York, NY

Festival Contact:
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SYNOPSIS

Dan Zhirkovsky is a temp worker at the Sino-American Trade Organization. He is trying to meet a major deadline when his computer freezes, and he has no choice but to call tech support. He finds that the computer maker has been bought by Shanghai Systems; and thus begins his struggle with the Chinese language and a suspiciously inquisitive automated voice system.

ONE SENTENCE SYNOPSIS

The East is Red as Dan Zhirkovsky finds his computer skills tested in the New World Order.

DIRECTOR'S STATEMENT

IBM, International Business Machines, has been the icon of American corporate culture for the last half century. When IBM's personal computer division was recently purchased by Lenovo, a Chinese computer manufacturer - how did capitalism and communism resolve their differences? This short explores the answer.

PRODUCTION CREDITS

Producers
Mye Hoang
Michael Goldstrom

Directors
Michael Goldstrom
Mye Hoang

Writer
Michael Goldstrom

Director of Photography
Carl J. Hardin

Editor
Yen Tan

Visual Consultant
Maiko Matsushima

Sound Designer
Eric Shim

Visual Effects
Carl Hardin
David Lowery

Script Translation to Mandarin
Vivian Lee

Gaffer/Boom Operator
Jon Lu

ABM/Shanghai Systems Jingle:

Composed by David Austin

Adapted to Mandarin by Juan-Jiuan Chiou

Recorded by Mark Bradley Miller and Eric Shim

Performed by Gwen Hollander

CAST

Dan Zhirkovsky
Michael Goldstrom

Temp Agent
Geoffrey Arend

ABM Announcement Voice 1
Jennifer Miranda Holmes

ABM Phone Chorus
Gwen Hollander

ABM Announcement Voice 2
Brendan McCall

Shanghai Systems Announcement Voice
Richard Chang

Chinese Officer 1
Richard Chang

Chinese Officer 2
Betty Ouyang

FILMMAKER BIOS

MICHAEL GOLDSTROM

(Co-Producer/Co-Director/Writer/Actor)

Michael Goldstrom is an actor, comedian, writer and director in Los Angeles. He can be seen in the Merchant Ivory film, *Heights, Approaching Union Square*, and the AFI short, *The Dance of Genghis Cohn*. He also has appeared in *The Sopranos, Porn n' Chicken, The Lost Battalion, Law and Order: SVU*, and *Cadets*. He performed with Patti Lupone in *Can-Can* at City Center, and has made recordings for the Jewish Museum with Isabella Rossellini. Off-Broadway and regional productions include *Kitty Kitty Kitty, The Complete Works of William Shakespeare (Abridged), Modern Orthodox, Old Wicked Songs*, and *All in the Timing*. Born in San Francisco, Michael is a graduate of The Juilliard School Drama Division, the London Academy of Music and Dramatic Art, and Columbia University.

“Press or Say 2” is Michael’s first short film as a writer/director, though he has written several plays and has directed numerous shows in New York City.

Mye Hoang

(Co-Producer/Co-Director)

Mye Hoang was born and raised in Dallas, Texas of Vietnamese immigrant parents. She graduated from Southern Methodist University in 2000 with a degree in Communications (Cinema). Mye is also the Founder and Executive Director of the Asian Film Festival of Dallas which is the largest showcase of Asian film in the Southwest for the past 4 years. When she is not writing or trying to make films, Mye specializes in film programming, marketing and public relations and has worked for companies such as ImaginAsian Entertainment, Magnolia Pictures, and Rialto Pictures. Mye has lived in Dallas and New York, but currently resides in Los Angeles.

“Press or Say 2” is her first short film outside of film school, and she has just recently completed her first feature screenplay which she plans to direct and is in pre-production to direct another short film entitled “Mug Me, Kiss Me.”

BACKGROUND

Production began in June 2005 and the final cut completed in March 2006.

It was shot on location in New York City in one day.

It was edited on Final Cut Pro by filmmaker Yen Tan in Dallas over a month.

Total budget for the short was \$50, spent on feeding the cast and crew.

The most challenging part of making the film was finding Mandarin-speaking actors and translators.

Actor Michael Goldstrom is a master of many dialects and has always wanted to test his Chinese Opera skills.

The film was made possible thanks to talented friends, Craigslist, ImaginAsian TV, Chinatown and close resources.

FILM FESTIVALS & AWARDS

Official Selection, 2005 Deep Ellum Film Festival, Dallas, TX

Honorable Mention, 2006 China America Festival of Film and Culture, VA

Official Selection, 2006 San Francisco Asian American Film Festival, CA

Official Selection, 2006 Newport Beach Film Festival, Newport Beach, CA

Winner, Platinum Remi Award, 2006 Worldfest Houston International Film Festival, TX

Winner, Best Micro-Movie, 2006 Bare Bones International Film Festival, OK

Official Selection, 2006 Flint Film Festival, MI

Official Selection, 2006 Tribeca Underground Film Festival, New York, NY

Finalist, 2006 The Director's Cut, New York, NY

Official Selection, 2006 deadCenter Film Festival, Oklahoma, OK

Official Selection, 2006 Tour des Artistes Film Festival, Long Beach, CA

Official Selection, 2006 Indiefest Chicago, IL

Official Selection, 2006 Asian Film Festival of Dallas, TX

Official Selection, 2006 Boulder Asian Film Festival, CO

Official Selection, 2006 San Diego Asian Film Festival, CA

Official Selection, 2006 Williamstown Film Festival, MA

Official Selection, 2006 Borges en curt, Borges en Blanques, Spain

Semi-Finalist, 2006 Angelus Student Film Festival, CA

Official Selection, 2006 Twin Cities Underground Film Festival, MN

Official Selection, 2006 Hatch Audiovisual Arts Festival, MT

Official Selection, 2006 Script-2-Screen Film Festival, OK

Finalist, 2006 Century City Film Festival, Los Angeles, CA

Official Selection, 2006 Australian International Film Festival, Melbourne, Australia

Winner, Golden Ten Award, 2007 Mumbai International FICTS Festival, India