

Friday, August 8, 2008

The Hall goes Hollywood

Meadow Brook Hall is going Hollywood, much like the rest of Detroit. The Michigan tax incentive for film companies is bringing a flurry of filming to the state, and Meadow Brook Hall's grand scale and Tudor Revival architecture have caught the attention of location scouts.

The Hall was recently a set location for ABC's TV pilot "The Prince of Motor City" and the upcoming movie "Youth In Revolt."

ABC's pilot "The Prince of Motor City," directed by Jack Bender ("Lost," "The Sopranos"), is a modern-day Hamlet set entirely in Detroit. The pilot has a sparkling cast featuring Warren Christie ("October Road"), Andie MacDowell ("Groundhog Day"), Piper Perabo ("Coyote Ugly") and Aidan Quinn ("Legends of the Fall").

The show is centered on Jamie Hamilton (Christie), the son of a wealthy auto baron. Hamilton inherited his family's fortune after the mysterious death of his father

The 14-day shoot was set in various locations around Detroit.

"We came to Detroit because it's hard to fake Detroit. Plus, this pilot is like a love letter to Detroit," explained Tara Flynn, development associate for the production company.

Meadow Brook Hall was transformed into the Hamilton family's home from July 6 to July 12.

"The production staff was great to work with. They respected Meadow Brook Hall for the important historic property that it is," said Robin Gardner, business manager for Meadow Brook Hall.

"Youth in Revolt," a comedy directed by Miguel Arteta, stars Michael Cera ("Juno," "Superbad") and is an adaptation of the book by C.D. Payne. It is the story of a girl-obsessed 14-year-old, Nick (Cera), who sets his sights on a dream girl while in the midst of his parents' divorce.

For "Youth in Revolt," Meadow Brook Hall offered the setting for a fictional French prep school in California. Shooting took place June 12 and June 13.

Oakland University's Meadow Brook Hall serves as a community/university cultural center and historic house museum. Operations are funded in large part through facility rentals for corporate and community events, weddings and other social functions.

Meadow Brook Hall is expecting more filming opportunities in the future because of the state's tax incentive. The incentive allows film companies to be eligible for a 42 percent tax credit on costs incurred in Michigan.

"We saw the tax incentive as a good opportunity for our property. The movie, TV and advertising shoots provide another revenue source to help fund Hall operations, which directly support our museum activities and community programming," said Shannon O'Berski, marketing coordinator of Meadow Brook Hall. "It was much different than planning a wedding, but I don't know what is more intimidating; standing next to the father of the bride or Jack Bender."

Release of "Youth in Revolt" and the "Prince of Motor City" TV pilot have yet to be announced.

For more information about Meadow Brook Hall and Gardens, visit the [Meadow Brook Hall Web site](#).



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SUMMARY

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