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Information in this article, originally published July 5, was corrected July 11. A previous version of this story incorrectly stated that filmmaker Josh Caldwell attended the University of Washington. He attended Fordham University.

Indie filmmakers get another venue to show their work



STEVE RINGMAN / THE SEATTLE TIMES

Scilla Andreen and Carlo Scandiuzzi founded online film retailer Indieflix a year ago.

Picture this: Indieflix.com, an online seller of independent films.

Credits: Carlo Scandiuzzi and Scilla Andreen co-founded the company to allow filmmakers to showcase their work and connect with consumers. "We made shoes and now we made a shoe store," says Scandiuzzi, a native of Italy who has been a producer, director, actor and music promoter. Seattle native Andreen has made films and worked as a costume designer on TV shows such as "Dawson's Creek."

Latest news: Less than a year after launching the site, they have 130 films for sale and 50 on the way. Filmmakers send their works to be posted on the site. Customers can order any movie for \$9.95; one-third of the price goes to the filmmaker. Indieflix burns a DVD of the film and mails it to the customer. The next steps are to offer film downloads and a subscription service.

Quote: "Everybody hopes to be a 'Napoleon Dynamite,'" Scandiuzzi said. "It's the Hollywood dream. We are creating a new standard where everybody has a chance. We are going to promote every movie and let the audience decide which ones are best."

Funding: Self-funded. Founders are considering bringing on investors. Competition comes from Amazon and CustomFlix, but Andreen says there's a big difference: "It's the human quality."

Example: Indieflix promoted Fordham University student Josh Caldwell and his short film "The Beautiful Lie," which won MTV's best student film competition last week. Afterward, Indieflix posted an exclusive interview with him on its blog, MySpace page and YouTube. The effort is paying off: Caldwell has meetings with Hollywood agents, and Indieflix has a deal with MTV to use its interview footage, Andreen said.

Film festivals: Sundance, Seattle International Film Festival and others.

Favorite films: Andreen likes the original "Willy Wonka & the Chocolate Factory" and "Breakfast at Tiffany's," while Scandiuzzi likes "8-1/2" and "Blade Runner."

— **Kristi Heim**

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