

Annabel Schofield - Bio

British born, Los Angeles based *Producer*, **Annabel Schofield** is in the unique place of having had equal amounts of success, in front of and behind the camera, for both *stills photography* and *film production*. It is this 'vision' that gives **Annabel** the ability to see things from both sides and be able to adapt or mould a project without ever compromising it.

At 16 she was '*discovered*' by a modeling agency and in a short space of time her face was on the cover of every *fashion magazine* in the world and her style helped to define *the look of the 1980's*, but, for an astute down to earth girl from the *steel* town of **Llanelli, Wales**, this never sat well with her, a woman of principal, she felt women should play a stronger role in the arts, whether it be female *directors*, *DP's* or *editors*, even *heads of studios* as opposed to the *marketing eye candy* that modeling was part of. To her *modeling* was just a distraction which, she saw, as a temporary solution to her ultimate goals.

Using the money earned modeling, she put herself through *drama school* in **New York**, bought property in **London** and invested in various commercial enterprises. She took with her a vast knowledge of the creative process, having worked with some of the world's most *revered and successful photographers*. She began to see different ways of making *art* and *commerce* work harmoniously together. as opposed to the fraught reputation it had on many shoots.

Not long after graduating she packed her belongings and headed for **Los Angeles**, having earned her craft as an actor, where she studied under the legendary acting coach **Stella Adler**. She played supporting roles in a couple of low budget art films, then she auditioned for, and got, the part of **Laurel Ellis** in the biggest TV show in history at the time, **Dallas**.

It was during this time that she began to see the need for a *full service production facility* for *clients* and *photographers* who were from out of town and needed the stability of a temporary production home. Her strong and charismatic personality attracted an eclectic stable of *clients*, *directors*, *creative directors* and *fashion editors*. She named her new company **Bella-Bene** (www.bella-bene.com) gradually broadening to short films and commercials and eventually feature films.

She recently published a *novel* '**The Cherry Alignment**' which has become a successful *blog* and eventually she hopes to turn it into a *TV series*

There are not many who understand the delicate balance between *creativity* and *business* the way **Annabel** does and an expertise in budgeting shoots and films at all budget level, including international/multi - location projects

Her collaborative style and keen understanding of the visual arts make her a perfect fit for Directors and Creative Directors where she can bring an unwavering taste level to any project.

Clients:

Warner Bros Records	Sony Pictures Entertainment
Italian Vogue	Christian Dior
Guess?	Guerlain
CW Network	Miramax/Dimension
Apple	Mini Cooper

<u>Directors</u>	<u>Photographers</u>
Terry Gilliam	David Bailey
James L Brooks	Ellen von Unwerth
Nick Egan	Patrick Demarchelier
Joe Pytko	Mark Hom
Howard Guard	Mike Rheinhardt