

About The Candy Eye Factory:

The Candy Eye Factory is a Minneapolis-based media studio which churns out a striking selection of cinematic treats season after season. Led by life-long best friends JoEllen Martinson and William Scott Rees, The Candy Eye Factory has produced a wide variety of critically acclaimed digital films including the award winning 2004 dramedy *The Legend of Santa Susanna*, and the 2007 Slamdance Film Festival® opening night short *The Mallorys Go Black Market*.

Candy Eye's bittersweet films have been praised for their expressive art direction, their quirky, sensitive storytelling, and their wry presentation of challenging, cliché-free heroines.

Filmmakers' Bio:

Raised on a steady diet of fashion magazines and music videos, Minneapolis filmmakers and life-long best friends JoEllen Martinson and William Scott Rees have funneled their style-minded, angst-fueled lives into a string of acclaimed, female-focused films under their Candy Eye Factory video label.

Having met as 11-year-old schoolmates in the late 1980s, Rees and Martinson quickly formed a friendship founded in creative collaboration. Both graduates of The Minneapolis College of Art + Design, the duo began screening their offbeat, imaginative films in 2003. Bolstered by the enthusiastic reception to their work, the filmmakers soon launched their CandyEyeFactory.com website and in 2005 released their popular *Debut Collection DVD* to independent media and design retail outlets.