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PRESS

Rankin/Bass Historian Rick Goldschmidt Releases His New Book: The Arthur Rankin Jr. Scrapbook: The Birth of Animagic – Thanksgiving, 2015

Rick Goldschmidt's latest book, The Arthur Rankin Jr. Scrapbook: The Birth of Animagic inspired by Arthur Rankin Jr's original production scrapbook that was kept at Dentsu Studios in Japan from 1959-1961 when he began his first Animagic production.

FOR IMMEDIATE RELEASE

Oak Lawn, IL - November 26, 2015 - Official Rankin/Bass Historian/Biographer Rick Goldschmidt, author of *The Enchanted World of Rankin/Bass: A Portfolio*, *The Making of the Rankin/Bass Holiday Classic: Rudolph The Red-Nosed Reindeer*, *Rankin/Bass' Mad Monster Party* and *The 15th Anniversary Edition of The Enchanted World of Rankin/Bass: A Portfolio* releases *The Arthur Rankin Jr. Scrapbook: The Birth of Animagic* (Miser Bros Press). Available at: <http://www.miserbros.com>

Producer Arthur Rankin, Jr. passed away January 30th, 2014. Rankin/Bass Author/Historian Rick Goldschmidt and Co-Author/Designer Wes Garlatz located Arthur's personal scrapbook he kept at Dentsu Studios (1959-1961) from a source in Japan, literally the weekend after he passed. "It was as if Arthur made sure that we received this as he left us", states Rick Goldschmidt. The Scrapbook contains a treasure trove of material detailing Arthur's beginnings in the world of Animation with his trademark form of stop-motion known as "Animagic." Besides many never before seen, behind-the-scene photographs of Arthur in the studio working with the Animagic figures, the scrapbook includes notes, clippings, articles and references to the stations that were airing his syndicated series, "The New Adventures of Pinocchio" and much more. The original scrapbook became the core of this book release.

A portion of the content includes projects that were made after Rankin/Bass Productions was formed with Arthur's partner of many years in the business, Jules Bass. We learn a bit more about Larry Roemer, Ralph Friedman, Tony Peters and others – key players in the development of the Rankin/Bass landmark TV Special "Rudolph the Red-Nosed Reindeer."

Rankin/Bass archivist, Dale Dunajtsik found some Amazing Trade magazine material on the development of these early Videocraft International, LLC (Rankin/Bass Productions) projects. One of the highlights is a four-page article that goes into specifics about the months leading up to the first airing of "Rudolph the Red-Nosed Reindeer!" Also included are pages on the staff that Arthur assembled for the business in several areas and we learn that Video Crafts was a service that could be hired to Produce commercials in the early years of the company's existence.

On July 19th, 2014, Rick and his fiancée Denise attended Arthur's memorial/90th Birthday party in Bermuda as guests of Arthur's widow, Olga. It was a touching gathering of Arthur's closest family and friends. This event became part of this book with photographs of the island Arthur held dear to his heart and the opening of an exhibit at Masterworks museum, highlighting Arthur's career.

Book Features:

- 126 Paged Hard Bound.
- Extremely Rare, Behind-The-Scene Production Photos and Documents.
- 8 1/2" x 11" Full-Color Printing.

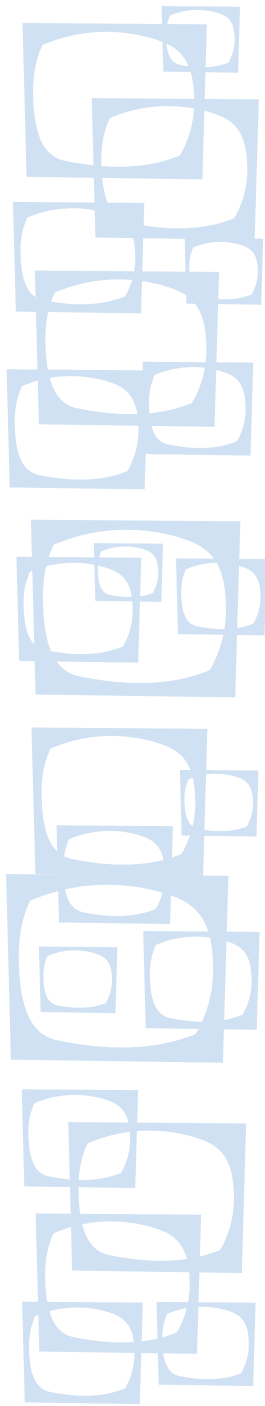
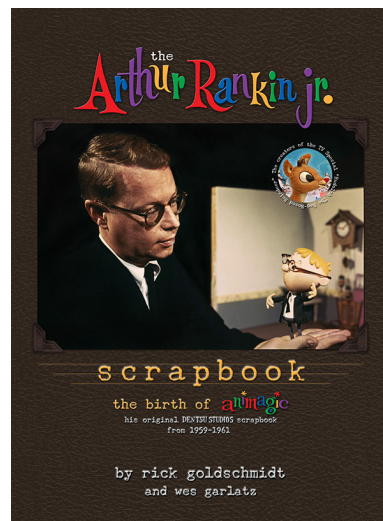
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Rick is available for TV, Radio and Newspaper/Magazine interviews via his email. The holiday season is always a busy one for Rick, so please arrange interviews as soon as possible.



animagic

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