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ROBERT RADLER biography

Robert Radler's two current films are departures from the action fare on which his reputation is based. Both are truly labors of love...

"Turn It Up!" is a landmark, feature-length documentary about the electric guitar. Robert has partnered with producer Doug Forbes, Jeff "Skunk" Baxter (Doobie Bros/Steely Dan), and Mitchell Leib, (President of Music for Disney Film and TV). The project is being godfathered by Richard Arlook, Senior Agent and Partner in the Gersh Agency.

More than anything, "Turn It Up!" is about mankind's love affair with the Electric Guitar - and its power. The film stars the electric guitar itself, with supporting appearances by Les Paul, Slash, Robby Krieger of the Doors, Paul Stanley of Kiss, "Skunk" Baxter, blues phenomenon Ana Popovic, Rock & Roll Fantasy Camp, Gibson, Fender, Jerry Cantrell of Alice in Chains, Los Lobos, Dave Mason, Gary Kelly (CEO Southwest Airlines), and a literal "who's who" of guitar greats, along with guitar lovers from every walk of life

Robert is also currently producing a one-hour documentary for national Public Television distribution, via presenting station, WTTW Chicago. Entitled, "SS United States, Lady In Waiting", the film is about America's forgotten flagship - superliner, SS United States. Launched in 1952, the "Big U" is the fastest passenger ship of all time and the largest ocean liner ever built in the US. Despite her current dilapidated appearance, she was recently purchased by Norwegian Cruise Line, and is awaiting possible restoration. Will she sail again?

Radler is also currently producing an infomercial for "Tummy Tuck Jeans" with his wife, Kitty.

He teaches "The Business of the Documentary", "Producing Documentaries", and a "Directing Workshop" at UCLA Extension.

History....

After attending New York University's Graduate Institute of Film and Television, Robert Radler began his professional career in New York at Equinox Films. He worked as an apprentice to a producer who made offbeat, award-winning, commercials and films for institutions like New York's Metropolitan Museum of Art, the American Cancer Society,

The National Park Service, and the Aluminum Association.

Robert's first professional assignment was to produce a film for the Commonwealth of Massachusetts, entitled, "A Special Place". His personal reflections on the "Thirty-five Best Things about Massachusetts" brought Radler a healthy share of notoriety and the critical acclaim of Governor Michael Dukakis (who starred alongside Leonard Nimoy and Arlo Guthrie). His first film also garnered an honorable mention at the American Film Festival.

Radler went on to direct industrial and promotional films and spots for Polaroid, The Los Angeles Times, Business Week Magazine/McGraw-Hill, ITEK-Litton, New World Pictures, the City of Baltimore, NFL, the National Hockey League, Dodge, Chrysler, Car and Driver Magazine, Numero Uno, and countless others.

His series of six, thirty-second personality profiles for the National Hockey League were recognized at the Clio Awards.

Robert moved to Los Angeles in 1981 to produce a feature film for The Doors. Though the film was never completed, this experience led to a four-year stint as a director of music videos. After making his debut with Crosby, Stills, and Nash's "Southern Cross," he went on to direct videos for such artists as Jackson Browne, Bill Medley (Righteous Brothers), George Thorogood, Survivor, Graham Nash, Mickey Gilley, and many more. Most of these videos achieved heavy rotation on MTV and later, VH-1.

Radler also directed the first-ever classical music video: Bizet's "Carmen," featuring Placido Domingo, for Columbia Pictures. In addition to these, Radler created the first "movie videos" to promote such feature films as "Wargames," "Karate Kid" and "Christine."

Radler's first feature film was, "Best of the Best" starring Eric Roberts, James Earl Jones, Chris Penn, Sally Kirkland, Louise Fletcher, and Phillip Rhee. Both "Best 1" and the sequel, "Best of the Best 2" (Eric Roberts, Wayne Newton, Christopher Penn, Ralf Moeller) were extremely successful, worldwide.

In the U.S., "Best of the Best II" was released by 20th Century Fox and opened on 1,300 screens. In addition, both "Best of the Best" films shipped over two hundred and seventy thousand units worldwide. Two other sequels were produced.

These were followed by "Showdown" (Tae Bo's Billy Blanks, Christine Taylor). All three films were distributed theatrically.

Between features, Radler directed Jerry Bruckheimer's first TV pilot and series, "Soldier of Fortune", which he considers some of his best work.

He also helmed Pam Anderson's "V.I.P.", "Silk Stalkings", "Hercules", "Police Academy, The Series", "Mighty Morphin Power Rangers", and many others.

More recently, Radler directed three HBO World Premiere movies. They include, "T.N.T." with Olivier Gruner, Eric Roberts, and Randy Travis and "The Substitute 3 & 4" with Treat Williams.