



Art Factory Location Guide



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[OVERVIEW](#) - [WAYFINDING / MAPS](#) - [FASHION](#) - [FILM](#) - [YOUR EXPERIENCE](#)

SPECIAL FILMMAKERS GUIDE EDITION

www.artfactory.us.com



Overview

Historic mill buildings

ART FACTORY is a collection of well preserved [historic mill buildings](#) adjacent to the new Paterson [GREAT FALLS NATIONAL HISTORIC PARK](#) in New Jersey. The mills are on Interstate 80, 12 miles from NYC.



Their two campuses include the former [MIESCH SILK MILLS](#) at 468 Totowa Avenue, a 120,000 sf complex of 3 buildings constructed circa 1900 and the former [DOLPHIN JUTE MILLS](#) and [BARBOUR FLAX MILLS](#) comprising 280,000 sf of mill space over 21 buildings constructed beginning in the 1840s. These complexes “bookend” the new **NATIONAL PARK**.



Overview

The ultimate Art Factory experience

We support the film / photo production experience by providing quick access to each stage with huge loading docks and freight elevators. Upon your arrival please call us or stop by the main office to pick up a walkie and stay connected with our team.

Depending on your package you may need to locate dressing rooms or Cafe for the [on site catering](#).



Wayfinding

- Stage / Workspace
- Set Building Workshop
- Stage - Metal Shop
- Stage - Garages
- Private Studios
- No access
- Loading Docks
- Bathrooms

FLOOR

1

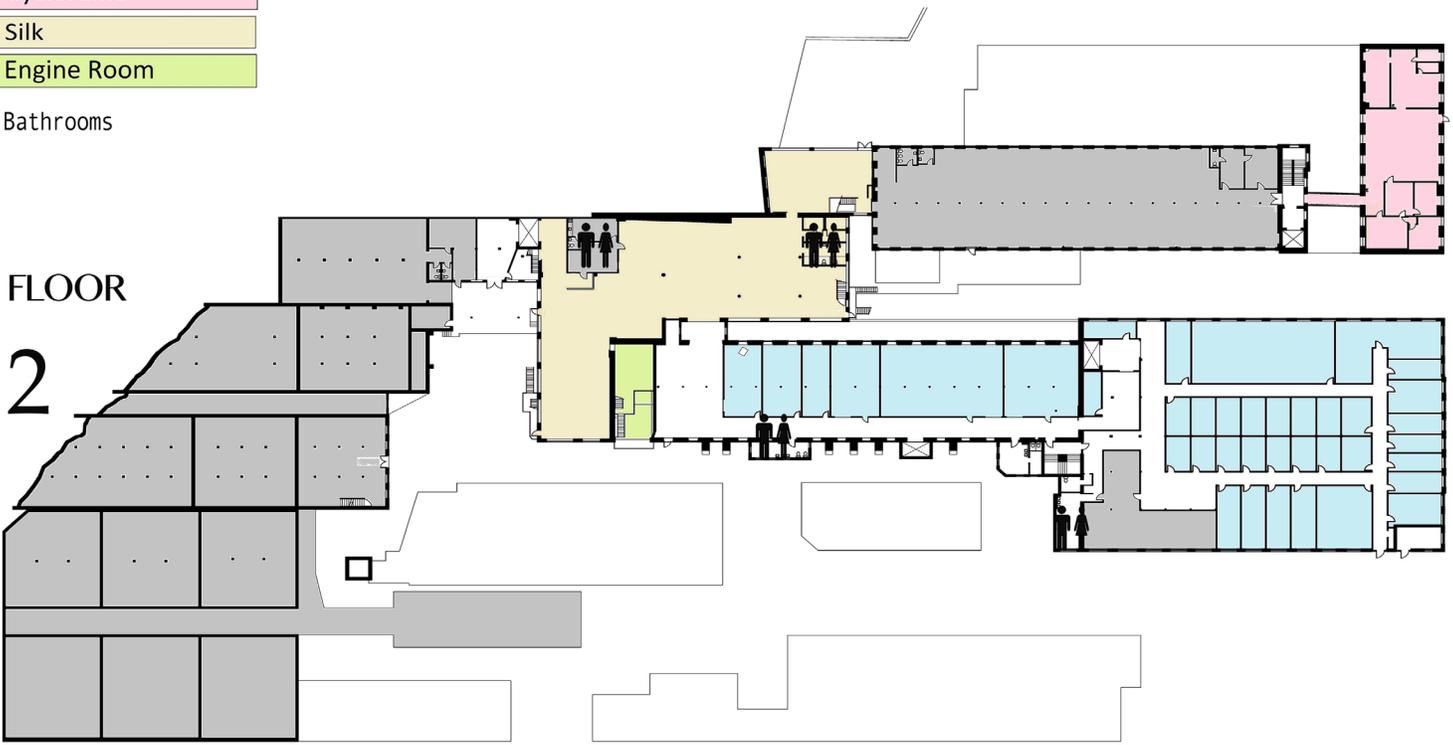


- Authorized Personnel Only
- Private Offices/Workspaces
- Stage - Cyclorama
- Stage - Silk
- Stage - Engine Room

- Bathrooms

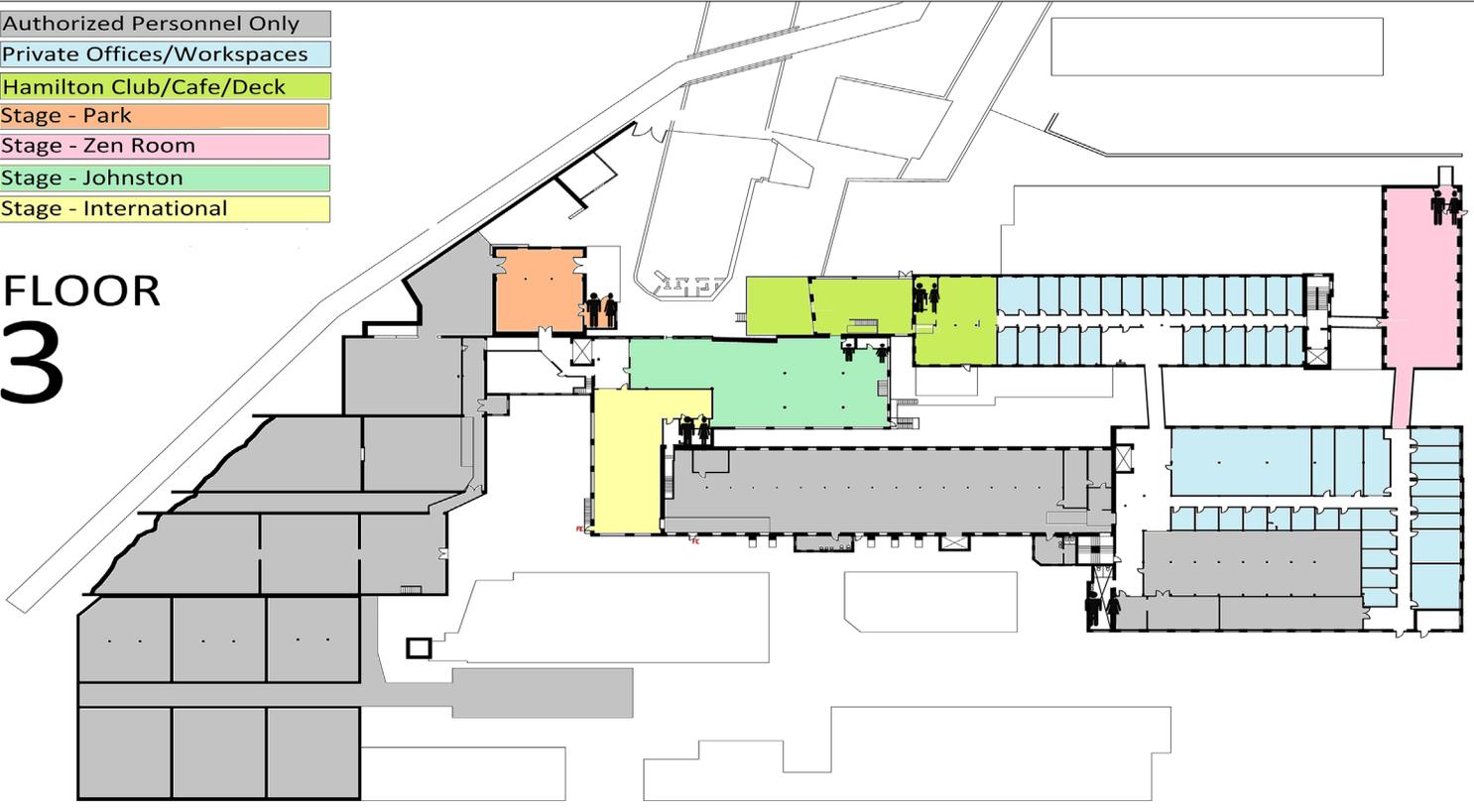
FLOOR

2



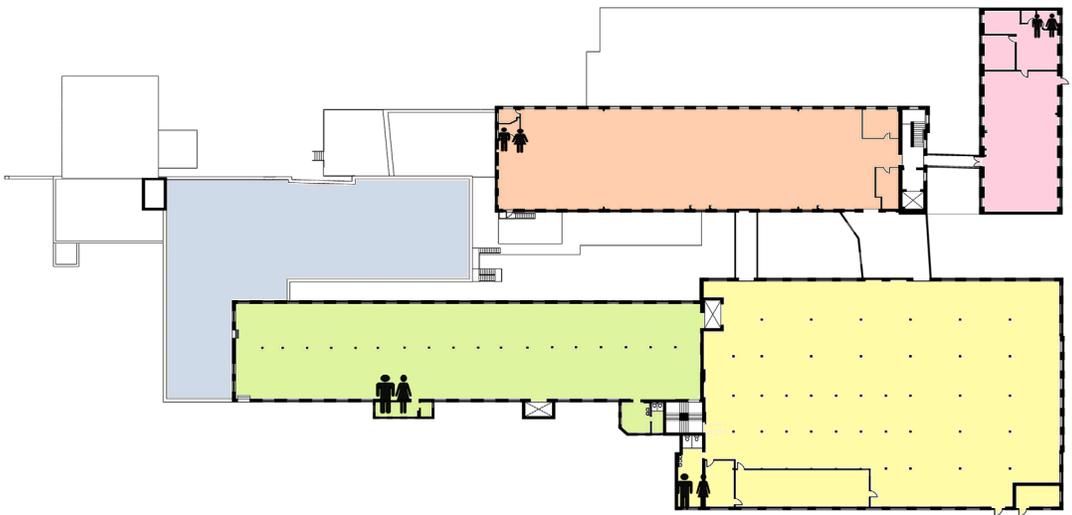
- Authorized Personnel Only
- Private Offices/Workspaces
- Hamilton Club/Cafe/Deck
- Stage - Park
- Stage - Zen Room
- Stage - Johnston
- Stage - International

FLOOR 3



- Stage - Loft
- Stage - Linen
- Stage - Hemp
- Stage - Jute
- Stage - Rooftop

FLOOR 4

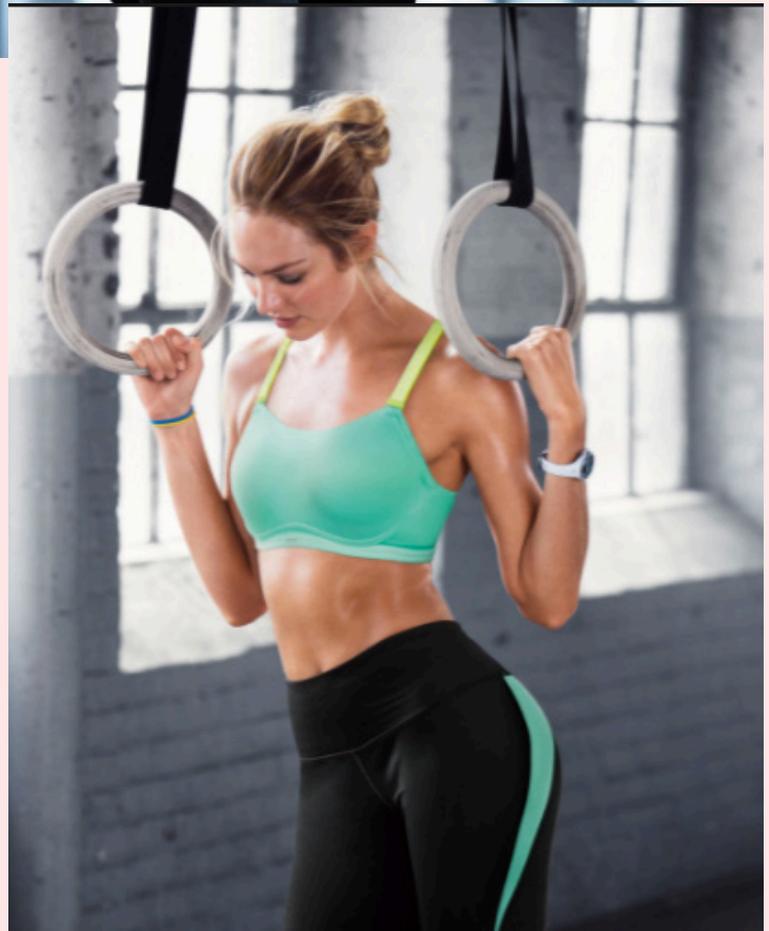


Fashion

Victoria's Secret Sport shoots line at Art Factory

VICTORIA'S
SECRET HAS
BUILT A HUGE
SPORTSWEAR
BRAND IN

JUST TWO YEARS. THE BRAND'S
SPORT LINE GROSSED BETWEEN
\$200 AND \$250 MILLION IN
ANNUAL SALES FROM \$0 two
years ago, according to a recent
report by Morgan Stanley. Analysts
say the brand could eventually grow
to \$1 billion. Much of the VS Sport
line advertising was shot at the Art
Factory to be displayed in print and
on monitors in and outside Victoria's
Secret stores nationwide. Victoria's Secret
"Angels" including Candice, Alessandra,
Martha, Elsa and Adriana represented the
brand in the Art Factory.



Fashion

Calvin Klein, Dennis Basso, Reebok, Nike, Everlast...



Calvin Klein chooses celebrity photographer Boo George to shoot at Art Factory. Klein's latest campaigns have been inspiring us to do all sorts of things. Its latest goal: moving us to work out. As per the usual drill, CK has recruited a couple of devastatingly attractive models for its posters. The Spring 2016 campaign for Calvin Klein Performance SS16, shot by Boo [George in the Linen Stage at the Art Factory](#), stars model [Maud Welzen pushing, sweating and reaching in her CK activewear](#).



[Dennis Baso Visits Art Factory](#)

Dennis Baso serves pure elegance for his fall-winter 2016 campaign photographed by Bernard Hunt. Starring model Hilary Rhoda, the black and white images were photographed at the Art Factory in Paterson, New Jersey. In the advertisements, the American model layers up in fur coats, slip dresses and leather gloves. For beauty, Hilary poses with her hair in a slicked back style with a natural looking makeup look.



Film

“Hollywood East” new moniker for Art Factory

FILM-MAKERS, photographers advertising agencies and production companies nationwide and from countries as far away as the UK and South Korea are pouring into the Art Factory for their film and photo shoots. The combination of raw historic factory space, modern studio environments and such amenities as a catering café, dressing rooms, props and abundant loading serve as an ideal location for film and photo shoots. Sitting comfortably within a 25 mile radius of Columbus Circle in NYC designated as “the zone”, a near daily influx of professionals from Manhattan, Brooklyn, Queens and California descend on the Factory for shooting commercials, television shows, music videos, fashion lines and promos.

Disney, Universal, Warner Brothers, History Channel, Discovery Channel, ESPN, NBC, CBS, ABC, Cadillac, BMW and many others amongst their clients, Art Factory’s new reputation as “Hollywood East” continues to grow.



Jon Bon Jovi arrives in the Art Factory in his home State of New Jersey to shoot a video for his thirteenth studio album *This House is Not for Sale*. It is their first studio album without former lead guitarist Richie Sambora and the first album to feature the band’s new lead guitarist Phil X and it is also the first album where bass guitarist Hugh McDonald is credited as an official member after being an unofficial member since 1994.



Film

Dodge prototype for Star Wars promotional blitz at TheArtFactory

The automaker provided eight Dodge Hellcat Chargers for a Hot Wheels promotion with Uber in New York that coincided with the toy car maker's release of Star Wars: The Force Awakens merchandise.

Uber users were able to ride in the Star Wars First Order Stormtrooper Chargers for free by using the code HOTWHEELSFF.

The Chargers take on the look of the Hot Wheels Stormtrooper cruiser.

Riders received an official Star Wars: The Force Awakens Hot Wheels diecast car.

Hot Wheels officials said they picked the Charger because it [“embodies the look and feel of the Hot Wheels Stormtrooper diecast car and is sure to turn heads when traversing on the streets of NYC on ‘Force Friday.’”](#)

A Fiat Chrysler Automobiles spokeswoman said the Hot Wheels collaboration is a one-time promotion that is independent of the company's recently announced promotional partnership with Lucasfilm for the upcoming movie.

The Walt Disney Co., which owns the Star Wars franchise, on Friday began a global rollout of merchandise -- including toys, comics, books and clothing -- related to the new movie, which premieres in December.





1. Art Factory 70 and 60 Spruce Street
2. The Paterson Museum/Rogers Locomotive Erecting Shop (c. 1871)
3. Raceway System – Upper Park Area and Spillway (c. 1792-1838)
4. Great Falls Historic District Cultural Center
5. Great Falls National Park
6. Hamilton Statue / Overlook Park
7. S.U.M. Dam (c.1838) controls water flow to the raceways
8. Hinchliffe Stadium (c.1932)
9. Art Factory Live-Work 468 Totowa Ave.
10. Rt.80



Our Members

How to Join

POSITIVE ENERGY IS CREATED @THEARTFACTORY, WHERE PERSONAL GROWTH AND SUCCESS IS NOURISHED BY OUR STRONG COMMUNITY OF ENTREPRENEURS AND CREATIVES WHO SHARE YOUR GOALS AND VALUES.

OUR MEMBERS EMBRACE THE POSSIBILITIES OF LIFE WITH THE FREEDOM TO CARVE THEIR OWN DESTINIES SURROUNDED BY A COMMUNITY OF COLLABORATORS WHO SHARE RESOURCES INCLUDING INSPIRING SPACE, SHOPS, EQUIPMENT, UTILITIES, **WI-FI, KITCHEN, GARDEN AND GALLERIES FOR A SMALLER CLIMATE FOOTPRINT AND MANAGEABLE COST.**

OUR CULTURE OF OPEN COLLABORATION IS BASED ON OUR BELIEF IN NETWORKING AND SUPPORTING EACH OTHER'S PROJECTS BY BUILDING THE COMMUNITY AND MENTORING AND OFFERING ASSISTANCE AND ADVICE SO YOU HAVE THE INFRASTRUCTURE NECESSARY TO MAKE IT ON YOUR OWN.

[BOOK A TOUR](#)

