



## TRADES

Friday, May 7, 2010

### **Kristen Stewart goes 'On the Road'**

Kristen Stewart, Sam Riley and Garrett Hedlund are walking the line for Walter Salles' long-anticipated big-screen adaptation of Jack Kerouac's "On the Road." Shooting is set to begin in August on the \$25 million production, backers said Thursday. Salles producer partner Rebecca Yeldham is teaming with French production banner MK2, which snapped up the rights and will produce the pic in collaboration with Film4 in the U.K. and Videofilmes in Brazil. Salles traveled across the U.S. in Kerouac's footsteps to work out the adaptation, filming a documentary on the search for "On the Road" as part of his preparation. Oscar-nominated scribe Jose Rivera ("The Motorcycle Diaries") has penned the adaptation for Salles.

### **Jimmy Horowitz named Universal Pics chief**

Universal has promoted Jimmy Horowitz to president of Universal Pictures. The move elevated Horowitz from co-president of production and executive vp and brings the exec into a more strategic role within the company, involving him in all business initiatives, including the digital and 3D arenas. Horowitz, who will report to Universal Pictures chairman Adam Fogelson and vice-chairman and COO Rick Finkelstein, will also help manage day-to-day operations. Horowitz will also oversee Universal's partnership with Chris Meledandri's Illumination Entertainment and its relationship with Relativity Media.

### **Michael Imperioli to star in 'Foreclosure'**

Michael Imperioli has been cast as the lead in writer-director Richard Ledes' horror-thriller "Foreclosure." The former "Sopranos" star joins Wendell Pierce, Bill Raymond, Jeff Burchfield, Meital Dohan, Brandon Gill, Spencer List, Tristan Laurence Perez, William Stone Mahoney and Roger Robinson in the creeper. With a tagline of "ghosts don't move out," "Foreclosure" sets its action in a nearly empty, economically depressed neighborhood block, amid the real-life context of the mortgage crisis where so many homes are bank-owned.

### **G4 gets 'Attack of the Show' spinoff**

G4 has ordered a spinoff of its top-rated series "Attack of the Show," where two hosts will conduct wacky science experiments. "It's Effin' Science" started as a popular segment in "Show" and is now getting a 10-episode series order. In each episode, comedian hosts Angie Greenup and Marc Horowitz, along with engineer Chad Zdenek, set out to push the boundaries of homemade experimentation. Segments include trying to build a hoverboard as in "Back to the Future II," blasting a Port-a-Potty 100 feet into the air and trying to construct night-vision goggles.

### **Liam Gallagher backs Beatles movie**

Plans to bring Richard DiLello's memoir of his years at the London headquarters of The Beatles' record company Apple to the big screen are gathering pace. British production label Revolution Films, run by producer Andrew Eaton and filmmaker Michael Winterbottom, is developing the project with the book's current rights owner, former Oasis frontman Liam Gallagher. Eaton and company are expected to launch the project to buyers and sellers alike during next week's Festival de Cannes. DiLello's memoir, "The Longest Cocktail Party," details his time at the label's Savile Row offices in London at the end of the 1960s and is an insider's view of the crazy goings on during that period of The Beatles' life.

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