PRODUCTION DESIGNER ROBERT STROMBERG TO RECEIVE
HOLLYWOOD FILM FESTIVAL'S HOLLYWOOD PRODUCTION DESIGNER
OF THE YEAR AWARD AT FESTIVAL’S 14TH ANNUAL
AWARDS PRESENTATION, OCT. 25

LOS ANGELES, September 7, 2010 - - Academy Award® winning Production Designer
Robert Stromberg, whose work has been most recently featured in Tim Burton’s Alice in
Wonderland and James Cameron’s Avatar, will receive the Hollywood Film Festival’s
Hollywood Production Designer of the Year Award at the Festival’s October 25
Hollywood Awards Gala Ceremony, it was announced today by festival founder and
president Carlos de Abreu. Stromberg’s selection followed a recommendation to the
festival by the Art Directors Guild Council.

Stromberg was first introduced to Cameron in 2005. They immediately formed a unique
creative relationship, which eventually evolved into the creation of “Pandora” for the film
Avatar. Stromberg along with Rick Carter became co-production designers for the film
and in 2009 they won the Academy Award® for Best Achievement in Art Direction for
this work. In addition, Stromberg and Carter were honored with the Art Directors Guild’s
Excellence in Production Design Award and the BAFTA Film Award for Best Production
Design for Avatar.

In 2008, Stromberg was introduced to Burton and again a creative bond was formed and
Stromberg was hired as the production designer on Alice in Wonderland (2010).
Together they created a unique spin on the offbeat universe of this classic tale.

Stromberg will be honored during the Hollywood Film Festival's black-tie Hollywood
Awards Gala Ceremony banquet before a gathering of 1,200 industry and guild
executives, stars, celebrities, filmmakers and media, from the International Ballroom of
the Beverly Hilton Hotel in Beverly Hills. Previous recipients of the Festival's Production
Designer honors are Robert Boyle, Henry Bumstead, Rick Carter, Stuart Craig, William
Creber, Dante Ferretti, Sarah Greenwood, Grant Major, Harold Michelson and John
Myhre.

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NOTE TO MEDIA: A photo image of Robert Stromberg is available electronically by
contacting Nicole Bamber.

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