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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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