



## **DEBORAH CALLA**

### **WRITER/PRODUCER**

Deborah Calla, a native of Brazil, has been working since 1999 both in the US and abroad in the production and development of feature films, television programming and commercials.

Calla's latest effort as the Brazilian producer is "Beat the World" now in post-production. Beat the World is 2010 Sony domestic release.

In "A Beautiful Life," (released theatrically in October 09) and starring Dana Delany, Debi Mazar, Bai Ling, Jesse Garcia, Rena Owen, Angela Sarafyan and directed by Alejandro Chomski, Calla served as the co-writer and producer of this festival indie.

Calla has also produced the comedy-feature "Dream House," starring Justin Theroux, Christina Haag and Anthony Hayden Guest; the drama "Lehi's Wife," starring James Green and Kathryn Joosten, directed by Wendy Hammond. She has also co-produced "Lost Zweig," a feature film starring German actor Rudiger Vogler and Austrian actress Ruth Reiser, filmed in Rio de Janeiro, Brazil.

For television, Calla has produced a half-hour program for TNT BRASIL on the 500th Anniversary of Brazil; a biography series on Latino artists for HBO Latino; a series on human-interest and Hollywood stories for SAT 1 (Germany); "Ushi," a one hour show for Endemol (Netherlands); a children's series of short segments for Fox

Latin America; a one hour pilot for Prisa Entertainment, the largest media conglomerate in Spain.

In 2003, Calla produced the first ever-English language telecast of Brazil's Carnival for the Travel Channel in partnership with Terry Jastrow, a seven-time Emmy winner. The program was narrated by Oscar-nominated actor Anne Archer.

In 2004, Calla produced and directed Carnival in Rio, a 90-minute program in co-production with Globo International, hosted by Lynda Lopez for the Travel Channel, as well as a series of ground-breaking commercial spots for Kirshenbaum Bond & Partners and Euro RSCG. In the same year, Calla also produced "Postcards from Rio," a series of short segments for WCBS.

Calla has also worked with Sony International Television on the development and the launching of Teleuno, a Latin American Network.

Calla is the chair woman of the Producers Guild of America (PGA) Diversity Workshop and the executive director of the Brazil program of the Los Angeles Latino International Film Festival in 2005 and in 2006, as well as a member of the Advisory Board of the Los Angeles Brazilian Film Festival (LABRFF).

Together with SAG, AFTRA, WGA, WIF, Calla, representing the Producers Guild Of America, has put together an event at the Museum of Tolerance commemorating the creative efforts of Afghan Women Writers on International Women's day.

Calla is also a Huffington Post blogger and a published author of two non-fiction books - two by Putnam and one by Scholastic - as well as a number of articles for such publications as Vogue and Harper's Bazaar.

Calla is the founder of The Love Project Inc. ([www.theloveprojectinc.com](http://www.theloveprojectinc.com)) a website devoted to essays by well known writers as well as interviews, blogs, photos and video on and about love and life.