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Libre Studio execs launch Cinevolve

By Gregg Goldstein

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NEW YORK -- Former Cinema Libre Studio execs Arik Treston and Nicole Ballivian are launching another specialty film distribution outfit, Cinevolve Studios.

Backed by private equity funding, the Los Angeles-based company is set to make its debut this winter with theatrical, DVD, digital, TV/PPV and international sales divisions. Film funding and production divisions are slated to begin operations next year.

Cinevolve is now in the process of acquiring indie features for distribution. Its mission statement, according to Ballivian, includes "open communications and transparency with its filmmakers, including filmmaker access to their film's financial information." The company plans to announce a marketing partnership with "a growing social-networking site" and hopes to develop distribution labels with outside production companies.

Treston was previously president of distribution at Cinema Libre, where he helped launch its DVD distribution division and oversaw the release of such films as Tim Robbins' "Embedded Live." Ballivian served as the company's vp international sales, oversaw post-production on its features and worked on theatrical booking.

Treston will continue running his other businesses, including indie film home entertainment consulting firm Green Tonic and production co. Standing Room Pictures.

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