

THE DIALOGUE

JULIE DELPY | *BEFORE MIDNIGHT*

BILLY RAY | *CAPTAIN PHILLIPS*

BEAU BORDERS, ANDY KOYAMA | *LONE SURVIVOR*

ERIC WARREN SINGER | *AMERICAN HUSTLE*

ALEXANDRE DESPLAT | *PHILOMENA*

BARKHAD ABDI | *CAPTAIN PHILLIPS*

# AwardsLine

FEBRUARY 12, 2014 ACTORS AND WRITERS

WHAT  
MAKES  
AN OSCAR  
WORTHY  
PERFORM-  
ANCE?



Crafting an iconic scene is part planning, part spontaneity and part pure luck.

# SIGNED, SEALED, DELIVERED

The Oscar envelope is meant to be just as iconic at the statuette itself.

**L**ong before the red carpet rolls out, stationery designer Marc Friedland is thinking about ways to improve on the Oscar statuette's most important accessory: The envelope that carries the names of the winners. Friedland completely redesigned the official enclosure three years ago with the idea that it would be beautiful enough to become a keepsake for the winner and functional enough to be unobtrusive.

"The idea was to come up with a signature envelope that was a companion to the statuette. But like every great Hollywood personality, it gets a little makeover from time to time," Friedland explains.

Last year's nip and tuck made the winner's name more accessible. "We (widened) the seam and soaped the sides, so that (the card) slides out more easily," Friedland says.

Prior to Friedland's involvement, the envelope was more of a "perfunctory tool to keep the winner secured." But these days, the handcrafted piece is about style and substance. Using specially designed paper from a 17th-century-era mill in Bavaria, Friedland's team creates three sets of envelopes and three sets of winners cards for every nominee. Once the PriceWaterhouseCoopers tabulators have arrived at a clear winner for each category, they stuff and seal the sets. There's a set for each of the two accountants, then one emergency backup that's destroyed after the ceremony.

However, the 2013 ceremony required a fourth set for First Lady



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Michelle Obama, who announced *Argo* as best picture from the White House. Nevertheless, the Academy of Motion Picture Arts and Sciences couldn't run the risk of anyone knowing the winner ahead of time.

"Even the Secret Service didn't preopen that envelope to check the contents before she opened it live on air," Friedland says. **CHRISTY GROSZ**

## FLASH MOB The ASC honors its own.

AMERICAN SOCIETY OF  
CINEMATOGRAPHERS AWARDS

Feb. 1, Hollywood



1) Feature film winner Emmanuel Lubezki 2) Career Achievement in Television Award recipient Richard Rawlings Jr. and Cheryl Ladd  
3) Board of Governors Award recipient John Wells and Margo Martindale