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Jonathan Bross



Sophia Bross

Entertainment startup mixes music, movies

By Chris Gardner

Jonathan Bross, Sophia Bross, Lisette Bross and Brett Nemeroff have teamed to launch the diversified entertainment company Velvet Steamroller.

The company, which launches with a goal of financing and producing film and music projects, comes out of the gate with a slate of projects already in the pipeline. On the film side, the company has teamed with Raw Nerve — the horror division of GreeneStreet Films — Bloodworks and the Steel Co. to produce “2001 Maniacs,” which picks up where Herschell Gordon Lewis’ cult classic “Two Thousand Maniacs!” left off. It stars Robert Englund and Lin Shaye for helmer Sullivan in the story, which follows a group of sex-crazed college kids who must fight against the ghoulish residents of Pleasant Valley, Ga.

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Velvet

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Christopher Tuffin, Brett Nemeroff, Eli Roth and Scott Spiegel are producing.

Velvet Steamroller is also rolling ahead with “There’s a God on the Mic,” a documentary examining Kool Mo Dee’s controversial book. It centers on the rapper’s 17-element rating system for ranking the greatest MCs of all time. The film will feature concert footage and interviews with rap stars including Will Smith, Melle Mel, Chuck D and Doug E. Fresh. The film was written, directed and produced by Kool Mo Dee and Nemeroff. Kelly Crean executive produced.

In addition to film projects, Velvet Steamroller is dabbling in music with “Shining Through the Rain,” a new album from Percy Sledge that was released in late August.

“We are excited to have gotten our start in this business with professional and reputable industry partners such as GreeneStreet, Bloodworks, Raw Nerve, Percy Sledge and Kool Mo Dee,” Jonathan Bross said. “We plan to continue to associate with experienced companies and individuals to develop, produce and market quality, high-profile projects with wide market appeal.”

Added Sophia Bross: “As an entertainment production fund, Velvet Steamroller’s primary goal is to get involved with profitable projects. Having managed a horror feature, a record project, a documentary and a comedy short, we feel comfortable that we have a talented team that can manage a diverse range of high-quality music and film projects.”

Velvet Steamroller is headquartered in Los Angeles, with an office in Chicago. ■