



VM-Productions Launches New Internet Shop To Support The Arts

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URL: <http://www.pr9.net/ent/movies/5193march.html>

In VM-Productions new high-quality Shop-For-The-Arts the customers can buy the products they need for their everyday life, products that VM-Productions personally use and/or recommend. At the same time it benefits the arts, including VM-Productions unique Dostoevsky-L.A project.

PR9.NET March 02, 2007 - Santa Monica. VM-Productions is pleased to announce the launch of their new Shop for the Arts (www.shadesofday.com/VMP/shop.htm). Here they give the people who feel they want to support the arts, an opportunity to do so, when they buy the products they need for their everyday life. And they don't need to spend any additional money outside of their normal monthly household budget.

"Imagine a society with no art, no literature, no statues, no paintings, no great works of any kind", says Vitaly Sumin, director, writer and producer for VM-Productions. "Imagine the impact on the quality of life for all of us. I'm sure it's no perspective any of us want to imagine. And we all know the difficulties the artists of today face". By buying products in the shop the visitor support VM-Productions unique trilogy, the Dostoevsky L.A project, where they make the classic author Feodor Dostoevsky available to completely new generations. A writer who has had a profound influence on the 20th century culture. The first film in the planned trilogy, "Shades of Day" is already completed, and was last year selected by Rutgers University to be part of their cinema studies curriculum along with a number of classic films by Bertolucci, Visconti, Scorsese, Bresson, Schrader and Kurosawa.

VM-Productions is now in preparation for the second film "Notes from the New World", which is based on Dostoevsky's classic novel "Notes from the Underground", but it takes place in modern day L.A. The Dostoevsky-L.A project is only the first part in VM-Productions bigger "Literature to People" project where they later will make other classic authors available to new generations, by modern cinematographical adaptations.

"The mission for our online store is to only offer high-quality products carefully chosen by us, products that we personally use and/or recommend", continues Sumin. "Since we believe in a healthy, environmental friendly life style we have striven towards having as many items as possible in our store which supports this lifestyle. We also have products for writers and filmmakers as well as for movie and book lovers and other artistically oriented people. Plus of course that little extra something, when you feel that you want to indulge yourself and your loved ones. Our goal is to make people return to our shop because they know they can find the quality products they are looking for at a bargain price, at the same time supporting a worthwhile cause. It's a win-win situation", concludes Vitaly Sumin.

Contact:
Vitaly Sumin
VM-Productions
1247 Lincoln Blvd
Santa Monica, Ca 90401
vm_prod@hotmail.com
www.shadesofday.com

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About VM-Productions

VM-Productions is developing and producing quality films based on original stories and masterpieces of the world literature dealing with a variety of contemporary issues often neglected by mainstream cinema (both by the studios and the 'independents'.) VM Productions produces some of its movies under the sponsorship of the prestigious, 34 year old, non-profit organization New Playwrights Foundation (NPF) of California, focusing on the support of highly original local writers and filmmakers.

Website: <http://www.shadesofday.com>