

TV

Posted: Thurs., Aug. 16, 2007, 3:56pm PT

 DISCUSS |  EMAIL |  PRINT |  CONTACT |  RSS

'Daisies' to bloom at N.Y. TV festival Sonnenfeld pilot part of 'premiere week'

By SAM THIELMAN

A special screening of ABC's frosh dramedy "Pushing Daisies" will be among the highlights of this year's New York Television Festival. The Sept. 6 screening at Off Broadway's New World Stages is part of the fest's "premiere week" and will be open to the public.

The fest, in part a mixer for new talent and network execs looking for talent, fetes high-profile television shows with a week of red-carpet premieres, and then holds its independent pilot competition. "Pushing Daisies," created by Bryan Fuller and directed by Barry Sonnenfeld, is the most anticipated pilot yet to land at the fest.

Last year, premiere week included ABC's "Knights of Prosperity" and NBC's "Kidnapped," and rewarded shows like the anime spoof "Squid Dragon Legend" with seed money and meetings with development execs at interested networks.

"Networks' development budgets are finite, and they're always looking for new talent," said pointed out fest founder and director Terence Gray. "Without having spent a dime, they can come and watch our content and then meet the people involved."

Two of the independently produced pilots at the fest sold through to networks last year - one to A&E, and one to cabler Versus. This year, the 28-show lineup for the pilot competition features the animated "Stuperheroes" and the puppet comedy "Apartment 413."

Sponsor Procter & Gamble is looking to aid the expansion of the fest's independent TV portion. Their production company Procter & Gamble Prods. is wrapping up a talent search for "The Procter and Gamble Productions Players," who will present a live performance at the fest and help to develop "The Procter and Gamble Productions Comedy Hour."



THE COMPANY
Three week television event

- About The Company
- Cast Video Interviews
- Q&A with principals
- More show info.

[CLICK TO PLAY](#)

 **TALK BACK!**

HAVE AN OPINION?
Now's your chance to talk back. Click on the icon within the article to share your thoughts.



Daily Variety
Without the smudgy fingers

[CLICK COVER FOR DIGITAL EDITION](#)
[CLICK HERE FOR ARCHIVES](#)
[FAQ](#)

PAST ISSUES:
Tuesday 08/14/2007
Wednesday 08/15/2007
Thursday 08/16/2007

-- Advertisement --

Web Exclusive

 DISCUSS |  EMAIL |  PRINT |  CONTACT |  RSS

TALKBACK:

[VIEW ALL DISCUSSIONS](#) | [COMMENT ON THIS ARTICLE](#)

Have an opinion about this article? Be the first to **comment**

RELATED ARTICLES:

[Fred Silverman books 'Library' - 8/16/07 8:00pm](#)

[No Good going to TV - 8/16/07 8:00pm](#)

[WE readies for 'Wedding' - 8/16/07 7:33pm](#)


Women's Impact Report
Spotlight on the industry's femme movers and shakers

Filmmaker: Naomi Kawase
Critical favorite directed 'Mourning Forest'

[MORE FROM WOMEN'S IMPACT REPORT >](#)

award central: emmys

'Idol' trying to beat 'Race' to finish line
Reality: Competition Series

Sponsored By:   [MORE EMMY NEWS >](#)

NBC pilots VOD spree - 8/16/07 7:22pm

Jackman pacts with CBS Paramount - 8/16/07 7:20pm

TNT lacking 'Company' - 8/16/07 7:19pm

Ads By Google

Attend Sundance Premieres

Walk the Red Carpet at Sundance as an Indievest Member. Learn More. www.indievest.com

Jobs in NY Entertainment

Search Our Database of Film, TV & Reality TV Castings. Check it Out! InstantCast.com

NMWA Film Festival

NMWA 20th Anniversary Festival of Women's Film and Media Arts 9/25-30 nmwa.org

Newsletters

[VIEW SAMPLES >](#)
[SIGN UP >](#)

Productions

[FILM SUBMISSIONS >](#)
[TV SUBMISSIONS >](#)

Festival Listings

[GUIDE FORM >](#)
[SUBMISSION DEADLINES >](#)

Real Estate

[FEATURED LISTING >](#)
[VIEW ALL LISTINGS >](#)

-- Advertisement --

Featured Jobs

Billing Clerk
UNIVERSAL CITY
CA NBC Universal

Assistant to Head of Acquisitions - Focus Features
UNIVERSAL CITY
CA NBC Universal

Human Resources Coordinator
NEW YORK
NY NBC Universal

Commercial / Traffic Operations Administrator
NEW YORK
NY NBC Universal

KEYWORD

CATEGORY

CITY:

State

[VARIETYCAREERS.COM >](http://VARIETYCAREERS.COM)

[SUBSCRIBE](#) [LOGIN](#) [ABOUT US](#) [ADVERTISE](#) [CONTACT US](#) [HELP](#)

RELATED SITES: [Broadcasting & Cable](#) [Multichannel News](#) [Video Business](#) [ContentAgenda](#) [Twice](#) [Stylephile](#) [LA 411](#) [NY 411](#) [Media Jobs](#)

© 2007  Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this website is subject to its [Terms & Conditions of Use](#). View our [Privacy Policy](#).

MEDIA & PUBLISHING:

Variety | LA 411 | New York 411 | Video Business | ContentAgenda | Broadcasting & Cable | Multichannel News | Publishers Weekly | Library Journal | School Library Journal | Criticas | Tradeshow Week

BUSINESS & PRINTING:

DM2-DecisionMaker | Zibb | Packaging Digest | Graphics Arts Monthly | Graphics Arts Blue Book | Converting | Expert Business Source | HotFrog USA | The Industry Measure

ELECTRONICS:

EDN | Twice | Electronic News | Electronic Business | Test & Measurement World | Semiconductor International | Semisource | Instat

MANUFACTURING:

Design News | Control Engineering | Plant
Engineering | Purchasing | Purchasing Data | Logistics
Management | Industrial Distribution | Supply Chain
Management Review | Modern Materials Handling |
Manufacturing Business Technology | Kellysearch

GIFTS & FURNISHINGS:

Furniture Today | Home Textiles Today | Home Accents
Today | Casual Living | Kids Today | Gifts & Decorative
Accessories | Playthings | Jirs, Circ, Keystone

HOSPITALITY:

Hotels | R&I | Chain Leader | Foodservice Equipment &
Supplies

BUILDING & CONSTRUCTION:

Consulting Specifying Engineer | Interior Design | Bldg
Design & Construction | Construction Equipment |
HousingZone | Professional Builder | Professional
Remodeler | Associated Construction Publications | Reed
First Source | RS Means | Reed Construction Data |
Building Team Forecast | Reed Construction Bulletin |
Reed Connect