

Packing for Cannes

The essentials ... from Oscilloccinum to condoms

BY BEVERLY GRAY

Stocking up on medication is a crucial part of prepping for Cannes, says Chevonne O'Shaughnessy, vp international sales at PM Entertainment. She swears by the amino-acid supplement melatonin as a way to conquer jet lag. On the plane flight over, believers use it to "stimulate the part of your brain that triggers deep sleep." Once there, "you just have a cup of coffee and you're back to your normal self," she says. Other popular **medications**: Vitamin C and Oscilloccinum (for nipping colds in the bud) and Dramamine (to quell queasiness while dining on yachts).

On the clothing front, men must remember to bring a **tuxedo**. "You have to wear a tux, the stupidest piece of clothing ever invented," grumbles Paul Almond, executive vp production and acquisition at Live Entertainment. Once he forgot to pack his tux shirt and "wound up spending \$200 for a shirt I've only worn four times in my life." Jason Baum, a vp at Arrow Entertainment, warns travelers not to forget their manners, so as not "to punch out those guys who won't admit you without the 'correct' tuxedo."

Women should bring extra hosiery and not-too-gauche **flat-heeled shoes** for walking long distances in evening gowns. Band-Aids for blistered toes and heels are a must.

As any world traveler will tell you, grooming habits vary widely from nation to nation. Visitors to the south of France should pack all the essentials — from favored deodorants to shaving cream. Gary Daniel, an actor and martial arts expert, always takes along his **dental floss**. "It's very important to have a nice smile at Cannes," he says.

Finding the right hardware in glitzy Cannes can be a nightmare, so correct planning is



essential. Joe Drake, a sales vp at Rysher Entertainment, never forgets his "Timbuktu Kit," which is stocked with wire splitters, **phone adapters** and screwdrivers of all sizes. The kit gets its name from the belief that "if I end up in Timbuktu, I can still hook up a modem line."

A **Swiss army knife** is invaluable, say Victoria Plummer and Jean Ovrum, co-presidents of Trident Releasing. The implement can be used for business — pulling nails out of posterboard — or pleasure — uncorking bottles of Puligny Montrachet. The duo also travel with small flashlights to navigate dark passageways of rented villas.

Distributors develop a special packing regimen, usually focusing on the bread-and-butter items like deal memos, business cards, stationery, screening cassettes, promotional posters and the like. Tony Pines of Concorde-New Horizons also recommends bringing along plenty of **Velcro** ("you can never have enough") and a list of people "who owe money."

The folks over at Troma Pictures have a decidedly different agenda. Among the items they bring: **honeydew melons** for demonstrating head-crushing effects, Bromo Seltzer and green food coloring for creating nuclear-waste effects and a "toxedo" for the Toxic Avenger.

When it comes to overpriced lodgings, visitors need more than a fistful of francs. They also need to bring along **guaranteed reservations**, warns Ted Rosenblatt, president of PFG Entertainment. "Some of the hotels have trouble remembering your reservations as accurately as you've made them. You can't take reservations for granted."

Want to attract a crowd in Cannes or at least get some respect? There are a few items that should do the trick, if you're lucky enough to have packed them in your bags. **Tickets to sold-out events** are the ticket, says producer Dawn Handler. "There's many a friend I have gained or lost over tickets. When you're holding the right tickets for a hot screening, you're a god... or a goddess."

Toting along a **celebrity** can grease the wheels, says producer Rosilyn Heller. She was treated like royalty when she was accompanied to Cannes by actor Jeff Bridges, who shared a producer credit with her on "American Heart."

No star in sight. Try a **yacht**. Lila Cazès of Lumière Films annually rents a fully staffed pleasure boat to entertain industry movers and shakers. The expense is worth it: Two years ago she hosted director Mike Figgis on board, and by the time breakfast was over they had a deal to make "Leaving Las Vegas."

We'll let producer Julia Phillips have the last word on Cannes essentials: "Bring **condoms** and your platinum card." □