



The House on the Rock

This 30- minute television special *The House on the Rock* featured the famed historical landmark in Spring Green, Wisconsin. The architectural wonder was built in the 1940s on a sandstone formation and presented quite a challenge to Ortiz and multi-E Emmy award-winning Wealth TV Producer and Director Terry Wilson.

Shot in only 5 days with minimal staff and support equipment, Ortiz photographed a magical mystery tour on professional broadcast Sony high definition cameras, lit with two small light kits customized by Ortiz. Shooting around the globe has taught Ortiz to be creative with his lighting techniques.

“You have to take advantage of existing ambient lighting conditions and supplement with what can be brought out from home,” said Ortiz. “You also have to be careful not to over light a room while at the same time having enough exposure for your host to look good.”

Stand ups was done with a Lowel 2k softbox and back lit with a small 150w Prolight while the backgrounds were lit with existing incandescent tungsten lamps supplied by the museum. The red and amber colored rooms helped create a rich lighting palate that complimented look of the production.