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# Variety to Honor Creative Impact Awards at Palm Springs Festival

## Description

Posted by Larry Gleeson

LOS ANGELES, CA â?? (December, 2016) *Variety* is thrilled to announce its lineup for their annual Creative Impact brunch at the Palm Springs Film Festival. This year *Variety* will be honoring Viggo Mortensen (star of *Captain Fantastic*), Jeff Nichols (director of *Loving*), and Pharrell Williams (producer of *Hidden Figures*) with their Creative Impact Awards. The brunch is presented by Mercedes-Benz and located at the Parker Palm Springs.



Vice President and Executive Editor of Variety, Steven Gaydos (Photo courtesy of Variety)

**â??Viggo Mortensenâ??s tremendous work in Bleecker Streetâ??s â??Captain Fantasticâ?? has garnered him both a Golden Globe and SAG nomination and we are happy to be honoring him at our brunch for his performance in the film as well as his 30 year career as one of the**

**most daring actors working in cinema today,â?• said Vice President and Executive Editor of Variety, Steven Gaydos. â??In less than a decade, Jeff Nichols has journeyed from the early career promise of â??Shotgun Tales,â?? to the internationally acclaimed achievements of â??Take Shelter,â?? â??Mud,â?? and â??Midnight Specialâ?? to this yearâ??s powerful and moving historical drama â??Lovingâ??. Nichols has already created such an accomplished, visionary body of work that one canâ??t imagine any assessment of current American cinema that doesnâ??t include him near the top of the list of key filmmakers. We are also thrilled to be giving out our first ever Creative Impact in Producing Award to Pharrell Williams for his work on Foxâ??s â??Hidden Figuresâ??. We reward him for championing a film that showcases the incredible true story of Katherine Johnson, Dorothy Vaughan, and Mary Jackson â?? three African American mathematicians working at NASA who helped win the space race in the 1960s.â?•**

Previous recipients have included Will Smith, Charlie Kaufmann, Steve Carell, Robert Marshall, Jonah Hill, David O. Russell, Philip Seymour Hoffman, Charlize Theron and Mark Wahlberg.

**About *Variety***
Variety remains the seminal voice of the entertainment industry for 111 years and counting. Featuring award-winning breaking news reporting, insightful award-season coverage, must-read feature spotlights and intelligent analysis of the industryâ??s most prominent players, Variety is the trusted source for the business of global entertainment. Read by a highly engaged audience of industry insiders, Varietyâ??s multi-platform content coverage expands across digital, mobile, social, print and branded events and summits.

In 2015 *Varietyâ??s* â??Actors on Actorsâ?• on PBS SoCal was awarded the Emmy for best entertainment programming at the Television Academyâ??s 67th Los Angeles area Emmy Awards. â??Actors on Actors,â?• which is an interview special that features pairings of prominent actors discussing their craft, was produced by PBS SoCal in partnership with Variety Media, LLC. Follow Variety on Facebook facebook.com/variety; Twitter, @variety; Instagram, @Variety; Pinterest and Snapchat. The Variety Group â?? *Variety*, Variety.com, Variety Insight, IndieWire, LA 411, NY 411 â?? is owned by Variety Media, LLC, a division of Penske Media Corporation.

**About The Palm Springs International Film Festival**
The Palm Springs International Film Festival (PSIFF) is one of the largest film festivals in North America, annually welcoming more than 135,000 attendees for its lineup of new and celebrated international features and documentaries. The Festival is also known for its annual Film Awards Gala, a glamorous, black-tie event attended by 2,500 guests, presented this year by Chopard and sponsored by Mercedes Benz and Entertainment Tonight.  The Film Awards Gala honors the yearâ??s best achievements in cinema in front of and behind the camera.  The celebrated list of talents who have been honored in recent years includes Ben Affleck, Javier Bardem, Cate Blanchett, Sandra Bullock, Bradley Cooper, George Clooney, Daniel Day-Lewis, Leonardo DiCaprio, Clint Eastwood, Matthew McConaughey, Julianne Moore, Brad Pitt, Eddie Redmayne, Julia Roberts, David O. Russell, Meryl Streep, and Reese Witherspoon.  PSIFF is organized by The Palm Springs International Film Society, a 501(c)(3) charitable non-profit organization with a mission to cultivate and promote the art and science of film through education and cross-cultural awareness.

For more information, call 760-778-8979 or 800-898-7256 or visit www.psfilmfest.org.

Mercedes-Benz

**About Mercedes-Benz USA**
Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States.  MBUSA offers drivers the most diverse lineup in the luxury segment with 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the Mercedes-AMG GT S.

MBUSA is also responsible for Mercedes-Benz Vans and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com

andwww.smartusa.com.

Accredited journalists can visit our media site at www.media.mbusa.com.




**About Parker Palm Springs**
Situated on 13 lush acres, the Parker Palm Springs is an estate where luxury is fun. Designed by Jonathan Adler, the property boasts 131 rooms, 12 villas and the 2 bedroom Gene Autry Residence. There are 4 restaurants â?? Normaâ??s (of NY fame), mister parkerâ??s a dark and seductive French bistro, Counter Reformation a hidden wine bar and the Lemonade Stand, perfect for an afternoon bite or cocktail.  The Palm Springs Yacht Club spa at over 18,000 sq. feet is well-known and a place to indulge in a treatment, take a yoga class or even lounge at the Deck. Additionally the hotel has 4 red clay tennis courts, grounds consisting of games such as croquet and petanque as well as outdoor firepits and fountains.  The perfect desert escape!  4200 East Palm Canyon Drive, Palm Springs, CA 92264. (760) 770-5000, www.theparkerpalmsprings.com.

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