



Introduction to Mitchell Kaplan. 1:46 min. Edit: John Perez. Music: Carmen Cicero. Photo & design: Raymond Elman.

# Mitchell Kaplan: A Man for All Seasons

By Elman + Rinnhofer + Perez

Everybody who reads books in the Miami area knows that Mitchell Kaplan is the highly successful founder of the independent bookstore group, Books & Books, and co-founder of the Miami Book Fair, the largest book fair in the United States. A while back, Inspicio published a written interview with Kaplan, focused on Books & Books and the Miami Book Fair, both of which are over 30 years old.

What is less well-known is that Kaplan is also a film aficionado, who realized that his early awareness of high-quality literature that might find a substantial audience, and his awareness of books his customers purchased could give him an edge as a film producer. So in 2012, Kaplan joined forces with film industry veteran Paula Mazur to form the Mazur/Kaplan Company, focused on bringing books to the screen.

I recently had the opportunity to sit down with Mitchell Kaplan at his flagship bookstore in Coral Gables and discuss his odyssey in the film industry.

The videos below are organized by topic and run between 60 seconds and 9 minutes. Click on any video. You must be connected to the Internet to view the videos.

## SEIZES OPPORTUNITIES: 2:20 min.



*Who had the idea of creating the Miami Book Fair?*

## INSIGHT & INSPIRATION: 3:24 min.



*How did the Miami Book Fair become the biggest book fair in the United States?*

## CREATES A UNIQUE BRAND: 1:33 min.



*What was the process for convincing publishers to participate in the Miami Book Fair?*

## EXPOSURE TO BROAD INFLUENCES: 4:59 min.



*Talk about your love affair with movies.*

## PERSEVERANCE FURTHERS: 9:13 min.



*How did you get into the movie business?*

## COLLABORATION: 1:52 min.



*How did you jump from ground zero to making films that cost over \$20 million?*

## CRITICAL THINKING: 1:08 min.



*Describe a challenging situation with a successful outcome.*

## UNDERSTANDS THE BUSINESS OF ART: 3:26 min.



*You know a ton of authors — are they all asking you to make films of their books?*

## INSIGHT & INSPIRATION: 1:15 min.



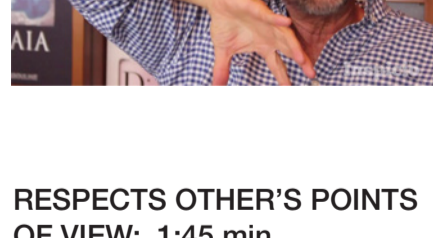
*So far the central characters in the two films you have released are authors. Is that a theme that you intend to pursue?*

## CREATES A UNIQUE BRAND: 0:59 sec.



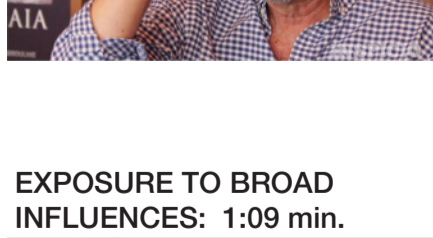
*Have you defined an audience demographic for your films? Clearly you are not pursuing the superhero audience.*

## CRITICAL THINKING: 4:13 min.



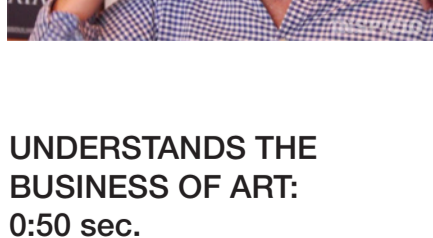
*It's long disappointed me that most Millennials can't seem to tolerate classic black & white films.*

## RESPECTS OTHER'S POINTS OF VIEW: 1:45 min.



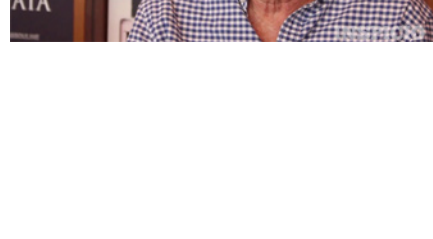
*Do you have any role models in the film industry that you would like to study to see how they became successful?*

## EXPOSURE TO BROAD INFLUENCES: 1:09 min.



*At this stage of your evolution in the film business, what do you bring to the table in your production company?*

## UNDERSTANDS THE BUSINESS OF ART: 0:50 sec.



*What's your view on making films in Miami?*