



CRAFT OF SPEED

MOONEYES DOCUMENTARY

PRESS KIT

(revised as of 6/14/2023)

CONTACT INFO

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“CRAFT OF SPEED” MOONEYES DOCUMENTARY LOGLINE / SYNOPSIS / DIRECTOR’S STATEMENT

LOGLINE

Shige Suganuma and Chico Kodama, two Japanese/Japanese American hot rodders, helped save Moon Equipment Company, an iconic American speed parts company, rebrand it as Mooneyes, preserve legendary founder Dean Moon's legacy, and popularize hot rod culture in Asia.

STORY/SYNOPSIS

For 30 years, Shige Suganuma and Chico Kodama, two Japanese/Japanese American hot rodders, helped save Moon Equipment Company, an iconic American speed parts company, rebrand it as Mooneyes, preserve legendary founder Dean Moon's legacy, and popularize hot rod culture in Asia. As Asian/Asian American pioneers in their industry, they battled against racism and xenophobia and ultimately created a global following. Now, Shige is attempting to grow hot rod culture despite declining interest in hot rods, and Chico is handcrafting a new race car to try to break a second land speed record at Bonneville Salt Flats.

DIRECTOR’S STATEMENT

I was introduced to Mooneyes by my father-in-law, who used to own a '32 Ford Roadster, in bright yellow and equipped with Mooneyes speed parts. Later, I had the honor of meeting Chico Kodama, the President of Mooneyes USA, and I was inspired by his and Mooneyes owner Shige Suganuma’s incredible story. With their full support, my team and I are making a feature documentary about their lives and work. The film is an epic origin story of legendary Dean Moon and his worthy successors, Suganuma and Kodama. It spans from Moon’s creation of Moon Equipment Company as an iconic American speed equipment & custom accessories company to Suganuma and Kodama’s evolution of it into Mooneyes, a coveted international brand. We’re deeply honored to be able to tell this important story to inspire new generations of hot rodders.

Ming Lai
Director, “Craft of Speed”

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“CRAFT OF SPEED” MOONEYES DOCUMENTARY FAST FACTS

- Independent Film
- Low Budget
- Genre: Documentary / Feature Length
- Subject Matter/Key Words: Mooneyes, Mooneyes Speed Equipment and Custom Accessories, Moon Equipped, Moon Equipment Company, Dean Moon, Shige Suganuma, Chico Kodama, hot rod, street rod, custom car, hot rodding, drag racing, land speed racing, Bonneville, El Mirage, hot rod history, car culture, kustom kulture, car, motorcycle, film, documentary, indie film, independent film
- Fiscal Sponsor: International Documentary Association
- Grants: California Humanities CA Cares Relief Grant, Doc Society (formerly known as BRITDOC and earlier the British Documentary Film Foundation) Documentary Impact Producers Relief Fund Grant
- Language: English
- Target Total Running Time: 1 hour, 56 minutes (PBS standard length)
- Color
- Aspect Ratio: 2.39:1
- 5.1 Surround Sound/Stereo
- Shooting Format: Cinema 4K
- Target Completion Date: Fall 2023

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“CRAFT OF SPEED” MOONEYES DOCUMENTARY CHARACTERS

Dean Moon was a hot rodder, land speed racer, speed parts innovator, speed industry leader, and the founder of Moon Equipment Company, based in Santa Fe Springs, California.

Shige Sukanuma is a hot rodder, drag racer, and the owner of Mooneyes, based in Yokohama, Japan.

Chico Kodama is a hot rodder, land speed racer, and the president of Mooneyes USA, based in Santa Fe Springs, California.

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“CRAFT OF SPEED” MOONEYES DOCUMENTARY TEAM

Ming Lai

Producer/Writer/Director and Director of Photography/Editor/Colorist

Ming Lai is a filmmaker and Founder/CEO of Humanist Films, a film production company based in Los Angeles. His narrative and documentary films explore the human condition, from social issues to arts and culture. He’s created TV commercials and videos for many international clients, including Coldwell Banker, Epson, Fujitsu, Marukome, and Yakult. With all of his projects, he strives to create enduring works of art that benefit humanity.

Tuan Tran

Producer/Co-Director of Photography

Tuan Tran is a director of photography and photographer as well as a photo assistant and digital tech. He has more than 25 years of experience in photography and 15 years of experience in videography. He’s worked on a wide range of industries, from high tech to fashion to beverages. His clients include Butter London, Coffee Bean & Tea Leaf, Dell, Juicy, Munchkin, Pelican, and Wells Fargo.

Sven Faulconer

Composer

Sven Faulconer, born and raised in Belgium, is a Los Angeles-based composer for film and television. He employs a wide and unique range of music styles, as reflected in the remarkable list of credits acquired by him over the years. In particular, a keen sense for collaboration and strong storytelling skills have earned him music credits on blockbuster movies, such as The Hunger Games series, Nightcrawler, The Bourne Legacy, The Green Hornet, and Parkland His original approach in independent productions has resulted in numerous scores with a very distinctive character.

Anthony Loomis

Co-Composer

Anthony Loomis is a composer & sound designer. Originally from the Pacific Northwest, he moved to Los Angeles to study audio production, with an emphasis in film, television, and video games. He has spent the last decade working in various studios, while assisting some of Hollywood’s biggest mixers & composers. He has contributed additional music & synth programming to projects such as Marvel’s Spider-Man, Daredevil, Invincible, and more.

Jeff Hutchins

Sound Supervisor/Sound Designer & Editor/Foley Artist

Jeff Hutchins is an award-winning sound supervisor, sound designer, and foley artist, with almost 30 years of experience doing sound work for motion pictures and television. He’s best known for his sound design on SpongeBob SquarePants. As a result, he’s won five Emmys and seven Golden Reel awards for excellence in the sound industry.

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“CRAFT OF SPEED” MOONEYES DOCUMENTARY TEAM—CONTINUED

Bruce Greenspan

Dialogue Editor/Re-Recording Mixer

Bruce Greenspan is an audio engineer who specializes in post sound for film and TV. For the last 20 years, Bruce has been a “one-man editor, designer, and mixer” for Planet Grande Pictures, Painless Productions, and many independent producers, working on features, documentaries, specials, reality TV, and animation.

Sven Igawa

Design Director/Graphic Designer

Sven Igawa is the Co-Founder of Igawa Design with over 20 years of experience in branding and graphic design. With his refined design sense, he’s created successful brand identities and advertising campaigns for many national and international companies: Crank Brothers, HBO, ICON Aircraft, Mountain Hardwear, PlayStation, Quiksilver, VF Corp, and Western Digital. He’s won numerous awards in identity, packaging, and collateral. He’s a proud graduate of California State University Long Beach with a BFA in visual communications.

David Steele

Advisor

Director, American Hot Rod Foundation

David Steele is the Director of the American Hot Rod Foundation, an organization dedicated to the historical preservation of hot rods and hot rod culture; a freelance automotive journalist; a national Concours-level car show judge, and an avid car collector and restorer.

W. David Marx

Advisor

Co-Founder and Chief Editor of Neojaponisme

W. David Marx is a writer on culture based in Tokyo; the Co-Founder and Chief Editor of Neojaponisme, an arts and criticism web journal; and the author of “Ametora: How Japan Saved American Style.”

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ABOUT HUMANIST FILMS**

Humanist Films, LLC is a film and photography production company, based in Los Angeles. Founded by filmmaker and photographer Ming Lai, Humanist Films is less of a traditional production company than a modern artist collective, gathering talented filmmakers to collaborate, create, and change. Our interdisciplinary work ranges from narrative and documentary films to TV commercials and videos to fine art and documentary photography projects. The name of our company honors legendary director, Akira Kurosawa, who was praised for his humanist compassion and inspired us to become filmmakers.

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