getty's address Actor Balthazar Getty delivers music videos from 5150.

5150 may be the police code for insanity, but the nascent LA-based production company of the same name is carving out a business strategy that is anything but insane. Launched earlier this year by actor Balthazar Getty and his longtime friend Shon Greenblatt, 5150 has stretched a music-video arm out in one direction to generate capital for the film branch sticking out in the other.

Getty and Greenblatt have hired acclaimed video director Mark Racco (Buckcherry, Nirvana, Jane's Addiction) to make 5150's premiere video clip, for the Cult's moody "Painted on My Heart," a song from the soundtrack to the Nicolas Cage and Angelina Jolie vehicle *Gone in 60 Seconds*. The company has also just signed on Devo band member Jerry Casale, who, besides directing videos for his own group, has created MTV-quality clips for Soundgarden and the Foo Fighters. Forthcoming from 5150 is a Limp Bizkit home video, and then the duo will focus its attention on Jubilee, a massive three-day concert to take place in Israel next summer and to be spearheaded by Jane's Addiction frontman and Lollapalooza founder Perry Farrell. "It's a spiritual, historical, wonderful thing," explains Greenblatt, taking a deep drag on his ever-present cigarette. "Perry says it will make Woodstock and Lollapalooza look like small potatoes."

Getty is himself a musician. While he's been in bands here and there and almost had a record deal with Mercury a few years ago, he is best known for his roles in Lost Highway, Mr. Holland's Opus, and Lord of the Flies, his cinematic debut. In a test run of sorts, he used 5150 to finance Shadow Hours, a film in which he played the lead, tracing a downward spiral through the gritty LA underground. The point of 5150, explains Greenblatt, is to "discover and groom new talent, as well as to have more established feature-film people take risks on something funky and avant-garde."

As such, Getty and Greenblatt are already fielding calls from the likes of Artisan and Miramax. In the spirit of entrepreneurial rock stars, right now 5150 has more tattoos on its staff than money in the bank, but that's quickly changing.

"Eventually, I want 5150 to run itself," says Getty. "This is about opportunity. Opportunity is hard in this city, so I feel blessed and lucky. Right now, things are really rolling for me."

—Katherine Turman

