

ATHENA STUDIOS

For Immediate Release

New, purpose-built, state-of-the-art production space created for Georgia's thriving television and film industry in Athens

ATHENS, GA (Aug. 18, 2022) — Athena Studios is the latest addition of high-quality studio space in Georgia, home to one of the most generous film tax incentives in the country.

Ready to host productions of all sizes in March 2023, Athena Studios will initially add 200,000 square feet of purpose-built space with the latest technology for TV and film production to the Georgia film ecosystem. Early response to Athena Studios prompted immediate expansion plans — the purchase of 65 acres adjacent to the original 45-acre site for more stage, support and vendor space.

And it will be in one of the most vibrant small cities in the country — Athens, GA.

“Athena Studios’ decision to choose the Classic City for their new production space is yet another signal that our state’s film and television industry is thriving and creating quality jobs for hardworking Georgians across the state,” said Georgia Gov. Brian Kemp. “We’re proud to be training more Georgians to be decision-makers in film and television production, keeping their talents in our state, and we look forward to this industry’s continued success in the Peach State.”

Designed with input from Hollywood experts, Athena Studios will offer 82,000 square feet of column-free space on four stages. Each stage is a sound-proof box lined with Insul-Quilts™ and features a state-of-the-art, silent air conditioning system. The studio will have 98,000 square feet of support space, including 28,000 square feet of office space, up to 30,000 square feet of mill space, and up to 40,000 square feet of flex space.

Built on more than 45 acres of land, Athena Studios has an expansive, secure backlot that offers a variety of spaces to build sets and film outdoor scenes. The studio complex is only a few minutes from downtown Athens, a community known for its small-town charm, thousands of hotel rooms, restaurants led by top chefs and a nightlife scene that draws on a rich musical history. The city offers streamlined permitting processes from one government entity — Athens-Clarke County, which covers 122 square miles.

“Our best-in-class facility is purpose-built to meet the needs of today’s productions,” said Joel Harber, CEO of Athena Studios. “We’re excited to bring this new facility to the picturesque city of Athens. With hundreds of crew and experienced vendors nearby, Athens has everything a production needs.”

Athena Studios is partnering with John Raulet of Raulet Property Partners, the industry’s go-to expert on matching Georgia studio space with productions, and Cinelease, led by Gannon Murphy, which provides top-quality lighting and grip equipment, power distribution, grip trucks, expendables and heavy equipment to productions around the country.

“From tentpole franchises to independent films, Athena Studios has everything today’s productions need,” says Harber. “We have a new facility, the right partners and a great community. It’s all right here.”

About Athena Studios:

Athena Studios, located in Athens, GA, is 200,000 square feet of purpose-built space with the latest technology for TV and film production. Designed with the guidance of Hollywood experts, the facility features 82,000 square feet of column-free space on four stages. Each stage is a sound-proof box lined with Insul-Quilts™ and a state-of-the-art, silent air conditioning system. The studio offers 98,000 square feet of support space for office, mill and flex areas, plus an expansive backlot with a variety of spaces to build sets and film outdoor scenes. Learn more at AthenaStudiosGa.com.

About Georgia's film and television production industry:

In fiscal year 2022, nearly 412 productions filmed in Georgia, including 32 feature films and 269 television and episodic productions. Georgia was the first state to provide a “best practices” guide for film and television during COVID-19, a move that assisted the rapid return to filming in the state. Georgia's film tax incentive — one of the most generous in the country — is available to productions at Athena Studios. Up to a 30 percent transferable tax incentive can be earned on qualifying productions for production expenditures made in Georgia from a Georgia vendor. Eligible projects include feature films; television films, pilots or series; televised specials; televised commercials; and music videos that are distributed outside of Georgia. Learn more at Georgia.org.

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