



**POPULAR  
PRODUCTIONS, LLC**

*Doron Ofir Casting*

YOU'RE  
GONNA BE  
POPULAR!!!

## ***Tape Submission Information:***

**Congratulations!** *We have reviewed your profile and based on your information we are excited to move you into the next stage!*

*In order to continue you must prove to us why you should be cast on the show, **You have 5 days from the receipt of this letter to submit a personal audition tape.***

*Your personal audition tape should, be creative, fun, endearing, over the top and truly exemplify your design skill. Tell us why you have what it takes to win. Prove to us why you'll become the next great interior design television personality!*

*We are looking for someone who shines, so show us who you really are – **DON'T BE SHY or LOW-KEY!***

*The following is information you will need to know in order to be brought to Hollywood for the final auditions:*

- i) The videotape you send us must be in VHS, DVD, or Mini DV Tape format **ONLY**. Please watch the video to be sure that it looks and sounds good before sending it in.
- ii) Label the tape/dvd clearly with your full name and phone number.
- iii) Make sure you are not backlit. Standing in front of windows or other major light sources looks terrible on camera.
- iv) Make sure you are framed properly. At the beginning of the tape, have a close, tight shot of you smiling and introducing yourself. Also include a full body shot.
- v) Tape should be no more than 5 minutes long and **HAVE FUN, WITH IT!**

Content:

- i) Introduce yourself with your name, age and where you're from.
- ii) Tell us about your experience:: your training, any degrees or awards, how many homes you've designed etc.
- iii) We're looking for great design expertise, so show us your portfolio or take us on a tour that shows us your **UNIQUE** design style.
- iv) We are looking for designers who **POP!** That means, be big, energetic, creative and over the top with your personality and video!
  - a. Family life – Married? Kids?
  - b. Current occupation
  - c. Your thought on previous seasons – who did you love/hate? Why would you be better?
  - d. Why do you think you will win?
  - e. What is your inspiration for design?
  - f. Are you competitive? What will your strategy be?
  - g. How will you deal with sometimes harsh critique?
  - h. How would people describe your **BEST** and **WORST** qualities?
- v) End the tape with your final words about **WHY** you deserve your very own show on HGTV!

**Please send your 5 min tape within 5 days via mail or other form of postal services to the following address:**

HGTV DESIGN STAR  
Scripps Networks, LLC  
5757 Wilshire Blvd., Suite 220  
Los Angeles, CA 90036

**POPULAR PRODUCTIONS**  
**DORON OFIR CASTING**