

Cannes: Former Inferno Co-Chairs Launch Lotus Entertainment



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Johnson, Seibel formerly tap Keshishian, Gugenheim as exec VPs

Dave McNary (<http://variety.com/author/dave-mcnary/>)

Film Reporter

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Bill Johnson (left) and Jim Seibel (right) are officially launching Lotus Entertainment as a financing, production and international sales company at Cannes.

The execs formerly co-chaired [Inferno Entertainment](#)

<http://variety.com/t/inferno-entertainment/>), which dissolved its Inferno International and Inferno Distribution earlier this year.

Los Angeles-based Lotus has hired a pair of Inferno Entertainment execs — former CAA agent Ara Keshishian and former Paramount and Captivate exec DJ Gugenheim, both as exec VP of production and development.

“Our goal is to find stories that we are truly passionate about and work with some of the world’s best producers, filmmakers and distributors to successfully bring those stories to a large global audience,” Johnson and Seibel said.

Inferno Intl. and Inferno Distribution filed for bankruptcy last August, citing a need to sort out legal disputes including a large judgment against the companies over the 2005 romantic comedy “Just Friends.”

Inferno Distribution and Inferno Intl. arranged production financing along with licensing and distributing rights to movies in international markets. Other Inferno Intl. pics included “The Kids Are All Right” and “Killer Elite.”