

Documentary highlights beauty of Crescent City

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Everywhere you look up and down the California Coast is a vision of picturesque beauty, the pounding surf, the landmarks and the stories in the spirit of the Endless Summer.

Surfware Media's DocuSeries: "What It Was California Coast," isn't about chasing waves around the world like the 1966 surf documentary "Endless Summer." But the seven-episode series does take an epic road trip along the California Coast from the Oregon/California border through Crescent City, Trinidad, Eureka, The Lost Coast, Shelter Cove and the Humboldt Redwoods.

It rolls in the spirit of that classic line from a Gordon Lightfoot song, "... Carefree highway. Let me slip away, slip away on you ..."

Season 1 features spectacular views, historical information, and amusing stories. The California Coast is considered a national treasure by those who dare to take the ride, director Rich Sumner said.

“We did everything from the Oregon border south. The Crescent City piece was a nice segment,” Sumner said in a telephone interview from Huntington Beach. “We shot up there in 2019 for a segment of the Curly Redwood Lodge.

“So, this time, we stopped along the way. We shot the lighthouse and all the stops along the way. I think we captured the spirit. We set out to capture the region and I think we did that with enough information, the drive. It’s quite a ride.”

The seven-part series is available on Amazon Prime and kicks off with Episode 1 in Del Norte County and Crescent City.

“A lot of people in L.A. really don’t know that to get to Crescent City you don’t have to go through miles of scary roads,” said Sumner, who was a session drummer in another life, performing on the Tonight Show and for the Queen of England during a Royal Command Performance with singer Helen Reddy.

“You can go Highway 101 the whole way. It’s surprising to them, so when they see this they know they can come all the way up the coast. We did a nice thing on the Lost Coast, and we drove those roads and came up with some incredible footage. They were some of the most spectacular shots we have.”

Surfware Media creates websites, video production and post editing for corporate and music industry clientele. Sumner has designed, implemented and completed media projects for Nissan, Infiniti, Toshiba, Pennzoil and Toyota.

“What-It-Was California Coast” is his third documentary. Others included “A Life of Color - Corinne Hartley,” and “Professional Drum Shop 50 years.”

In 2017, Surfware introduced drones, 4K Cinema Cameras and online streaming services, along with in-house composite (green screen) video production. The company began remote construction, business videos and entertainment drone shoots.

The drone technology helps bring the spectacular in his latest project to a new level.

“I’m really happy with the project and that’s why we made it into a seven-part series because there’s some great stuff,” he said. “I think it’s really going to surprise some people and with it being available on Prime people from Maine and New England to China can see something special.”