

# 30 Minutes or Less

The background features a vibrant yellow color with a pattern of overlapping, semi-transparent circles in various shades of yellow and white. In the center, there is a stack of three grey film reels. A black clapperboard with white text and a black and white striped top is positioned in the foreground, partially overlapping the reels. A strip of film with sprocket holes is draped across the bottom of the scene.

**Starring Jesse Eisenberg, Danny McBride,  
Nick Swardson and Aziz Ansari.**

**Produced by Ben Stiller**



Now fans can follow in the footsteps of the actors in this comedy caper movie tour. Visit the film location sites and explore the places where actors spent their downtime. Get the scoop and discover entertaining behind-the-scene stories and more.

Two novice, wannabe criminals, Dwayne (played by Danny McBride) and Travis (Nick Swardson) decide they need money to open up a massage parlor. Of course, funds are lacking, so the floundering pair decide to kidnap Nick (Jesse Eisenberg), a pizza delivery boy.

Strapping Nick in a vest with a timer and a bomb, he has just 10 hours to rob a bank of \$100,000 or the bomb goes off. As the countdown continues, Nick is forced to deal with the floundering kidnapers, police, and host of other problems.

This funny movie is not for the kids. It's rated "R" due to sexual content and pervasive language.



### Grand Rapids neighborhoods

The movie opens with a blue Mustang GT flying through the air in a Grand Rapids neighborhood. Nick is seen driving down familiar red brick roads in downtown Grand Rapids and Heritage Hill neighborhoods to deliver pizzas. In fact, for a few years after the movie completed filming, the black tire marks could still be seen on the road from the racing and screeching of the tires on the street.

The big chase scene in the movie starts after the bank robbery. It took place on Division Avenue (between Fulton Street and Wealthy Street) in Grand Rapids.



PHOTO: GRAND RAPIDS JUNKYARD



PHOTO: JANET KASIC

### Historic Sixth Street Bridge

**647 Monroe Avenue NW, Grand Rapids**

The Sixth Street Bridge in Grand Rapids was also used for a scene in the movie. The historic iron bridge was constructed in 1886 and has three spans that are 154 feet in length. This makes it the longest and oldest highway truss in the state of Michigan. The Sixth St. Park offers access to the bridge and riverwalk, allowing visitors to enjoy views of the city.



PHOTO: JANET KASIC

### Vito's Pizza

**658 Fulton Street West, Grand Rapids**

Nick works for Vito's Pizza as a delivery driver. Scenes in the movie are shot at the real Vito's Pizza in Grand Rapids. Even the same name of Vito's Pizza is on the shirts and pizza boxes.

### Nick's apartment

**3674 Dublin Street NW, Walker**

Scenes of the interior of Nick's apartment were filmed inside the duplex.

PHOTO: JANET KASIC



### Pizza delivery house

**3676 Dublin Street NW, Walker**

Nick delivers pizzas to this duplex and several others along this street. One of the high speed chases occurred down this street as well.

PHOTO: JANET KASIC



### Chet's apartment

**College Avenue & Wealthy Street Grand Rapids**

Filming was done on the first floor of an apartment building located at this intersection.



PHOTO: JANET KASIC

### Bank building

**124 South James Street, Ludington**

This majestic, 102-year-old bank building is used for the hold-up scene in the movie. The vault inside the bank is used by the tellers to retrieve the money during the robbery. Local Ludington actor, Dani Stanssell, was cast as the bank manager in the movie.

Today, this historic bank is helping to play a role in the revitalization of downtown Ludington. Entrepreneur, Matt Larson, is inviting people to lease retail space in the former bank. Office space will be offered to start-up companies and other various ventures. The grand opening of the building is scheduled for this spring. The massive brass vault is still in the lobby and is a major focal point of the interior. It looks gorgeous!

### Family Dollar

**730 28th Street Southwest, Wyoming**

In this scene of the movie, Nick and Chet go shopping for robbery supplies at the Family Dollar in this suburban area outside Grand Rapids. The store remains set up the same way as it was during the movie's filming.

### **Taco Boy**

**3475 Plainfield Avenue NE, Grand Rapids**

Taco Boy is the fast food restaurant Danny McBride (Dwayne) and Nick Swardson (Travis) celebrate with “victory tacos” and plan their next move. “It’s just the kind of place suburban guys like Danny and Nick’s characters would eat,” said the film’s director, Ruben Fleischer.

This family-owned fast food restaurant opened in the late 1960s serving homemade, Tex-mex fare. After years of success, the owner decided it was time to retire. In 1999, he sold the restaurant to his daughter, who still owns it today.

Taco Boy is still the same ole’ Taco Boy it was 50 years ago. Step inside and try the tacos, beans and rice—the same meal actor Danny McBride ate while filming his scene here. Be sure to also try Taco Boy’s famous hot sauce! It can only be found here.

### **The Major’s House**

**5057 Grand River Drive NE, Grand Rapids**

This castle-like home overlooking a lake and the Grand River certainly now has an exciting back story for the Michigan real estate market. What other house can claim to have been a set for a Hollywood movie? Now on the market, this house can be yours for a mere \$1.9 million

### **Brookside Elementary School**

**2505 Madison Avenue SE, Grand Rapids**

In the movie, Chet is a teacher at this elementary school. The hall scenes in the movie were filmed here.



PHOTO: JANET KASIC

### **Brass Works Building**

**648 Monroe Avenue NW, Grand Rapids**

This loft office space was used in the movie as well. Filming took place on the rooftop and in the stairwell of the building. In addition, the interior of the building served as Kate’s office in the movie.



PHOTO: GRAND RAPIDS JUNKYARD

### **The Junkyard**

**2001 Turner Avenue NW, Grand Rapids**

This Grand Rapids junkyard was used for a scene involving a confrontation between Jesse Eisenberg’s character and the bad guys, played by Nick Swardson and Danny McBride. This is the same scene Nick had to throw an awfully heavy flamethrower throughout the four-hour shoot.

### **Residential house**

**338 Morris Avenue SE, Grand Rapids**

At this location, Nick and Chet steal the Datsun car. This historic home was built in 1910 and is now home to the McNeely Law Office. It is situated in a lovely neighborhood called the Heritage Hill Historic District, one of the country’s largest urban historic areas—the entire neighborhood is on the National Register of Historic Places. More than 1,300 homes stand within the boundaries of Heritage Hill and date from 1843. At the turn of the century, this was the city’s most prestigious residential area. Today, the neighborhood has an array of lifestyles and each year the Heritage Hill Neighborhood hosts their annual “Weekend Tour of Homes.”

## **LOCAL ATTRACTIONS**

West Michigan is one of the most visited regions of Michigan. Numerous quaint harbor towns dot the Lake Michigan shoreline. If you’re nearby, make sure you stop at some of the top attractions in the area.



### **Frederik Meijer Gardens & Sculpture Park**

**1000 East Beltline Avenue NE**

**Grand Rapids**

This beautiful 158-acre botanical garden and outdoor sculpture park is continually growing, always highlighting something new. As Michigan’s largest tropical conservatory, it has five indoor theme gardens, outdoor gardens, nature trails and boardwalk, making it one of the nation’s most significant sculpture and botanic experiences. Jesse Eisenberg was impressed with this place and you will be too.



PHOTO: CIRCLE MICHIGAN

**Gerald R Ford Presidential Library & Museum**  
**303 Pearl Street NW, Grand Rapids**

The museum's new galleries are open and feature hands-on, interactive, video, and audio displays that make visitors "participants" in history. This presidential museum is also the burial site for former president Gerald Ford and his wife, Betty.

**Beer City, USA**  
**Grand Rapids**

Voted "Beer City, USA" in national polls and named "Best Beer Town" and "Best Beer Scene" by *USA Today* readers, Grand Rapids is the perfect starting point for the area's beer tour.

Walk your way around the downtown breweries, including New Holland—The Knickerbocker, Atwater, Founder's Brewing, HopCat, Grand Rapids Brewing Company and The B.O.B. The Beer City Ale Trail boasts 40+ breweries.

**Heritage Hill Historic District**  
**Grand Rapids**

Walkability, cultural diversity and close proximity to Grand Rapids' colleges and medical facilities—Heritage Hill has it all. It's also close to the downtown entertainment and cultural center, and the hip, new and energizing uptown business district!

Each May, the Heritage Hill Tour opens its doors to private residences for tours. It's a rare glimpse into the stunning historic homes formerly owned by prominent citizens of Grand Rapids.



PHOTO: JANET KASIC

**Big Sable Point Lighthouse**  
**Ludington State Park Campgrounds**  
**5611 North Lighthouse, Ludington**

Nestled among jack pines, just a quick two mile walk along a breathtaking trail, stands Big Sable's noble black and white tower. More than 100 feet tall, this historic beacon is a huge attraction for Ludington.

Tour the original keeper's quarters which have been converted into a gift shop, stroll along the sand dunes, or climb the tower.

**PM Steamers**

**502 West Loomis Street, Ludington**

Enjoy lovely lakeside dining at PM Steamers, a waterfront eatery featuring fish from the Great Lakes.



PHOTO: CIRCLE MICHIGAN

**SS Badger car ferry**  
**701 Maritime Drive, Ludington**

Take a short walk to the pier from PM Steamers restaurant to watch the largest passenger car ferry in the country, the SS Badger, come into port.

The SS Badger is designated as a National Historic Landmark and offers an authentic steamship experience unmatched anywhere else. During the summer and fall, a couple of times each day, the huge ship travels four hours across Lake Michigan between Ludington and Manitowoc, Wisconsin.

**Little River Casino**

**2700 Orchard Highway, Manistee**

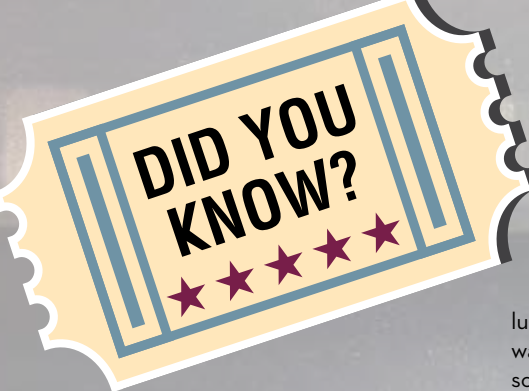
Looking for more entertainment? Dive 30 miles north and arrive in Manistee, the Victorian Port City. Little River Casino is a top local entertainment venue in Manistee.



PHOTO: CIRCLE MICHIGAN

**Mac Woods Dune Rides**  
**629 North 18th Avenue, Mears**

You can also travel 20 miles south to Mears and to Silver Lake State Park. Hop aboard a Mac Dunes dune buggy ride for a one-hour thrilling ride on top of the dunes. It's a hoot!



## DID YOU KNOW?

**Crews spent three months filming the entire movie in the Grand Rapids area. It was the largest and longest project ever to film in West Michigan. The production spent about \$20 million during three months of filming in the Grand Rapids area and Ludington.**

Production assistants with headsets stood at nearly every corner of the half-mile stretch of South Division Street in downtown Grand Rapids, directing pedestrians in and out of local businesses, making sure passers-by weren't in the background of a shot.

**Scouts for the production team were looking for a very specific type of bank building for the robbery scenes. They needed a bank that was in a commercial district, the size of the surrounding buildings had to drop down to two or three stories. The bank would need to have 6-8 teller positions and as large a lobby area as possible. The more windows the better and a tile or terrazzo floor was needed. The old Ludington State Bank fit the bill perfectly.**

Film crews were in Grand Rapids for three weeks doing pre-production and location scouting, hiring as many locals as possible and as many local vendors as possible. More than 1,000 people responded to crew calls in newsletters and on the Michigan Film Office website.

**A whopping 5,000-7,000 rooms were rented during the several months of production for the movie.**

It took an entire day to film at the Family Dollar store. A few lucky employees had a few seconds of fame in the movie. Since the store had to close down for filming, all employees were paid for a day of work. Employees who had a bit part in a scene were given special blue polo shorts to wear. Those lucky employees were in for a treat—lunch was catered in by the production company, so all enjoyed lunch with the actors and crew.

**The production company brought in fake guns that were purchased by Nick and Chet at the Family Dollar store in the movie. The store's main aisle was spruced up a bit with additional merchandise and the crew brought in conveyor belts to be used at the register check out area.**

While filming at Family Dollar, the front doors of the store were not working properly. In the scene, Nick (Jesse Eisenberg) attempts to go out the front doors but they were too difficult to open. As a result, that particular scene had to be shot over and over.

**Ruben Fleisher, director of *30 Minutes or Less*, encouraged the actors to bring themselves to the role. He was in favor of allowing the actors to ad lib at times, telling a joke in place of another one, and supported the actors to do their own thing when possible.**

Many times during filming, the actors would find it difficult to keep a straight face when filming a funny scene. Takes had to be done over and over due to the laughing.

**What was the coolest car stunt Jesse Eisenberg got to do? Eisenberg like the extended car chase where the police were pursuing him the best. All Jesse had to do was drive the car recklessly and 25 other professional stunt car drivers were paid to drive around him and make sure they didn't hit him.**

Did you know Jesse Eisenberg actually went out on pizza runs at night with one of Vito's Pizza's own employees? He wanted to know what it was really like to deliver pizzas and he commented later that the experience gave him good insight on how you can run into all kinds of different people and sometimes scary situations. If only those people ordering from Vito's knew who was walking up to their door to deliver their pizzas for the evening.

**Aziz Ansari, who hosted the 2010 MTV Movie Awards, has been the most visible cast member around Grand Rapids and had been spotted exploring the city. He was seen at The Meanwhile Bar and would frequent Marie Catrib's restaurant. Aziz must have really enjoyed food here as he would mention the restaurant often on Twitter.**

Aziz Ansari did a stand-up comedy routine in Grand Rapids at Dr. Grins Comedy Club while he was in town. All three comedy shows sold out. Dr. Grins is Grand Rapids' most unique venue for entertainment. Bringing in nationally acclaimed stand-up comedians and special comedic theater is their specialty. Spending an evening at Dr. Grins assures a hilarious and unpredictable night out on the town.

**One scene in the film involved actor Aziz Ansari in a fight at a strip bar. Ansari needed a stunt double for the fight, and because Ansari is East Indian and has dark skin, they had to put special makeup on the stunt man's skin. Aziz would later joke that Hollywood has a shortage of stunt men who are East Indian.**

Did you know that three identical 89 Mustangs GT were used in the movie? The cars had to be identical should one of them cease to work, especially since they were driven hard and fast. Each car had to have the identical dents and bumps, which of course were put in manually by crew.

**When the owner of Vito's Pizza agreed to let the production company feature his restaurant in the film, he had no idea they would want to completely redo his restaurant. At the time, Vito's already had brand new tables, chairs and booths, but it was all removed and replaced with different furnishings for the movie. Even the exterior of the building was painted. The owner said it was all worth it, due to the new business it brought in. It was great advertising...and business is still booming at Vito's Pizza.**

Stop in at Vito's Pizza and see the exhibit they have displayed dedicated to 30 Minutes Or Less. You'll see the same little "pizza man timer" that was used on the dashboard of Eisenberg's Mustang. This is the timer he had to beat with each pizza run. They even have the monkey masks that were used in the film when the two blundering crooks kidnapped Jesse Eisenberg.

**Local extras on the set would comment over and over about how nice Jesse Eisenberg was. Known for being shy and modest, it was out of character to see him cuss when it was required for a particular scene.**

Filming at the junkyard in Grand Rapids was a big event. Who ever thought you would have to paint junk? But that's just what the crew of the movie did. They painted the scrap to make it look even older.

**One of the locations scouts for the film also doubled as the security guard inside the bank for the robbery scene.**

When filming *30 Minutes or Less* was completed, Jesse Eisenberg said he was "sort of homesick for Grand Rapids." He thought it was a hip city.

**During his off time, Eisenberg attended a Whitecaps baseball game, visited Frederick Meijer Gardens to see their Chihuly glass exhibit, and took a little trip up to the resort area of Leland, Mich.**



The Michigan Film and Digital Media Office (MFDMO) was created in 1979 to assist and attract incoming production companies and to promote the growth of Michigan's indigenous industry. Since its inception, the MFDMO commissioner has been responsible for implementing a program that lives within the parameters of Michigan law and works to ensure the program runs efficiently and effectively. Today, the MFDMO is working diligently to guarantee the film and digital media program accomplishes key results of private investment and workforce development by encouraging high wages, high-tech jobs and talent retention.

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mfo@michigan.org ■ tel 800 477 3456 ■ fax 517 241 3689 ■ MichiganFilmOffice.org