

# RAGE

**A FILM BY SALLY POTTER**

**THE WORLD'S FIRST INTERACTIVE, MULTI-VENUE FILM PREMIERE**

**THURSDAY, SEPTEMBER 24, 2009**

**LIVE ON DIGITAL SCREENS ACROSS THE UK AND EUROPE**

**[WWW.RAGETHEMOVIE.COM](http://WWW.RAGETHEMOVIE.COM)**

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UK FILM COUNCIL  
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# **THE EVENT**

**Thursday, September 24, 2009**

**This will be the world's first interactive, multi-venue film premiere.**

**The UK premiere of Sally Potter's new film RAGE at London's BFI Southbank will be broadcast live by satellite to a string of digitally-equipped cinemas across the UK and Europe.**

**Audiences in these "remote" cinemas will not only see all the red carpet action and vox pops before the film, they can actively participate in the onstage Q&A with Sally Potter and members of her cast after the film, putting their questions by SMS or Skype, directly from their mobile phones, or on video via cutting-edge webcast technology which will then feature them as part of the satellite broadcast.**

**The whole event then becomes interactive, with audiences at all the venues able to participate. For real social-networking fanatics there will also be the possibility at selected cinemas of chatting via Twitter *during* the screening, much in the manner of Latin American and Asian cinema audiences who love to comment publicly on the film while it is playing.**

**This will be a groundbreaking cinema event, offering a unique live experience for people at venues across the country who never normally have access to film premieres. It is also entirely consistent with the themes of Sally Potter's film in which Michelangelo (her unseen protagonist/filmmaker) is a young blogger who causes a riot at the film's fashion show finale by organising a "flash mob" using his mobile phone.**

**As part of the unique distribution strategy for RAGE, Episode One of the seven-part mobile/internet version of the film will premiere on September 17 and form part of a dynamic multimedia marketing campaign for the live digital screen premiere on September 24.**

## **THE FILM**

***“a voyage that is nothing short of global...I have never before seen a film with so many simultaneous levels of humour, of meaning and of vertigo.”***

**John Berger (author of ‘Ways of Seeing’)**

**Defying the usual conventions of film, RAGE is the new cinematic creation from ground-breaking writer/director Sally Potter. Using a radical narrative structure focusing entirely on individual performances, RAGE builds a tragicomic portrait of people persuaded to reveal their secrets in the midst of a crisis, both personal and global. The film consists entirely of a dynamic series of intimate interviews, as if shot by a schoolboy on his mobile phone. He goes behind the scenes at a New York fashion show during seven days in which an accident on the catwalk turns into a murder investigation.**

**Fourteen actors, both celebrated stars and exciting emerging talents, play characters who each have a role in the show, from the designer (Simon Abkarian) and his models (Lily Cole and Jude Law), the fashion critic (Judi Dench) and photographer (Steve Buscemi), through the seamstress (Adriana Barraza) to the fashion house financier (Eddie Izzard) and his bodyguard (John Leguizamo). As they start to confide in Michelangelo, the unseen schoolboy with his phone camera, their personal truths begin to surface and the reality of events taking place off screen at the show start to unravel.**

**Writer/director Sally Potter spent two days with each actor, shooting the character’s interviews against a blue screen, with just herself behind the camera and a sound recordist. Returning to this type of pure performance and intimate style of filmmaking was a liberating and challenging experience for both the cast and director.**

**The radical filmmaking methods of RAGE are also embraced in its unique multi-territory, cross-platform distribution strategy, which will see the film premiered by Babelgum as a custom seven-part version on mobile and internet, alongside the digital screen and DVD release.**

# THE CAST



**Simon Abkarian**  
MERLIN



**Patrick J. Adams**  
DWIGHT ANGEL



**Riz Ahmed**  
VIJAY



**Bob Balaban**  
MR. WHITE



**Adriana Barraza**  
ANITA DE LOS ANGELES



**Steve Buscemi**  
FRANK



**Jakob Cedergren**  
OTTO



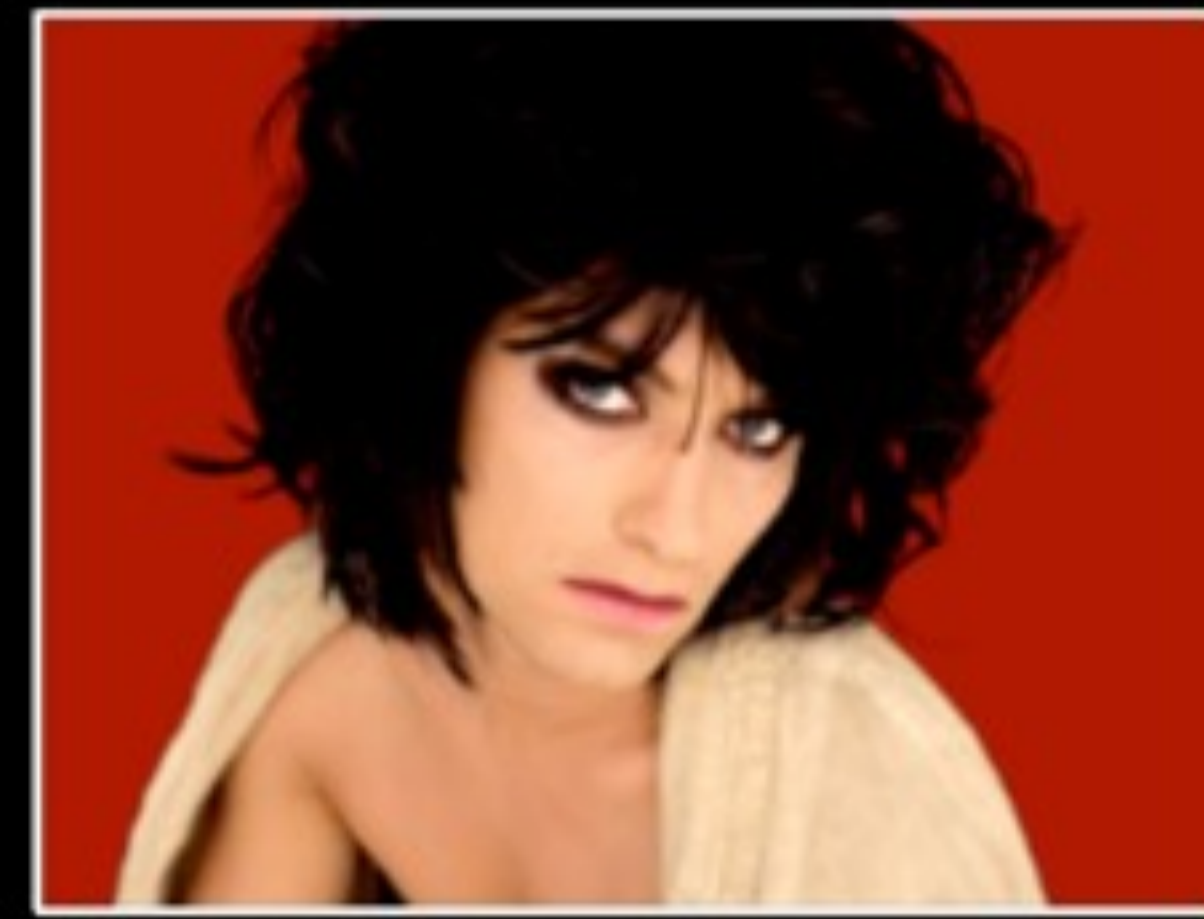
**Lily Cole**  
LETTUCE LEAF



**Judi Dench**  
MONA CARVELL



**Eddie Izzard**  
TINY DIAMONDS



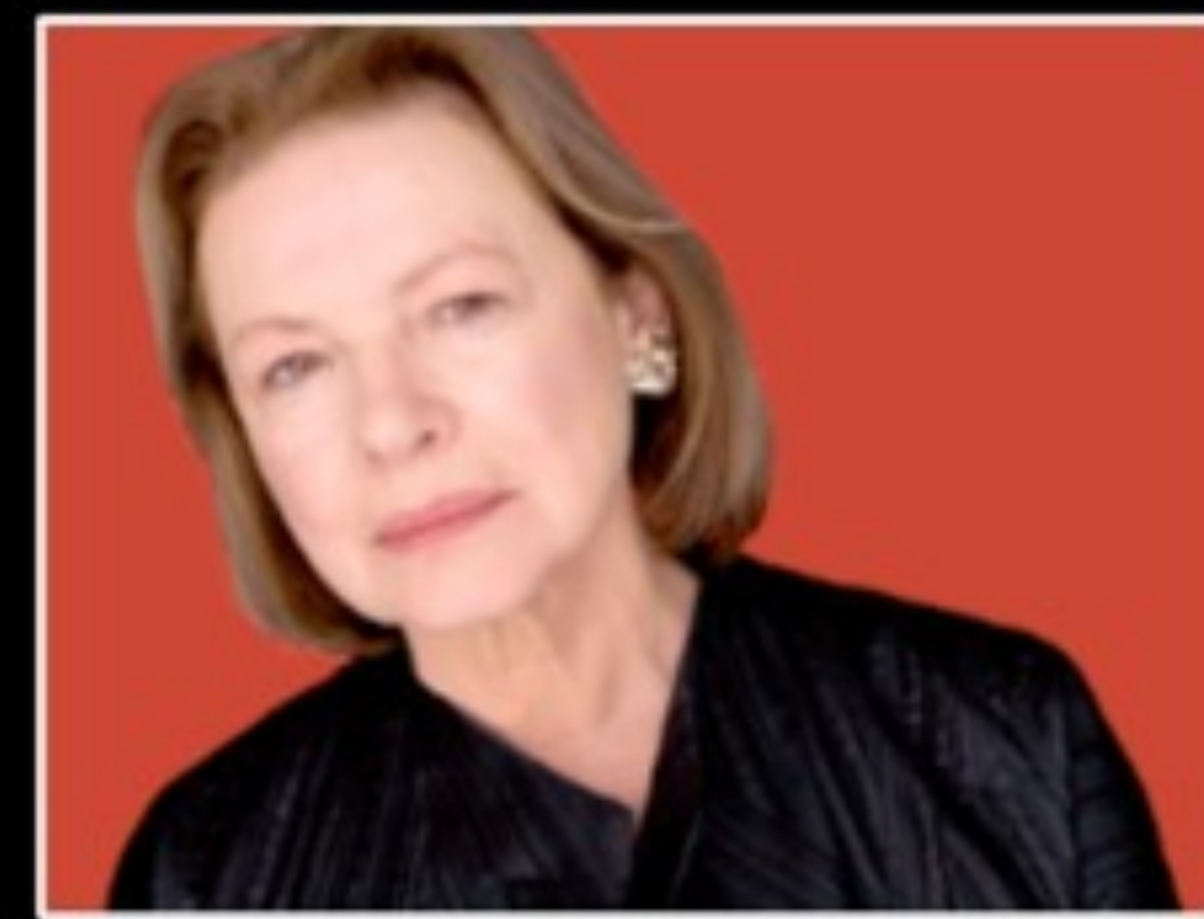
**Jude Law**  
MINX



**John Leguizamo**  
JED



**David Oyelowo**  
HOMER



**Dianne Wiest**  
MISS ROTH

*“Without question, the most unusual piece of work I’ve ever done.”*

**Judi Dench**

## **THE DIRECTOR**

### **SALLY POTTER**

**Sally Potter's work has, from the early 1970's, embraced dance, theatre, music and film. After her cult hit with the short film THRILLER (1979), Potter directed her first feature, THE GOLD DIGGERS (1983), starring Julie Christie. Potter then made another short, THE LONDON STORY (1986), and several documentaries before the internationally acclaimed and multi-award winning ORLANDO (1992), starring Tilda Swinton. This was followed by THE TANGO LESSON (1996) and THE MAN WHO CRIED (2000), starring Christina Ricci, Johnny Depp, Cate Blanchett and John Turturro. In 2004 Potter made YES, starring Joan Allen, Simon Abkarian, and Sam Neill. In 2007 she created a new production of CARMEN for English National Opera. As with all her films, Potter has written the screenplay for RAGE. She has a blog and interactive message board at [www.sallypotter.com](http://www.sallypotter.com).**

