

**2 September 2009**

**PRESS RELEASE**

Canolfan y Celfyddydau  
Aberystwyth Arts Centre

RAGE: Film Premiere and  
Interactive Satellite Q&A  
Sally Potter, UK 2009, 98 mins  
Certificate 15  
8.30pm Thursday 24 September



As part of the world's first interactive, multi-cinema premiere Aberystwyth Arts Centre Cinema will be screening Sally Potter's new film RAGE on Thursday, September 24. Following the film there will be a live satellite Q&A in which audience members will be able to send questions live to Sally Potter, Judi Dench, Jude Law and Eddie Izzard in London.

A groundbreaking distribution deal has been done for Sally Potter's latest film in which Babelgum will premiere the film as a series of episodes on mobile phones and internet at the same time as the cinema and DVD release.

RAGE is a tragicomedy seen through the eyes of a boy who becomes a player in a high fashion murder investigation when interviews for his website start to spiral into catastrophe.



A scene from Sally Potter's "Rage." Image courtesy of Cinetic Rights Management.

With a star-studded line-up that includes **Jude Law**, **Judi Dench**, **Lily Cole**, **Dianne Wiest**, **John Leguizamo**, **Simon Abkarian** and **Steve Buscemi**, the film is a bitterly funny exposé of the inner lives of individuals working at a New York fashion house – as if shot by a schoolboy on his cellphone

camera - over seven days in which an accident on the runway becomes a murder investigation.  
"With *Rage*, I want us all to laugh about beauty and success, disappointment and failure," Potter said

"We always wanted to incorporate new media platforms into our release strategy," director Sally Potter and producers Christopher Sheppard and Andrew Fierberg jointly said in a statement. "We worked closely with Cinetic to find the most appropriate and novel approach to take the film to both new and traditional film audiences and we are delighted with the partnership set up with Babelgum, who we see as a true partner in crafting an innovative distribution approach."

Cinetic will be handling U.S. sales, while world sales will be a 6 Sales/Cinetic joint effort. "So many of the elements we value are present in this alliance with Sally Potter and 6Sales for RAGE," says Cinetic Media's Bart Walker, "A strong and iconic artist on the cutting edge of technology, a provocative and entertaining movie with a wonderful cast, and a dynamic approach to sales in which the filmmakers' point of view will be central."

Tickets for this screening are £5 (£4) and can be booked by contacting the Arts Centre ticket office on 01970 62 32 32 or online at [www.aber.ac.uk/artscentre](http://www.aber.ac.uk/artscentre)

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Notes to editors:

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