



## RADIUS Builds Its Slate with 'Beyond The Brick: A Lego® Brickumentary' Co-Directed by Oscar Winner Daniel Junge and Oscar Nominee Kief Davidson

*The Film Is The First Official, Feature Length Documentary About The World Of The Lego Brick - Jason Bateman Provides The Narration*

New York, NY (May 29, 2014): RADIUS proudly announced it has acquired worldwide rights (excluding France, Germany, Malaysia, Taiwan, Hong Kong, China and Brazil) for Oscar winning Daniel Junge (SAVING FACE) and Oscar nominee Kief Davidson's (OPEN HEART) much buzzed about BEYOND THE BRICK: A LEGO® BRICKUMENTARY that recently premiered at the Tribeca Film Festival. Produced by Chris Brown, Brendan Kiernan and Justin Moore-Lewy and executive produced by Jim Packer, Anthony Romano and Jill Wilfert, the film delves into all things that surround the LEGO brick and the global phenomenon it has created. GEM Pictures, the film's financier, will be handling the excluded territory sales and implementing a novel distribution structure optimal for publicly listed companies. The structure allows a public company to use shares in lieu of cash payments when acquiring film rights.



Since the birth of their trademark toy in 1958, The LEGO Group has produced over 400 billion bricks. But more and more, LEGO bricks aren't just for kids, and some take them very seriously. Adult Fans of LEGO (AFOLs) around the globe are unashamedly declaring their love of the brick, brick artists are creating stunning and surprising creations, and LEGO master builders are building human scale and

larger structures. LEGO bricks are being used educationally, therapeutically, and have provided a universal system for human creativity and our innate desire "to build." BEYOND THE BRICK: A LEGO BRICKUMENTARY playfully delves into the extraordinary impact of the LEGO brick, its massive global fan base, and the innovative uses for it that has sprung up around the world.

According to RADiUS co-presidents Tom Quinn and Jason Janego "We've been looking for a film that families can enjoy together and BEYOND THE BRICK: A LEGO BRICKUMENTARY surpasses all of those expectations. The movie is an amazing ride and will appeal to Lego fans around the world."

The LEGO brand is everywhere, and this documentary is an examination of its footprint in our global community," explains Daniel Junge. "The LEGO brick has transcended language, politics, age, race, art, science, and technology—all through its ability to draw out the basic human need to create and share our creations."

"Any individual who has ever picked up a LEGO brick will be able to draw inspiration from these stories, adds Kief Davidson. "From rural Indiana to the farmlands of China, from New York City to Munich, from Copenhagen to Sao Paolo—children and adults alike have used LEGO bricks to heal, educate, and express themselves."



The deal was negotiated by Quinn, Janego and Josh Braun of Submarine on behalf of the filmmakers.

## **ABOUT RADiUS-TWC**

RADiUS-TWC is the boutique label from the Weinstein Company (TWC) and the first studio division dedicated to both multi-platform VOD and theatrical distribution. Utilizing both traditional and digital media, RADiUS-TWC brings the highest quality films and other specialty entertainment to a wider audience than ever before. Founded and led by Tom Quinn and Jason Janego, the label continues to develop innovative distribution strategies to make marquee content available to consumers where, when and how they want it. The label's inaugural slate included such films as *BACHELORETTE* (the first multi-platform film to hit #1 on iTunes and the only multi-platform release to ever reach #4 for top Cable VOD performers) and Cannes competition entry *ONLY GOD FORGIVES* directed by Nicolas Winding Refn and starring Ryan Gosling and Kristen Scott Thomas. Recent releases include: Morgan Neville's Oscar winner *20 FEET FROM STARDOM*; Rob Epstein and Jeffrey Friedman's *LOVELACE*; Zachary Heinzerling's Oscar nominated *CUTIE AND THE BOXER* (Sundance 2013 U.S. Documentary Directing Award), Jacob Kornbluth's *INEQUALITY FOR ALL* (Sundance 2013 U.S. Documentary Special Jury Award); Jonathan Levine's long awaited horror debut *ALL THE BOYS LOVE MANDY LANE* and Keanu Reeves' directorial debut – *MAN OF TAI CHI* in which he also stars. In 2014, RADiUS' slate features (among others): *BLUE RUIN* (winner of the FIPRESCI International Critics Prize at the Cannes Film Festival), Errol Morris' *THE UNKNOWN KNOWN*, Mike Myers' directorial debut – *SUPERMENSCH: THE LEGEND OF SHEP GORDON*, Alexandre Aja's *HORNS* starring Daniel Radcliffe (the latter two which premiered at the 2013

Toronto Film Festival), FED UP from Laurie David and Katie Couric, THE ONE I LOVE starring Elisabeth Moss and Mark Duplass (the latter two which premiered at this year's Sundance Film Festival) and recently announced Berlin titles: EVERLY (Salma Hayek), WHEN ANIMALS DREAM, and PARADISE LOST (Benicio del Toro). Additionally, the company is embarking on a CREEP trilogy alongside the Duplass brothers and Blumhouse Productions after the film's highly praised SXSW premiere.

## **ABOUT GEM**

The Global Emerging Markets Group ("GEM"), founded in 1991, is a \$3.4 billion alternative investment group that manages a diverse set of investment vehicles focused on emerging markets across the world. GEM has invested in 305 companies across 65 countries—their investment vehicles provide the group and its investors with a diversified portfolio of asset classes that span the global private investing spectrum.

## **ABOUT THE LEGO GROUP**

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world's leading manufacturers of play materials for children. The LEGO Group is committed to the development of children's creative and imaginative abilities. LEGO products can be purchased in more than 130 countries.

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