

Happy As Lazzaro

Marketing Pack for venues, part of BFI FAN's support for new releases



Download hi-res version: <https://we.tl/t-5OnDGQAFIU>

Specification details:

Happy As Lazzaro

Dir. Alice Rohrwacher | Cert 12A |

2h 05min | Italy | 2018

Cast includes:

Adriano Tardiolo

Sergi Lopez

Alba Rohrwacher

Executive Producer: Martin Scorsese

Distributor: Modern Films

Available: 5 April 2019 (theatrical)

Booking: franksmith@munrofilmservices.co.uk

Festivals & Awards:

- **Cannes Film Festival** - Official Competition, Nominated for the Palme d'Or, Winner "Best Screenplay"
- **BFI London Film Festival** - Official Competition
- **European Film Awards** - Four Nominations, including Best Film, Best Director, Best Actress and Best Screenwriter
- **European University Film Awards** - Winner "Best Film"
- **Independent Film Awards 2019** - Nominated
- **National Board of Review (USA)** - Winner "Top Foreign Film"
- **IFFR Youth Jury Award 2019** - Happy As Lazzaro

Alice Rohrwacher's Happy as Lazzaro was awarded the IFFR Youth Jury Award; an international seal of approval for young people. The jury called the film "an outstanding achievement".

"A surreal experience, Lazzaro felice fits perfectly with this year's theme: feel IFFR. The original and allegorical story about the pure and innocent Lazzaro moved us. We were captivated by H el ene Louvart's cinematography, carried away by the soundtrack, detailed characters and Rohrwacher's masterful direction. We believe that Lazzaro will inspire a future audience to be more humane and reflect on their daily experiences and interactions. It is not only an enchanting film experience, but also a beautiful depiction of humanity and the course of its progress."

Official Website: <https://www.modernfilms.com/lazzaro>

Official Facebook: <https://www.facebook.com/modernfilms/>

Official Twitter: <https://twitter.com/ModernFilmsEnt>

Official hashtag: #HappyAsLazzaro

Official Instagram: <https://www.instagram.com/modernfilmsent/>

Posters/stills/images:

<https://www.dropbox.com/sh/q8gbaq3nt1vn0f7/AAAiAdd8zCjjyr9oTyOPRequa?dl=0>

Download press pack:

https://www.dropbox.com/s/ww610jo60fqh6wt/01%20Happy%20As%20Lazzaro_Pressbook_v4e.pdf?dl=0

Trailer Download (UK)

YouTube version: <https://www.youtube.com/watch?v=e3gS7BDmZlw>

Hi Res version: <https://spaces.hightail.com/receive/w9g3BQTQeC>

Girls on Top T-Shirts

50 t-shirts (variety of sizes) from Girls On Top featuring Alice Rohrwacher are available for competitions/events.

Please email ti.s@watershed.co.uk or your local freelancer to secure some for your venue.



HAPPY AS LAZZARO: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing audiences aged 16-30.

- **Price:** If you have a young person/student ticket offer, why not promote it alongside Happy As Lazzaro
- **Experience:** Research into young audiences highlights how important the whole experience is, and often food! Think about promoting special food and drinks offers with your screenings.
- **Interaction / social media:** Focus on the fact that it is from a prominent female director who has been supported in her vision by Martin Scorsese. Also, consider ways to

engage young people in dialogue at events, with the film's magic-realism and spiritual elements.

Simple and easy wins

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.
- Local postcard distribution and postering in hangouts - pubs, clubs, SUs, cafes, venues, festivals

We expect Happy As Lazzaro to appeal to:

- Female film-makers and those interested in Alice Rohrwacher's trail-blazing career
- Cinephiles curious about Martin Scorsese's involvement and support of the film
- Purveyors of Italian cinema who are drawn to its rural and idyllic setting
- People drawn to the film's magical-realism elements
- Fans of Adriano Tardiolo, who has developed a strong fanbase in recent months, apparently because he resembles Timothée Chalamet!

POSSIBLE GUEST SPEAKERS

Dr Alex Marlow-Mann BA, MA, PhD

Dr Alex Marlow-Mann is a specialist on European (and particularly Italian) cinema with strong interests in regional cinemas, the politics of popular genre cinema, cognitive theory, film and emotion, and film preservation. He is the author of *The New Neapolitan Cinema* (EUP, 2011), the editor of *Archival Film Festivals* (StAFS, 2013) and has written numerous articles on cinema from the silent era to the present day. He is also one of the founding members of the British Association for Film, Television and Screen Studies and sits on the editorial boards of the *Journal of Italian Cinema and Media Studies* and *Cine-Excess*.

<http://www.kent.ac.uk/secl/modern-languages/staff/marlow-mann.html>

Themes

Female directors:

Alice Rohrwacher is a cinematic voice of this generation and with each film she makes she increases her reach/reinforces her talent. Listed in most critics' Top 10 films of the year (including S&S and New York Times). Focus on the experiential side of seeing it on the big screen and its connection with cinema and the human condition. It is genuinely ethereal!

Martin Scorsese:

Martin Scorsese has added his name as Executive Producer and has publicly praised Alice Rohrwacher as a great talent and lobbied for her in Hollywood. In addition, the lead actor was found in a school, learned to perform on set and now has gathered a large following around the world for his natural talent - and the way he affects viewers.

In short, throwing Martin Scorsese's name on to promotional materials, FB posts, tweets can never hurt!

Meaningful representations of diversity

From the director: *"When travelling through my country I have often met people like Lazzaro. People I would call good people, but who most of the time do not dedicate themselves to doing good, because they do not know what it is to do good. They simply are, and that which they are means they forever remain in the shadows, because, whenever possible, they relinquish their own selves in order to leave space for others. They are not able to emerge from these shadows. They don't even know that it is possible to "emerge". After reflecting at length on the origins of stories, which are often about people who, unlike these Lazzaros, impose their own destiny, I felt a strong desire to recount the journey of someone whose actions are overwhelmed by events: actions that are perhaps mistaken, but which nonetheless arise from a sort of unconscious and limitless goodness.*

Lazzaro cannot change the world: his saintliness is not recognised. The saints, as we imagine them, must have strength and charisma, and be able to impose themselves. However, I don't think saintliness is linked to charisma. Instead, I believe that if a saint, with their unlikely martyrdom, were to appear in our modern lives, we may not even recognise them as such. They are someone who is empty, who does not know what it means to triumph as an individual. Someone who is surprised but keeps going when the road ends, if they are told that the road doesn't end. Someone who believes fully in those around them.

This is how the character of Lazzaro was created. From the desire to recount to the world in the lightest way possible, with love and with humour, the tragedy that has devastated my country: the abandonment of the countryside, the migration of thousands of people who knew nothing of modernity to the fringes of cities, and of how they renounced what little they had to have even less. A tragedy that today is being repeated, in the same way, elsewhere."

Magical-Neorealism

Happy as Lazzaro (Lazzaro Felice) demonstrates Rohrwacher's ability to combine, convincingly and charmingly, an aesthetic which is firmly in the tradition of neorealism with elements of a peculiarly Italian fabulism.

Other Potential Ideas:

- Work with young film-makers who have made short films on similar subjects and afford them the chance to have their film to be shown ahead of a screening
- Preview screenings for youth groups and/or youth influencers. Also invite young FAN/programmer groups
- Reach out to Film university societies. The young lead apparently has a strong Asian female fan-base!
- While the film's socio-economic front and centre in its marketing, it could provide good post-film talking points about the whole of the worker in modern life as well as modern-day slavery.

There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on fannewrelases@watershed.co.uk to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.

[Email template for schools/university/youth networks](#)

[E-mail template for event screenings](#)

Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

[Generic press template for local press and listings](#)

[Press clippings and reviews](#)

Key Press Quotes

"Sun-scorched, time-bending tale ... beguiling" ★★★★★ - The Guardian

"Holy fools and fairytales, Italian style ... Rohrwacher is as bold as any filmmaker working today"
★★★★ - Rolling Stone

"For a movie that mines its most startling jolt out of the concept of time, there is a knowing and ironic sense of timelessness to [this] exquisite pastoral fable" ★★★★★ - RogerEbert.com

"This modern fairy tale is an instant classic" - NYT Critic's Pick, New York Times

"Heady mix of time-bending fabulism with contemporary social critique to gradually exhilarating effect" - Variety

"The Italian fable that will leave you smiling" *Total Film (from feature)*

"In Rohrwacher's hands, engaged, immersive and marvellously confounding world cinema lives on" **** *Total Film*

"Engaged and immersive" **** *Total Film*

"Fun" *New York Magazine*

or "Barbed-wire satire" *New York Magazine*

"an enchanting, surprising Italian fable" *LA Times*

"right in line with the great, longstanding tradition of Italian neorealism" *Vanity Fair*

"Exhilarating" *Variety*

"Stunning (mid film pivot)" !! *Variety*

"Elegant" *Variety*

"Bewitching" *Variety*

"Spellbinding" *Screen*

"Beautifully shot" *Screen*

"Exhilarating as it is beautiful" *Time Out* *****

"Sublime as it is beautiful" *Time Out* *****

"Pure cinematic magic" *Sight and Sound*

“Sublime and mysterious” **** *The Guardian*

“A fascinating allegorical mystery” *Indiewire*

“Enigmatic” *Little White Lies*

“Mesmerising” **** *Empire*

“Spellbinding” ***** *The Skinny*

ARTICLES OF INTEREST

Happy as Lazzaro first look: Alice Rohrwacher practises magic neorealism

<https://www.bfi.org.uk/news-opinion/sight-sound-magazine/reviews-recommendations/happy-as-lazzaro-felice-alice-rohrwacher-magic-realism>

Interview: Alice Rohrwacher on Happy as Lazzaro and the Past in the Present Tense

<https://www.slantmagazine.com/features/interview-alice-rohrwacher-on-happy-as-lazzaro-and-gl-imping-the-past-in-the-present/>

“Imagination and Reality Go Together”: Alice Rohrwacher Talks Happy as Lazzaro

https://filmmakermagazine.com/106381-imagination-and-reality-go-together-alice-rohrwacher-talks-happy-as-lazzaro-with-josephine-decker-and-david-barker/#.XEXcTs_7TOQ

Happy as Lazzaro (Lazzaro Felice) interview: Director Alice Rohrwacher discusses the tragic ties between power and exploitation

<https://www.theupcoming.co.uk/2018/05/15/happy-as-lazzaro-lazzaro-felice-interview-director-alice-rohrwacher-discusses-the-tragic-ties-between-power-and-exploitation/>

Alice Rohrwacher on ‘Happy as Lazzaro,’ Humanity’s Loss of Innocence, and Martin Scorsese’s Support

<https://thefilmstage.com/features/alice-rohrwacher-on-happy-as-lazzaro-humanitys-loss-of-innocence-and-martin-scorseses-support/>

Film Copy

Official Synopsis

This is the tale of a meeting between Lazzaro, a young peasant so good that he is often mistaken for simple-minded, and Tancredi, a young nobleman cursed by his imagination.

Life in their isolated pastoral village Inviolata is dominated by the terrible Marchesa Alfonsina de Luna, the queen of cigarettes. A loyal bond is sealed when Tancredi asks Lazzaro to help him orchestrate his own kidnapping.

This strange and improbable alliance is a revelation for Lazzaro. A friendship so precious that it will travel in time and transport Lazzaro in search of Tancredi. His first time in the big city, Lazzaro is like a fragment of the past lost in the modern world.

30 words

From Italian writer-director Alice Rohrwacher, *Happy As Lazzaro* follows a simple peasant whose sweet nature makes people mistake him for simple-minded, and his journey through an ever-changing modern world.

50 words

Directed by Italian writer-director Alice Rohrwacher, *Happy As Lazzaro* follows Lazzaro (Adriano Tardiolo) a simple peasant whose sweet nature makes people mistake him for simple-minded. Finding an unlikely friend in the petulant Tancredi, the son of the local land-owner, he is soon caught up in a plan to secure a ransom.

80 words

Following on the cinematic footsteps of Pasolini, Jarman and Fellini, Italian writer-director Alice Rohrwacher's latest film focuses on Lazzaro (talented newcomer Adriano Tardiolo), a beautiful peasant whose sweet nature makes people mistake him for simple-minded. He happily does the bidding of anyone in his local village, which is ruled over by the Marchesa (Nicoletta Braschi), and finds an unlikely friend in Marchesa's petulant son Tancredi, who convinces his hapless ally to help him stage a dramatic incident to secure a ransom.

170 words

Following on the cinematic footsteps of Pasolini, Jarman and Fellini, Italian writer-director Alice Rohrwacher's follow-up to her 2014 hit *The Wonders* is a luminous magic-realist fable that doubles as an origin myth for a modern Italy consumed by corruption and decline. Mixing folk

tales with social critique, biblical allegories and pop culture references, this kaleidoscopic film deservedly won the Best Screenplay award at Cannes 2018.

Lazzaro (talented newcomer Adriano Tardiolo) is a beautiful peasant whose sweet nature makes people mistake him for simple-minded. He happily does the bidding of anyone in his local village, which is ruled over by the Cruella de Vil-esque Marchesa (Nicoletta Braschi), and finds an unlikely friend in Marchesa's petulant, bleach-blonde son Tancredi, who convinces his hapless ally to help him stage a dramatic incident to secure a ransom.

Beautifully shot on Super 16mm by Rohrwacher's regular cinematographer Hélène Louvart and incorporating some truly stunning imagery, the film's textured sepia tinge evokes both a nostalgia for rural innocence and the melancholy of urban decay.

Sample social media posts

Twitter:

"Holy fools and fairytales, Italian style ... Alice Rohrwacher is as bold as any filmmaker working today" ★★★★★ - Rolling Stone.

Catch the genre-busting director's latest film #HappyAsLazzaro now.

[VENUE]

[DATE]

[LINK]

"This modern fairytale is an instant classic"

From executive producer Martin Scorsese comes director Alice Rohrwacher's mesmerizing modern day fairytale #HappyAsLazzaro.

[VENUE]

[DATE]

[LINK]

Special event:

Join us for a post-show Conversations on Cinema after our screening of Happy As Lazzaro, to discuss how female directors are continuing to fight against constraints placed on them by the wider film industry

[DATE and CTA]

Facebook:

“Heady mix of time-bending fabulism with contemporary social critique to gradually exhilarating effect” - Variety

From executive producer Martin Scorsese and genre-busting director Alice Rohrwacher comes a mesmerizing modern day fairytale - Happy As Lazzaro.

Read more and book tickets: [\[LINK\]](#)