

BEYOND THE BRICK: A LEGO® BRICKUMENTARY



WORLD PREMIERE – Press Notes

Director: Daniel Junge and Kief Davidson

Screenplay: Daniel Junge, Davis Coombe, and Kief Davidson

Producers: Brendan Kiernan, Justin Moore-Lewy and Chris Brown

Executive Producers: Anthony Romano, Jim Packer, Bob Lewis, Jill Wilfert and Lee Clay

Film Financier: GEM Pictures

Co-Producer: Molly Tait, Davis Coombe and Chad Herschberger

Cinematographer: Robert Muratore, Tony Molina, Luke Geissbuhler, Aaron Phillips
and Composer: John Jennings Boyd

Editor: Darrin Roberts, Davis Coombe, Tiffany Hauck, Inbal Lessner, Chad
Herschberger and Marco Jacobowicz

Animator: Tommy Williamson

Narrator: Jason Bateman

Running time: 95 minutes

Interviewees:

Tormod Askildsen, Jamie Berard, Marcos Bessa, Scott Bolton, Will Chapman, Dale Chasse, Paul Chzran, Matt Cohen, Peter Donner, Soren Eilers, Peter Esperson, Marta Fernancez, Thorin Finch, Jens Kronvold Frederiksen, Richard Gottlieb, Yu- Hang, Eben Herschberger, Kevin Hinkle, Bjarke Ingels, Jorgen Vig Knudstorp, Dr. G.W. Krauss, Kjeld Kirk Kristiansen, Dr. Dan Legoff, Soren Lethin, Phil Lord, Philip J. McCormick, Christopher Miller, Mads Nipper, Jaromír Novák, David Pagano, Stephen Pakbaz, Adina Pitt, Michael Pitt, Adrian Pitt, Mitchel Resnick, Dave Robertson, Nathan Sawaya, Laurie Schacht, Ed Sheeran, Jim Silver, Paal Smith-Meyer, Will

Thorogood, Hannes Tscherner, Adam Reed Tucker, Rosa Van Den Berg, Nicholaas Vás, Lynn Vaugh, Jonathan Vaughn, Eric Von Hippel, Jan Voorman

Synopsis:

Oscar winning Director Daniel Junge and Oscar Nominated Director Kief Davidson take us on a journey through the LEGO universe...like you have never seen before. They explore the brick that has captured imaginations for generations and look at the fundamental question...is it a toy or something more? BEYOND THE BRICK: A LEGO® BRICKUMENTARY delves into the extraordinary impact of the LEGO brick and the innovative uses of for it that has sprung up all over the world. The narrative will take us to art galleries full of LEGO creations, introduce us to Master Builders making movies, into the world of LEGO therapy, and bring us along to meet AFOLS (Adult Fans of LEGO), each with amazing stories to tell. BEYOND THE BRICK: A LEGO® BRICKUMENTARY explores the essential nature of human creativity and the ways we seek to build and understand our world.

Directors' Statement:

Although we're both known for more "serious" films, BEYOND THE BRICK might be the most difficult film we've ever made. The challenge was to find an approach to this all-encompassing, much-loved topic, which demonstrated the attributes, we all know (or think we know) well as well as the diverse uses and immense community that have grown up around the brick. The expanse of that story is a little overwhelming, so choosing where to start the story and where to end it was far from obvious. Ultimately, we started with the "expected" -- a toy for kids from Denmark -- and moved to the "unexpected" -- a tool for serious work and expanding human creativity. With this approach, we hope we've made a film that's not only entertaining but ultimately reveals something about who we are through these little multi-colored bricks. In our minds, that's as "serious" as anything we've done as filmmakers.

Daniel Junge & Kief Davidson

Filmmakers Bio:

Kief Davidson

Kief Davidson is an Oscar nominated director who creates films that both inspire and entertain. Winning dozens of prestigious awards, his films include the 2013 Academy Award® Nominee OPEN HEART, AFI Film Festival winner Kassim the Dream and Tribeca Film Festival winner and DGA Nominee The Devil's Miner. Beyond The Brick: A Lego Brickumentary marks Kief's third film to screen at the Tribeca Film Festival. He is currently in production on a companion film to Open Heart, about Dr. Paul Farmer and the esteemed global health organization Partners In Health.

Daniel Junge

Director Daniel Junge is an Oscar-winning and two time Oscar and Emmy nominated filmmaker. From his first film — the Tribeca-winning Chiefs on Native American

basketball — Junge has consistently made provocative documentaries with critical and popular acclaim and broadcasts on more than 50 networks internationally. Some of Junge’s titles include the Toronto-premiered Iron Ladies of Liberia, the Emmy-nominated and Oscar short-listed They Killed Sister Dorothy and the Oscar nominated The Last Campaign of Governor Booth Gardner. Junge recently finished his third film for HBO – Saving Face – which won the Oscar for Best Documentary Short.

HēLō

Venice, CA/NYC-based HēLō was started in 2013 with one simple vision: to create experiences, not interruptions. In a digital age, there is no longer differentiation between consumers and audiences; they are one and the same. This is why we didn’t set out to be merely another production company. We are experience providers, problem solvers, storytellers and nimble content creators. Our principals have done everything from run a Digital Agency to heading up a Talent Management Firm. That, combined with our meticulously selected group of talent, provide fertile ground to meet the challenges of today’s increasingly integrated entertainment and advertising markets. Everyone on our roster is an original voice and innovator in new formats and distribution channels. Some are downright pioneers

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.

Interviewees:

Tormod Askildsen
Jamie Berard
Marcos Bessa
Scott Bolton
Will Chapman
Dale Chasse
Paul Chzran
Matt Cohen
Peter Donner
Soren Eilers
Peter Esperson
Marta Fernancez
Thorin Finch
Jens Kronvold Frederiksen
Richard Gottlieb

Yu- Hang
Eben Herschberger
Kevin Hinkle
Bjarke Ingels
Jorgen Vig Knudstorp
Dr. G.W. Krauss
Kjeld Kirk Kristiansen
Dr. Dan Legoff
Soren Lethin
Phil Lord
Philip J. McCormick
Christopher Miller
Mads Nipper
Jaromír Novák
David Pagano
Stephen Pakbaz
Adina Pitt
Michael Pitt
Adrian Pitt
Mitchel Resnick
Dave Robertson
Nathan Sawaya
Laurie Schacht
Ed Sheeran
Jim Silver
Paal Smith-Meyer
Will Thorogood
Hannes Tscherner
Adam Reed Tucker
Rosa Van Den Berg
Nicholaas Vás
Lynn Vaugh
Jonathan Vaughn
Eric Von Hippel
Jan Voorman