

EIFF – More than just films

Film festivals are loved by fans the world over; they are events that get us excited to see what is coming, meet the cast and crews of next month's or year's big hits. Most importantly, they are an opportunity to get a jump on your film friends by seeing something before they do

The other side to these festivals is the industry side. Here these festivals offer up the chance for filmmakers to sell not just their currently canned projects but also their next projects.

With that in mind, the news broke during the EIFF that Modern Life is Rubbish has secured itself a distribution deal with the rights purchased by Cleopatra Entertainment.



The film had its World Premiere at EIFF. Directed by Daniel Jerome Gill and written by Phillip Gawthorne it blends, music, love and careers into a beautiful story.

The deal for the distribution rights was negotiated through The Exchange on behalf of the filmmakers. Brian Perera, Founder and CEO of Cleopatra noted the reasons he had opted to support this film. He said : "Cleopatra relies heavily on music-driven and music-inspired films and Modern Life is Rubbish fits this mould to a T."

Cleopatra is also the distributor behind England is Mine, the soon to be released chronicling of Morrissey, the lead singer of The Smiths, which was the closing night film at this year's EIFF.

