

# Press Release



Thursday 6 December 2007

**For immediate release**

## **Starring role for Nottingham**

**The streets of Nottingham city centre can currently be seen in an exciting new advert for the Motorola RAZR2.**

The advert, which can be seen online now, features three 'free runners' jumping acrobatically off and onto a variety of buildings which should be instantly recognisable to those familiar with Nottingham – the ad even features one of the city's iconic trams!

The company behind the ad contacted EM Media to help them find suitable locations for the free runners to showcase their skills. EM Media's Locations Services suggested a variety of central locations for the shoot which took place at the beginning of October.

Locations used in the ad include the Royal Concert Hall, Nottingham Magistrate's Court, Nottingham Trent University's city campus buildings and the top floor of the Broad Marsh car park.

This isn't the first time Nottingham city centre has featured on screen, the city can currently be seen in Anton Corbijn's feature film *Control* – recently named this year's Best British Independent Film – which shot in Nottingham in 2006, and Nottingham doubled as New York City for a television advert for Clark's shoes in 2004. Another feature film, *Unmade Beds*, the second from writer/director Alexis Dos Santos, is currently shooting in and around the city.

The term 'free running' was created by Guillaume Pelletier and embraced by the French free runners David Belle and Sébastien Foucan. Foucan used the term "free running" to describe a form of physical exercise that he and Belle practiced, which was showcased in the Channel 4 documentary *Jump London* and famously featured in a 2002 BBC promotional film as well as the Bond film *Casino Royale* in 2006.

[See the Motorola video online now.](#)

For further information please contact Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9096 or via email at [emma.hewitt@em-media.org.uk](mailto:emma.hewitt@em-media.org.uk).

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### Notes to editors

EM Media is the Regional Screen Agency for England's East Midlands. From its Nottingham base the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film (long and short form), Television (corporate broadcast, internet TV), Games (for console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).

EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.

EM Media has to date co-financed 18 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Unmade Beds* (The Bureau 2008), *Crack Willow* (Perfume Films 2008), *Summer* (Sixteen Films 2007), *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *Complete History* (Warp X 2007), *Mum and Dad* (2AM Films 2007), *Better Things* (Third Films 2008), *And When Did You Last See Your Father?* (Number 9 Films 2007), *Magicians* (Intermedia Films 2007), *Control* (NorthSee 2007), *This is England* (Warp Films 2007). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2006), *Dead Man's Shoes* (Warp Films 2005), *One For the Road* (One for the Road Productions 2004), *Once Upon a Time in the Midlands* (Slate Films 2003) and *Anita and Me* (Starfield Productions 2002).

For further information, visit [www.em-media.org.uk](http://www.em-media.org.uk).

