

Press Release  
October 2009

**HAMMER**

Public Relations by:  
**idea  
generation**

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# The Hammer Festival

Idea Generation reveals full programming for celebration of legendary British company

**Hammer Festival: October 28<sup>th</sup> – November 15<sup>th</sup>**

At the **Idea Generation Gallery** and across London

For more information: [www.facebook.com/IdeaGenerationGallery](http://www.facebook.com/IdeaGenerationGallery)



Christopher Lee

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This month **Idea Generation** launches a fear-provoking festival with a programme of film screenings, ghost tours and an exhibition featuring never seen before Hammer artwork, prints and photos.

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## Exhibition

An exclusive exhibition at **Idea Generation Gallery** from October 28<sup>th</sup> to November 15<sup>th</sup> showcasing the best of Hammer, including:

- Original posters and prints from classic Hammer films
- An exclusive look at previously unseen photos, prints and artwork, including upcoming Hammer films
- An insight into the incredible Hammer legacy
- Launch of latest release from Titan books. *Hammer Glamour*
- Idea Generation's Shop of Horror
- Hammer Glamour book signing with Marcus Hearn and stars from the original Hammer films
- Exclusive video interviews with Jane Goldman (screenwriter of Hammer's *The Woman In Black*) and Matt Reeves (writer-director of Hammer's *Let Me In*)

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## Screenings

A selection of classic Hammer films will be shown around London

**Lexi Cinema, Chamberlayne Road, Kensal Rise, London, will be showing:**

- *Frankenstein and the Monster from Hell*, **Friday 30<sup>th</sup> October, 11.00pm**
- *Frankenstein Created Woman*, **Saturday 31<sup>st</sup> October, 5.30pm**
- *Dracula: Prince of Darkness*, **Saturday 31<sup>st</sup> October 10.00pm**

**Curzon Soho, Shaftesbury Avenue, London, will be showing:**

- Special screening of *Captain Kronos: Vampire Hunter* with expert Q&A, **Friday 30<sup>th</sup> October**
- Including a special Hammer-inspired party and rock'n'roll gig from **The Dellas** ([www.myspace.com/thedellas](http://www.myspace.com/thedellas))

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## Ghost Bus Tours

A special week of **nightly ghost tours** around East London starting and ending at The Hammer Festival at Idea Generation Gallery

- So far confirmed: October 27<sup>th</sup>

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## Talks

- Authoritative talks from experts looking at Hammer's incredible heritage as well as discussions about Hammer today and the company's forthcoming feature projects.
- Talk dates & times to be confirmed

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## Parties

- **A VIP launch party** hosted by Idea Generation Gallery to kick start the festival on 27<sup>th</sup> October at 7.00pm
- **Press preview** and **book launch** at Idea Generation Gallery on 27<sup>th</sup> October from 5.30pm
- After-party taking place at **Beach Blanket Babylon**, Bethnal Green Road, Shoreditch
- **Hammer Party** at the **Curzon, Soho** Shaftesbury Avenue, Soho, on Friday October 30<sup>th</sup>, with a Hammer-inspired gig from **The Dellas** ([www.myspace.com/thedellas](http://www.myspace.com/thedellas))

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## The Tweetenstein Project

October 27<sup>th</sup> – November 15<sup>th</sup> 2009

<http://twitter.com/hammerfilms>

Over the course of the **Hammer Festival**, "**The Tweetenstein Project**" – 140-character versions of Hammer films – will run @hammerfilms on Twitter. Watch out for "**Tweetensteins**" from Hammer alumni, film historians and celebrity Hammer fans including Ingrid Pitt, Madeline Smith, Shane Briant, Brian Clemens, David Pirie, Stephen Jones, Matthew Holness, Andy Nyman and Graham Duff. Check the Hammer website at <http://www.hammerfilms.com> for further details.



# The Hammer Festival

Enter at your peril...

Hammer Festival:  
28<sup>th</sup> October – 15<sup>th</sup> November 2009  
Idea Generation Gallery



This Halloween **Idea Generation** opens the crypt doors to launch London's most frightening festival – the **Hammer Festival**.

The **Hammer Festival** brings together a terrifying programme of film screenings, ghost tours, readings, and an exhibition featuring never-seen-before artwork from their classic and upcoming films, rare and original posters and behind the scenes photos from Britain's most successful film company **Hammer**.

<p>"More terrifying than 'The Curse of Frankenstein', this is one Hammer production that will leave you shivering"</p>	<p>"'Dracula' is Christopher Lees and Hammer's breakthrough movie. It's terrifyingly good, you'll want to get your teeth stuck into it"</p>	<p>"Gripping science fiction masterpiece from British horror masters Hammer"</p>

The **Hammer Festival** will be an event you'll want to get your teeth stuck into as the exhibition, forming the backbone of the festival, unearths images from Hammer's classic subjects and genres including, **Frankenstein, Dracula, The Living Dead, Thrillers, Science Fiction** and **Hammer Glamour**.

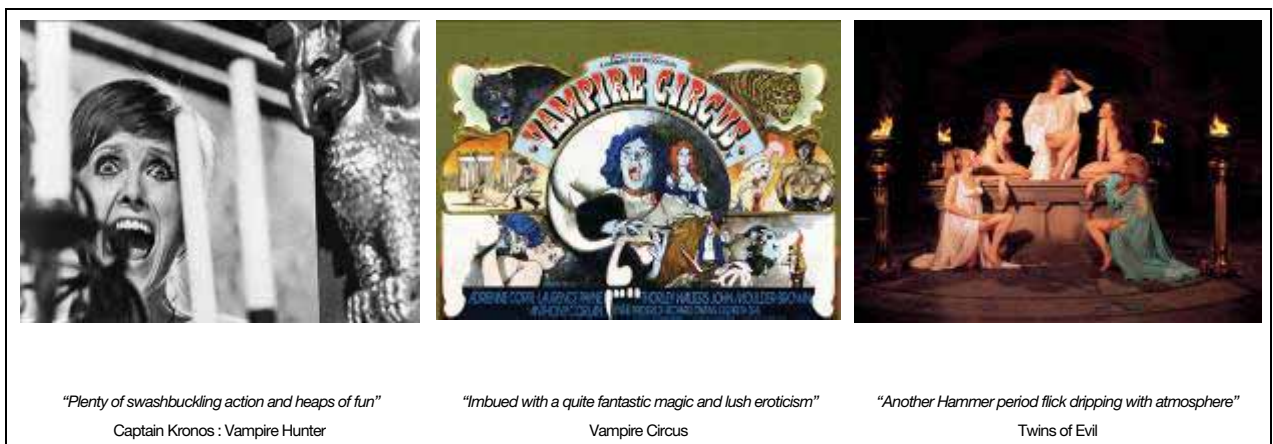
Images and posters dug up from the archives of the most famous and successful independent British film company, **Hammer** will be displayed at the **Idea Generation Gallery** celebrating the horror, drama, suspense and glamour of the seminal films which propelled **Hammer** to cult status. In addition there will be an exclusive look at images for upcoming Hammer releases **Let Me In** (written and directed by Cloverfield's Matt Reeves) and **The Resident** (starring two time Oscar®- winner Hilary Swank and Hammer legend Sir Christopher Lee).

The exhibition will offer an exclusive look at previously unseen photos, prints and artworks from an array of classic Hammer, behind the scenes photos of stars including **Christopher Lee, Ursula Andress, Oliver Reed, Raquel Welch, Peter Cushing & Bette Davis.**

The exhibition will give an insight into Hammer's incredible legacy with posters and prints from *The Brides of Dracula (1960)*, *The Phantom of the Opera (1961)* and *Hammer House of Horror (1980)* displayed alongside terrifying images from *The Curse of Frankenstein (1956)* and original posters from *The Horror of Frankenstein (1970)*.

Fans will be invited to look if they dare at the spine tingling images from classic pictures *The Mummy (1959)*, *Dracula (1957)* and *The Abominable Snowman (1957)*. The exhibition will also provide an exclusive look at Hammer's renowned erotic period, featuring artwork from films such as *Lust for a Vampire (1970)*, *The Vampire Lovers (1970)* and *Slave Girls (1966)*.

Titan Books will also be launching their latest release, *Hammer Glamour*, at the exhibition. The book features rare and previously unpublished photographs from Hammer's archive and private collections worldwide. Featuring new interviews, *Hammer Glamour* celebrates Hammer's female stars including **Ingrid Pitt, Martine Beswick, Caroline Munro, Barbara Shelley, Joanna Lumley, Nastassja Kinski, and Raquel Welch.**



"Plenty of swashbuckling action and heaps of fun"  
Captain Kronos: Vampire Hunter

"Imbued with a quite fantastic magic and lush eroticism"  
Vampire Circus

"Another Hammer period flick dripping with atmosphere"  
Twins of Evil

Katy Wild, Editorial Director of **Titan Books** said: "Hammer is an enduring brand, much beloved for the classic movies that everyone knows, but also now associated with brand new exciting quality film-making.

"We are proud to be associated with this exhibition which celebrates the Hammer heritage and ties in with the publication of our book *Hammer Glamour*, a fabulous tribute to the beautiful women who featured in Hammer movies over the years, written by Hammer authority, Marcus Hearn."

Marcus Hearn, **Hammer** historian said of the exhibition: "The Hammer Horror genre has not long been fifty years old and what better way to show off its rich heritage than with an exhibition during Halloween. Most of the items on the show either haven't been seen since the respected films were released, if ever, so it will be great to be able to finally share them with the public."

Exhibition Dates:	28 October – 15 November 2009	Private View:	27 October: 6:30pm
Address:	Idea Generation Gallery 11 Chance Street London E2 7JB	Tube:	Liverpool Street or Old Street
Opening Hours:	Monday to Friday: 12pm - 6pm Saturday & Sunday: 12pm – 5pm	Prices:	Free
		First Thursdays:	Open to 8pm

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# Editor's Notes

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## Hammer

Hammer is a London based production subsidiary of [Exclusive Media](#) and a legendary British film brand. Not in production since the 1980s, Hammer is now being aggressively reinvigorated through new investment in the development and production of film, television and digital-platform content. Hammer's return to horror was heralded by interactive web serial "[Beyond The Rave](#)", which was broadcast by MySpace in 12 territories in 2008. Today, Hammer has an active development slate totalling more than 25 projects across diverse genres sourced out of both Europe and the United States. Hammer expects a number of these projects to go into production during 2010, most notably [Let Me In](#) (dir./scr. Matt Reeves currently in pre-production). And [The Woman In Black](#) (scr. Jane Goldman, adapted from Susan Hill's novella), [The Resident](#). Hammer's return to theatrical features starring Hilary Swank, Jeffrey Dean Morgan and Hammer legend Sir Christopher Lee, is currently in post-production.

Launched in 1934 Hammer's first production was [The Public Life Of Henry The Ninth](#) and, following a period of inactivity during WW2, the first picture from the newly incorporated Hammer Film Productions Ltd. was 1949's [Dr. Morelle: The Case Of The Missing Heiress](#). The new company's first colour film was [The Men Of Sherwood Forest](#) in 1954, and in 1955 the success of [The Quatermass Xperiment](#) led to Hammer's move into horror films including [The Curse Of Frankenstein](#) in 1957 and [Dracula](#) in 1958. A hugely successful run of gothic monster movies cemented Hammer's reputation as the 'Hammer House of Horror', and deals with Universal Studios and Columbia kept the production base at Bray Studios busy with an incredible volume of films produced during this period.

Half-way through the 1960s deals were struck with Seven Arts and Twentieth Century Fox, which led to further horror classics including [The Plague Of The Zombies](#), [Quatermass And The Pit](#), and [The Devil Rides Out](#) in addition to successful adventure films including [One Million Years BC](#). The 1960s also saw Hammer's first move into television production with [Journey To The Unknown](#) and in 1968 the company received the Queen's Award for Industry. The 1970s saw a clutch of vampire movies and some lucrative movie spin-offs from British sitcoms. To [The Devil A Daughter](#) was the last Hammer horror feature in 1976, but production continued into the 1980s with several influential and well-loved TV anthology series.

In addition to Hammer, [Exclusive Media](#) is the parent company of Los Angeles based independent film and documentary specialist [Spitfire Pictures](#), and [Exclusive Film Distribution](#), the international sales & distribution entity also based in London.

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## Titan Books

Titan Books is a leading publisher of licensed entertainment and internationally renowned for television and film companions, including the hugely successful [Watchmen: The Film Companion](#), [Watchmen: The Art of the Film](#) and [Watchmen: Portraits](#), tie-ins for [Terminator® SalvationTM](#), and compendiums such as [The Hammer Story](#), [The Alfred Hitchcock Story](#) and [Staring Sherlock Holmes](#). Titan Books also publishes graphic novels, a series of high-end art books, and biographies such as Kevin Smith's [New York Times](#) bestselling [My Boring-Ass Life](#).

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# Contacts

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## For further information / Use of pictures / Interviews

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## Websites



[www.ideageneration.co.uk](http://www.ideageneration.co.uk)

For:

- Online Press Office
- Client list
- Company contact detail



[www.hammerfilms.com](http://www.hammerfilms.com)

For:

- News feeds
- Events
- DVDs



[www.lexicinema.co.uk](http://www.lexicinema.co.uk)

For:

- Booking tickets
- Visitor Information



[www.curzoncinemas.com](http://www.curzoncinemas.com)

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