

# mad as birds

## MAD AS BIRDS AGREE OPTION DEAL ON “I USED TO BE IN PICTURES: AN UNTOLD STORY OF HOLLYWOOD” WITH BROTHERS AUSTIN AND HOWARD MUTTI-MEWSE

### FORMER WARNER BROS. MARKETING EVP & NEWLY APPOINTED MAD AS BIRDS CONSULTANT, CON GORNELL WILL PRODUCE ALONGSIDE THE MAD AS BIRDS TEAM

**UK: NOVEMBER 20<sup>TH</sup> 2018:** Mad As Birds today announced it had secured the rights to Austin and Howard Mutti-Mewse's sought after true story, **I USED TO BE IN PICTURES: AN UNTOLD STORY OF HOLLYWOOD**. The book tells the remarkable and touching account of how teenage brothers from New Malden in England connected with iconic film stars of Old Hollywood.

Their beautifully thoughtful letters reached the likes of Bette Davis, Marlene Dietrich, James Stewart and Elizabeth Taylor who were all touched and moved by the affectionate attention and recognition they received from the boys in the twilight of their careers. It became oxygen for the celebrities who were keen to maintain the relationship by any means and a heavy responsibility for the young men to shoulder. Even at their young age, the brothers understood the power of remembering but how on earth can they afford the postage and phone bills?

I USED TO BE IN PICTURES is a brothers' true journey, a hilarious and poignant odyssey of fading glamour that started in 1980's England and got as far as a BBQ at Sinatra's house. It's a coming of age and a passing of youth story, rolled in a Hollywood red carpet.

The brothers were introduced to Mad As Birds by Con Gornell who left Warner Bros recently where he had been the Executive Vice President Of European Theatrical Marketing for over 20 years and who will take a Producer role on the project.

Upon announcing the deal, Austin Mutti-Mewse said, *“My twin brother Howard and I felt unequivocally that Mad as Birds are the right choice to take ‘I Used to be in Pictures: An Untold Story of Hollywood’ and develop the story further. We have had lots interest from studios and others but during the meeting with the Mad As Birds team, Celyn described a way to tell this story which instantly chimed with me and the emotional connection was instant. It was the lightbulb moment I had been waiting for!”*

Howard Mutti-Mewse added, *“Ours is a very British tale of two ordinary twin brothers doing an extraordinary thing. It is humbling and compassionate, international and escapist; all themes that fit perfectly alongside the projects Mad As Birds are currently working on.”*

Mad As Birds' Celyn Jones noted, *“This is very exciting. You can't ignore a good true story, it attaches to you and doesn't leave. I'm intrigued by old Hollywood and its mythical status and I adore the idea of discovering it through the eyes of these charismatic brothers. Their commitment to the ageing stars and the connection to each other was very moving to me, I just had to become involved.”*

Con Gornell commented, "Having had the pleasure of meeting the brothers at the opening of the Stanley Kubrick Exhibition in Paris many years ago, I have known for quite some time that their personal story demands to be told and will be told. It is a truly beautiful and uplifting tale blending the innocence of British youth with the rekindling of a fading Hollywood flame of beauty, glamour and fame. I am thrilled that the introduction of Austin and Howard to the Mad As Birds team has resulted in an absolute passion and energy to bring their extraordinary experience to the 'Silver Screen'."

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#### **About Mad As Birds**

Mad as Birds Films is an independent film & television production company based in the North West of England and North Wales. From within the MAB team there's a unique blend of expertise and experience that covers many areas of filmmaking - from writing & development to finance, production to performance and post-production to sales.

MAB's debut feature was the critically acclaimed and award-winning SET FIRE TO THE STARS, starring Elijah Wood and directed by Andy Goddard. Their next feature is the psychological thriller THE VANISHING (F.K.A KEEPERS) which releases late 2018, starring Gerard Butler, Peter Mullan and directed by Kristoffer Nyholm.

The comedy POMS, starring Diane Keaton and Jacki Weaver (with Sierra Pictures) and the period thriller SIX MINUTES TO MIDNIGHT starring Judi Dench, Jim Broadbent and Eddie Izzard (with Lionsgate) have both recently completed filming and are into post-production for release in 2019. Pre-production is now set on the moving drama THE ALMOND AND THE SEAHORSE which will be directed by Guillaume Gallienne, his first English-language film.

Mad as Birds Films first TV series, MINOTAUR, is currently casting alongside its international production and sales partners Federation Entertainment, WME and The Welsh Government.