

## PRESS RELEASE

Happy Endings Productions Ltd  
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**FOR IMMEDIATE RELEASE**  
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### **Be the first to see the latest Happy Endings Productions short at a private test screening!**

Swedish born, London based filmmaker, Eva-Marie Elg, will be showing her new short film 'The Theory' at Rio Cinema in Dalston, East London, on 29<sup>th</sup> May at 1pm. It is a private test screening for press and industry professionals.

Eva-Marie Elg's previous films have been widely acclaimed around the world, earning her nominations for prestigious awards, such as the New Nordic Voices at Nordisk Panorama and the 1 km Film Scholarship at Stockholm Film Festival. She won bronze at the Jugend Medien Festival in 2007 with her short 'Recognize Myself' and received an honorary mention at Uppsala International Short Film Festival in 2009 for 'Sleeping and Dreaming of Food' – her collaboration with Swedish comic book writer, Kolbeinn Karlsson. Her 2005 documentary 'A Trail of Pictures' is currently being streamed on Channel 4's website and her first production foray, 'Suburban Madness' has recently premiered in Rio de Janeiro.

'The Theory' is Eva-Marie's fifth short film since moving to the UK. The short is set in London in the 70s. It focuses on a middle aged man, trapped in a 50s time warp, cooking whilst being interviewed about his life. He is alone, living with the ghosts of his past, in the midst of his children's toys and the traces of his wife – unable to move on. As the tone shifts from bemusement to pathos to chilling realization the story makes us well aware that life is what you make it...

*"The 12 minute film takes us through the lifetime of one man", said writer-director Eva-Marie Elg, 27, "which is heaving with loss and disappointment. His memories are kept alive by the keepsakes with which he surrounds himself; particularly the 8mm home movie, which evokes painful recollections. Despite being desperate to repress these memories he is drawn to relive them. With this film I wanted to explore the human conditions surrounding loss and fault as well as the effects of denial and discontent. It is actually the second film where I've focused on a male protagonist in a claustrophobic space, inviting the audience to examine him objectively, as though viewing a caged animal."*

Emie can be contacted on her phone: 0784 1098 441  
or via email: emie@happyendingsproductions.co.uk

**Previous UK press:**

Islington Gazette, August 2007:

<http://happyendingsproductions.co.uk/newsandpress/clippings/islingtongazette230807.pdf>

The Pictures Underground Film Zine, December 2009:

<http://happyendingsproductions.co.uk/newsandpress/clippings/thepictures3.pdf>

**Links:**

- <http://www.happyendingsproductions.co.uk> – Happy Endings Productions, the production company owned and managed by Eva-Marie.
- <http://www.riocinema.org.uk> – Rio Cinema in Dalston, where the screening will take place.

**Enclosed:** Invitation to the test screening  
Biography of Eva-Marie Elg  
Photo of Eva-Marie Elg  
Promotional stills from the film ‘The Theory’

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