

## PRESS RELEASE

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**Premiere: *Suburban Madness* - Samba in Psychiatric Institution**  
**London-based film team follows the carnival group of Rio de Janeiro's most**  
**unconventional mental asylum.**

Happy Endings Productions presents the premiere of their film *Suburban Madness* at the Rio Cinema in Dalston, London on Saturday, September 26<sup>th</sup> at 1:30 pm. The independent Rio Cinema is located on 107 Kingsland High Street, E8 2PB.

The short documentary follows the journey of the carnival group 'Suburban Madness' (Loucura Suburbana) during the local festivities. The film captures what happens when the inmates for once leave the confinement of the institution to clash with the normal world going crazy. The result is a powerful social experiment.

The mental institution is located in the suburbs of Rio de Janeiro, the carnival capital of the world. The patients' involvement in the carnival is part of the treatment replacing excessive medical treatment with music and dance therapy. The documentary catapults the audience into the intimate world of psychiatric patients and their therapists while following the carnival group through the preparations, rehearsals and the final procession of the carnival.

The German born director Philipp Figueroa teamed up with the Portuguese journalist Carlos Fialho and Happy Endings Production Ltd. to produce a fifteen-minute documentary capturing the people's authentic carnival far off the stereotyped glitter and glamour.

*"The project gave me the opportunity to document a unique social experiment and witness the Brazilian carnival from a very special perspective."* Philipp Figueroa

### Links:

- <http://www.happyendingsproductions.co.uk> – Happy Endings Productions Ltd
- <http://www.suburbanmadness.blog.com> – The project's blog
- <http://www.riocinema.org.uk> – The venue of the premiere

**Enclosed:** Press Kit including: technical information, list of crew, synopsis, director's statement, biographies, production stills and poster

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