

Lexus and The Weinstein Company Celebrate the Success of the Lexus Short Films at Cannes 2013

May 28, 2013

CANNES, May 20, 2013 – Harvey Weinstein paid tribute to the importance of filmmaking through his unprecedented collaboration with Lexus to create the “Life is Amazing” Short Film series. Over three separate events, Lexus and The Weinstein Company endorsed the five filmmaker’s presence at Cannes through:

THE LEXUS & THE WEINSTEIN COMPANY PANEL:

Harvey Weinstein, Tim Burton, Ryan Coogler and **Paul Van der Burgh**, Director of Lexus Europe, joined the five filmmakers for a panel discussion at The Hotel Majestic. The Lexus Short Film Directors: **Justin Tipping** (“Swimming in Air”), **Cristina Molino** (“Beyond Memories”), **Campbell Hopper** (one-half of directorial duo known as “Special Problems” with Joel Kefali, Echoes), **Chan Chung Ki** (“Pupil”), and **Mitsuyo Miyazaki** (“A Better Tomorrow”), discussed their individual interpretations behind the “Life is Amazing” series, along with the emotional inspirations and technical influences they took from their own parts of the world.

Talking about getting started in filmmaking, Harvey Weinstein commented: “When Good Will Hunting was released by Matt Damon and Ben Affleck, which then became the success that it did, they went on to launch Project Green Light, subsequently finding and launching the careers of some of the most recognisable talent today. This is the more efficient way of doing it.”

"LIFE IS AMAZING" SHORT FILMS WORLD PREMIERE:

The filmmakers joined stars such as **Zoe Saldana, Naomie Harris** and **Clive Owen** to walk the red carpet of the Lexus Short Films premiere event, held at the Olympia screening room. Presented by Lexus and The Weinstein Company’s Harvey Weinstein and David Glasser, audiences witnessed the five films back-to-back, showcasing the unique visions behind the “Life Is Amazing” series.

THE WEINSTEIN COMPANY AND LEXUS PARTY

To celebrate the success of the Lexus Short Film Series, The Weinstein Company and Lexus hosted a party for filmmakers, talent and industry professionals at Baoli Beach, Cannes in an event which culminated the day’s successful celebration of the theme “Life is Amazing” and honoured the importance of emerging global filmmaking talent.

The Lexus Short Film Series will be released one by one from May 28, 2013 on www.lexusshortfilms.com.

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