PRESS RELEASE



Wednesday 7 February – for immediate release

**Documentary film about one of Britain’s most maverick performers**

**set to hit SXSW for its World Premiere**

Steve Sullivan’s debut feature documentary *Being Frank: The Chris Sievey Story* has been selected for SXSW and will receive its World Premiere between 12 and 14 March in Austin, Texas.

*Being Frank: The Chris Sievey Story* explores the extraordinary secret life of artist Chris Sievey, best known as his alter ego Frank Sidebottom, the maverick British comedian in a fake head.

Frank Sidebottom, remembered fondly as the man with the papier-mâché head, was the court jester of the Manchester music and comedy scene for over 25 years. He had his own TV show, played at Wembley Stadium and build an army of fans, but only a privileged few knew the man inside that huge head. *Being Frank: The Chris Sievey Story* tells a twisted tale of split personalities - a suburban superhero with a fanatical desire to preserve the myth he created, and eventually having to battle against being consumed by his alter ego.

*Being Frank: The Chris Sievey Story* includes extensive archive from Chris’s personal collection of hundreds of boxes of notebooks, home movies, art and music. Insights from Chris’s family, friends, and colleagues, including Jonny Vegas, Jon Ronson, John Cooper Clarke, Ross Noble and Mark Radcliffe, finally reveal the hidden story of Chris Sievey - a musician, songwriter, artist, comedian, filmmaker, performance artist and wayward genius.

On the SXSW news director Steve Sullivan commented: *"For the film to be given its World Premiere at SXSW in Austin, Texas is unbelievably exciting. To know that Chris Sievey and Frank Sidebottom’s work and legacy is about to be launched on such an important international stage is a tremendous feeling. I can’t wait to bring the film back to the UK and launch it in the biggest possible way later in the year.”*

*Being Frank: The Chris Sievey Story* took director and producer Steve Sullivan five years to complete and the film received backing from over 3,000 crowdfunders. Production finance came from Ffilm Cymru Wales with further support from 104 Films and Fat Controller Management Ltd.

*Being Frank: The Chris Sievey Story* will screen at SXSW in the in the festival’s 24 Beats Per Second strand that showcases the sounds, culture and influence of music and musicians, with an emphasis on documentary. Further information via: [www.sxsw.com](http://www.sxsw.com).

Updates on the film, including news on screenings, via social media and the film’s website:

Facebook: <https://www.facebook.com/BeingFrankDoc/>

Twitter:

Website: [www.beingfrankmovie.com](http://www.beingfrankmovie.com)

Piece of Cardboard Productions

in association with Ffilm Cymru Wales, 104 Films and Fat Controller Management presents

A film by Steve Sullivan

**Being Frank: The Chris Sievey Story**

**- ENDS -**

Further information, imagery and interview requests via Sally Hodgson (Producer of Marketing and Distribution). Email [sally@pipocapictures.com](mailto:sally@pipocapictures.com) or call +44 (0)115 8507844 or +44 (0)7974 563 697.

**NOTES TO EDITORS**

**About Steve Sullivan**

Filmmaker Steve Sullivan worked with maverick comedian Frank Sidebottom (aka Chris Sievey). After Chris's death Steve became custodian of his possessions and crowdfunded a documentary unearthing the real life of this most secretive of artists. Steve's previous films have won awards internationally. He is best known for his short film ‘[A Heap Of Trouble](https://vimeo.com/117672124)’, a musical about naked men, which won the grand jury prize at the Montreal Comedy Festival, a BAFTA Cymru for Best Short Film, and has screened at over 100 film festivals around the world. [www.stevesullivan.co.uk](http://www.stevesullivan.co.uk)

**About Ffilm Cymru Wales**

Ffilm Cymru Wales supports the development of a creative, innovative, and inclusive film culture. Through funding and professional advice, we support emerging and established filmmaking talent to reach new audiences, explore new ideas to maximise the value of film, and engage with the educational and economic benefits that film brings to the rich culture of Wales. [www.ffilmcymruwales.com](http://www.ffilmcymruwales.com/)

**About SXSW**

Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. In 2018 SXSW runs from 9-18 March, in Austin, Texas. <https://www.sxsw.com/>