

RIALTO PICTURES

Jean-Luc Godard's *Breathless*

<http://www.rialtopictures.com/breathless.html>

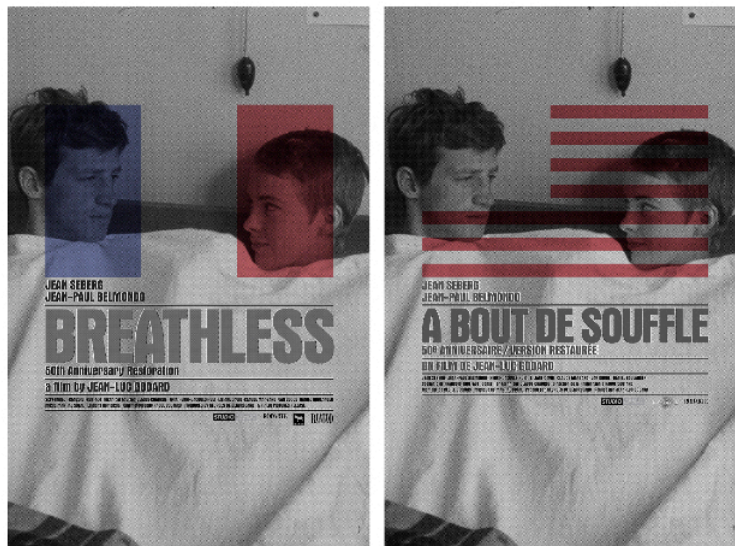
Guidelines and Resources for Film Promotion:

1) Promotional Materials

- **DVD screeners, 35mm trailers (flat or scope), and postcards** can be requested by contacting Diana Wade at media@rialtopictures.com or 212-620-0986. **All trailers must be returned to Rialto Pictures at 287 Spring Street, NY, NY 10013. Lost or damaged trailers are subject to a replacement fee.**
- **One-sheets** can be requested directly from Technicolor by contacting Erik Usison at erik.usison@technicolor.com. Diana Wade (media@rialtopictures.com) must be cc'd on all orders. Specify that you would like the **Breathless (US) one-sheet (see sample on left below)**. **Breathless (French) one-sheets are very limited and requests must be approved by Rialto.**

US

French





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- For **high-resolution images, pressbook/production notes, digital trailers, web icon, TV clips and ad slicks**, please visit our ad server. The **press release** is also on this site. We prefer that this is the release sent to press: http://www.rialtopictures.com/FTP/FTP_breathless.html
- There is a **YouTube link to the trailer**, please use this version of the trailer and not any other version: <http://www.youtube.com/watch?v=juihAJaAkgA>
- A pdf file of a **blow up** of the *New York Times* review can be downloaded at http://www.rialtopictures.com/FTP/FTP_breathless.html. The blow up when printed full scale is 41 inches tall and 27 inches wide. Contact your local print shop about how to print and mount the blow up on posterboard.

2) Interviews

Raoul Coutard, the cinematographer of *Breathless* who participated in the 50th anniversary restoration released by Rialto, is available for interviews by phone and/or email. If interested, please contact Diana Wade at rialto.media@verizon.net.

3) Outreach

- Your regional **French Consulate** or **cultural institutions such as the Alliance Française**, are an excellent resource to promote the film via websites, newsletters or by displaying postcards.

Please refer to the list on our FTP for organizations in your area:

http://www.rialtopictures.com/FTP/FTP_breathless.html

Contact Diana Wade at media@rialtopictures.com if your city is not included or if you need further information.

- ***Breathless* in Fashion:** The fashion in *Breathless* was hip for its time and the 50th Anniversary release has inspired a new wave of fashion based on the iconic looks of Jean Seberg and Jean-Paul Belmondo. Visit “Breathless in Fashion” for links to articles on the *Breathless* look:

http://www.rialtopictures.com/images_02/breathless_infashion.html

Contact your local vintage clothing store for a tie in.

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- ***Breathless and Jazz:*** *Breathless* features the iconic jazz score of Martial Solal. There is no recording of the score, but Solal's music is available on CD. Contact your local music and music/book store for a tie in.

4) Reviews

- The following quotes can be used for advertising purposes. A complete list of quotes and full reviews can be found at our What The Critics Say page

http://www.rialtopictures.com/images_02/breathless_critics.html

"Breathless still feels entirely original. It still has the power to defy conventional expectations about what a movie should be while providing an utterly captivating moviegoing experience... Much as it may have influenced what was to come later, there is still nothing quite like it. Even at 50, it is still cool, still new!"

– A.O. Scott, *The New York Times*

"I've seen the fiftieth-anniversary restoration of *Breathless*, and it's revelatory! The images, yield up details hitherto imperceptible in the prints that were available until now."

– Richard Brody, *The New Yorker*

"CRITICS PICK! It's not hyperbole to say that Godard's New Wave touchstone, still one of the most electrifying debuts in history, changed cinema forever."

– *New York Magazine*

"Made with such exceptional energy that it retains its freshness and élan 50 years later..."

– Kenneth Turan, *Los Angeles Times*

"One of the most famous and influential movies ever made. Most so-called 'revolutionary' movies do not age well but *Breathless* still leaps off the screen. A seminal movie for filmmakers and critics alike! "

– Peter Rainer, *Christian Science Monitor*

"FIFTY YEARS ON, STILL THE NEWEST MOVIE IN TOWN!"

– John Powers, *Vogue*

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4 STARS - This movie liberated the cinema... as clearly and cleanly as Picasso freed painting and the Sex Pistols rebooted rock.

-- Ty Burr, *Boston Globe*

"Breathless" truly epitomizes cool. Not to be missed.

-- Brett Michel, *Boston Herald*

4 STARS! It's not just a film, it's a poem! A one-of-a-kind movie that has never dated, and it looks and sounds (much improved subtitles) better than ever in Rialto Pictures' 50th-anniversary restoration.

--Jeffrey Gantz, *Boston Phoenix*

Breathless... the freshest film in town and the must-see film of the summer.

--Carrie Rickey, *Philadelphia Inquirer*

A half-century after its release, Godard's opening salvo remains among the most exhilarating of film debuts.

--Sam Adams, *Philadelphia City Paper*