Beat: Entertainment

STRAND RELEASING ACQUIRES NORTH AMERICAN DISTRIBUTION RIGHTS TO FRONT COVER

BY RAY YEUNG

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USPA NEWS - Fortissimo Films announced today the licensing of North American distribution rights of Ray Yeung´s FRONT COVER to Strand Releasing. FRONT COVER received its World Premiere in Competition at the recent Seattle International Film Festival and will unspool next week as the Opening Film of HKLG.

FRONT COVER received its World Premiere in Competition at the recent Seattle International Film Festival and will unspool next week as the Opening Film of the Hong Kong Lesbian and Gay Film Festival. Strand plans for an extensive North American Festival run and a multi-market theatrical release starting in New York City from spring 2016.
The English-language feature marks the second film from Director Ray Yeung, whose earlier feature, “CUT SLEEVE BOYS“, premiered at the 2006 Rotterdam International Film Festival and later won Best Feature at LA´s Outfest Fusion Festival, following which it was licensed to a number of international territories. FRONT COVER will screen at the Hawaii International Film Festival and New York's premier LGBT film festival NewFest, with a number of additional Festivals yet to be announced.----------
Produced by NewVoice Production Inc. , along with Producer, Kaer Vanice (TEN STORIES TALL) and Co-Producers Chowee Leow (THE BLUE MANSION, CUT SLEEVE BOYS) and Stan Guingon (PAPER WRAP FIRE), FRONT COVER follows the story of Ryan Fu (Jake Choi), an up-and-coming gay Asian American fashion stylist who detests and rejects his Asian heritage and impoverished upbringing in Chinatown, Manhattan. When Ryan is tasked with the demanding assignment of styling a famous actor Ning (James Chen) visiting from China, a clash of styles, cultures and attitudes quickly jeopardizes Ryan´s position. After a rocky start to their working relationship, they find they have more in common than they realized and an unlikely friendship develops between them, which leads Ryan to closely examine his cultural identity and personal values.
The deal was negotiated by Fortissimo Films´ Chairman, Michael Werner and Strand Releasing´s Co-President, Marcus Hu.
Upon closing the deal, Fortissimo´s Michael Werner commented, “We´ve had a long and wonderful relationship with Marcus and Jon. FRONT COVER is in excellent hands at Strand; they will ensure that the film strikes a chord with its core constituencies and beyond.“

"I'm thrilled to be working with one of our oldest partners Fortissimo on FRONT COVER. It confronts serious subjects with a humorous twist that is both appealing and entertaining. Ray is someone I've wanted to work with and look forward to the collaboration," said Marcus Hu, Co-President of Strand Releasing. Director, Ray Yeung added, “Fortissimo has done a fantastic job of securing North American rights for FRONT COVER. This film is about internalized racism which is rarely addressed in movies. We are very excited that a company as respectable as Strand Releasing is distributing FRONT COVER. We know this partnership will bring a fruitful experience to everyone involved in this film.“Sales for the film are currently underway at this year´s Toronto International Film Festival.

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UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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