

The **Josephine Hart Poetry Foundation** reveals

THE POETRY MOVEMENT

Defining the Visual Language of Classic Poetry in the 21st Century



The Poetry Movement, a set of short animated films created for **The Josephine Hart Poetry Foundation** will be revealed on **Thursday 4th June** at an exclusive screening. To be held at the **BFI Stephen Street Screening Rooms** in the heart of London, the series of films have been brought together by **The Poetry App** who aim to define the Visual Language of Classic Poetry in the 21st Century

Voiced by great British actors including **Harold Pinter**, **Robert Montgomery** and **Harriet Walter**, The Poetry Movement displays original works over classic literature from **Philip Larkin**, **Sylvia Plath** and **T S Eliot**.

The series of films were produced by Creative Director **John-Paul Pryor** and The Poetry App Director **Eleanor Carter**, directed by **Icecream**, **David Lobser** & **Onur Senturk** of **Troublemakers TV** and overseen by **Lord Saatchi**.

John-Paul Pryor is a young author whose work has been compared to that of rebel outsider Jean Genet and a creative and editorial consultant in the arts and culture sphere. *"The idea was to take this classic poetry and set it very much in a 21st-century context. We wanted to produce animated films that were genuinely challenging and representative of our extreme age."*

The three films are leading the message of the late **Josephine Hart** – that poetry can be live saving. By pushing boundaries within film and poetry with powerful, thought provoking images the mission is for people to reconsider classic verse. We are now fully accustomed to complex graphics and technologies; we live fast lives and expect more from our content. **The Poetry Movement** is a reawakening of classic verse – poetry is no longer just words on a page anymore, it's an all-encompassing experience and completely in tune with our modern day expectations.

Eleanor Carter, Director of The Josephine Hart Poetry App, is on a mission to create a Poetry Revolution. *"Josephine Hart believed in the power and effectiveness of hearing poetry read aloud. Using advanced technologies, we have taken her idea to the next level with the intention of providing a new layer to the way we consume verse. The Poetry Movement stands as testament to our incredible library of actors, poetry and poets. This is poetry as you have never seen it before!"*

The Poetry Movement will be exclusively revealed at BFI Screening Rooms, 21 Stephen Street, London, W1Y 1LN on Thursday 4th June. The event starts at 7pm with a first screening at 7.30pm, followed by a repeat screening at 8.30pm.

All guests will be treated to fresh canapés and free drinks.

To attend the event email: rsvp@jennaleepr.com

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