**Sound of Metal**

Marketing Pack for venues, part of BFI FAN’s support for new releases

*“Ahmed is superb in this impactful drama which explores attitudes towards and questions about disability.”​*

Screen Daily



**Specification details:**

Dir. Darius Marder | Cert 15 | 120 mins | Belgium/USA | 2019

**Distributor:** [Vertigo Films](https://www.vertigoreleasing.com/portfolio/sound-of-metal/)

**Available:** 17 May 2021 (UK theatrical release)

**Booking:** Please email michaelw@vertigofilms.com

***Audio Descriptive versions of the film are available to book. Also versions of the film will be captioned.***

**Logline:**

After losing his hearing, a musician must find stability now that his life has been upended. Riz Ahmed and Olivia Cooke star in this ground-breaking drama from the producers of *The Rider*, and directed by Darius Marder, writer of *The Place Beyond the Pines*.

**Synopsis:**

Ruben (Riz Ahmed) and Lou (Olivia Cooke) live together, two nomads traveling gig to gig on an endless American tour. Their music is loud, frenzied and passionate, until one day Ruben is overwhelmed by a severe ringing in his ears, which quickly gives way to deafness. Ruben is suddenly overcome by anxiety, depression, and soon enough his past addictions begin to surface. Ruben checks himself into a home for deaf addicts run by an eccentric deaf veteran, Joe. In this world of silence and under Joe’s tough, observant care, Ruben must confront himself more honestly than ever before. But the love and sound of his old life echoes in Ruben’s mind, calling for him to return…

**Assets**

**Official Website:** <https://www.vertigoreleasing.com/portfolio/sound-of-metal/>

**Official Facebook**: <https://www.facebook.com/soundofmetaluk>

**Official Twitter:** <https://twitter.com/SoundOfMetalUK>

**Distributor Twitter handle:** <https://twitter.com/VertigoRel>

**Official hashtag**: #SoundofMetal

**Official Instagram: TBC**

**Official UK Press Release:** [Download here](https://drive.google.com/drive/u/0/folders/1COzZorn-yD-JY9On-dAsjO6cTUlb1tEn)

**Vertigo UK Press Notes:** [Download here](https://docs.google.com/document/d/1ZBG00ds9VeehKFofBfL_SFjl8urM01CR/edit)

**BFI FAN Programme Notes for Sound of Metal written by inclusivity advocate Charlotte Little**: [Download here](https://drive.google.com/file/d/1fmPYueXLAZ6Mh_6o4PAHUt5l8xFMGICs/view?usp=sharing) ([Audio version available](https://drive.google.com/file/d/1vbWj5h5cCPRThBQDm0q-phF7vAP7PUnE/view?usp=sharing))

 **Large print version:** [Word Doc](https://docs.google.com/document/d/1lesrvhGQm3hBw80gO1WhhtmhBKrOKD6j/edit?usp=drive_web&ouid=115494005565249068704&rtpof=true) / [PDF](https://drive.google.com/file/d/1HPEGB3Vt151mk26MKlSTrdX744d9rWSk/view?usp=sharing)

**BSL video of programme notes:** [Download here](https://drive.google.com/file/d/13UCQExj75kruEeOt4UNNfDYAV6HLo2sR/view?usp=sharing)

**BSL video promoting film to D/deaf audience members (suitable for social media):** [Download here](https://drive.google.com/file/d/1VScpV9FV0yGy2JrJZAEOgQncx8rXeDZu/view?usp=sharing)

Also, see the videos on YouTube here

**Official UK poster:** [Download here](https://drive.google.com/drive/folders/1un3bnaE6awN8vdfdT6ZIewi06P0_Kuqm?usp=sharing)

**Stills:** [Download here](https://drive.google.com/drive/u/0/folders/1M96bSyGexkez9E7X3YDFIQpzs8qTi9v1) or [here](https://drive.google.com/drive/folders/1GaTjMW3Ej2JHmK0IEmwlIzyri3jppbGo?usp=sharing)

**Social media assets: TBC**

**Riz Ahmed intro for BFI FAN venues:** [**Download here**](https://drive.google.com/drive/folders/15cC-b3bH8BCugAI76-zbX0rEo4Cl9ZK6?usp=sharing)

**Trailer YouTube version:** <https://www.youtube.com/watch?v=uZpilm43dW0>

**Trailer:** [Download here](https://www.dropbox.com/s/s7hosenrewhuosx/SoundOfMetal-TLR-Subtitled.mp4?dl=0)

**Screener available on request.** Please contact michaelw@vertigofilms.com

**Audience surveys**

For feedback on the New Release title and your event, please direct your audience members to [www.newreleasesurvey.co.uk](http://www.newreleasesurvey.co.uk) to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

* [Easy Read feedback survey](https://drive.google.com/file/d/1fyPHWI3JtGEsNJOxd41baV8eEkjBkoso/view?usp=sharing)
* [**Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.**](https://drive.google.com/file/d/1C0lAmNVES_hdQWcqzNsgFI7yfNkCcaNY/view?usp=sharing)
* [**Download the QR code here**](https://drive.google.com/file/d/1wSIOvD35411JiwTmQErlDh4dEPMKzbWZ/view?usp=sharing)

**Simple and easy wins for exhibitors**

* Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

**We expect *Sound of Metal* to appeal to:**

* D/deaf audience members and their friends/family who will be interested in seeing themselves represented on-screen
* Indie cinema lovers as the film is from American director, screenwriter and editor Darius Marder
* Fans of Riz Ahmed
* Heavy metal/rock fans

# **Sound of Metal: campaign and marketing ideas**

The focus of BFI FAN’s support for new releases is developing diverse audiences:

* **Price**: If you have a young person/student ticket offer, why not promote it alongside *Sound of Metal*
* **Experience**: Research into audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings.
* **Interaction / social media:** Focus on the fact that it is a film all about loss, something that will resonate with most audiences.

**D/deaf organisations**

[HearingLink.org](https://www.hearinglink.org/) have endorsed the film, so be sure to engage with them for guest speakers and local branches. RNID have also shared their support.

**Inclusive Cinema:** [**Suggested D/deaf organisations**](https://inclusivecinema.org/?s=deaf)

* Deaffest
* 104 Films
* [Quiplash](https://www.quiplash.co.uk/)

**Download:** [**Into Film’s Film Discussion Guide on SOUND OF METAL**](https://drive.google.com/file/d/16-e4Dq7QuRbTdnk7suI0oW5yCkXUErro/view?usp=sharing)

**Independent Cinema Office: Developing deaf audiences for film**

At least 1 in 6 people in the UK are living with deafness. This number incorporates a wide range of experiences and forms of communication, but no matter the specific need, the D/deaf and Hard of Hearing deserve to be able to enjoy the cinema. ICO have created this guide to help you understand the challenges Deaf people experience in the cinema and what your cinema or film festival can do to make the experience pleasurable, welcoming and well-presented.

* [**Quick read on deaf audiences**](https://www.independentcinemaoffice.org.uk/advice-support/developing-deaf-audiences-for-film/quick-read-on-deaf-audiences/)
* [**Guide to British Sign Language for cinemas**](https://www.independentcinemaoffice.org.uk/advice-support/developing-deaf-audiences-for-film/guide-to-british-sign-language-for-cinemas/)
* [**Visible Cinema Hand Guide**](https://www.independentcinemaoffice.org.uk/advice-support/developing-deaf-audiences-for-film/visible-cinema-hand-guide/)
* [**Developing Deaf Audiences in your Cinema Guide**](https://www.independentcinemaoffice.org.uk/advice-support/developing-deaf-audiences-for-film/developing-deaf-audiences-in-your-venue-guide/)

**Other key resources**

* [Guide to British Sign Language for Cinemas](https://www.independentcinemaoffice.org.uk/advice-support/developing-deaf-audiences-for-film/guide-to-british-sign-language-for-cinemas/)
* [Subtitling, BSL and Audio Description services](https://inclusivecinema.org/how-to-guides/subtitling-bsl-and-audio-description-services/)
* [Tips for running a BAME D/deaf Film Club](https://inclusivecinema.org/how-to-guides/tips-for-running-a-bame-d-deaf-film-club/)
* [Deaf Awareness Week](https://inclusivecinema.org/deaf-awareness-week/)
* [Developing Deaf Audiences in your Cinema](https://s3-eu-west-1.amazonaws.com/ico-assets-live/wp-content/uploads/2018/01/09174049/Developing-Deaf-Audiences-in-Your-Cinema-WEB.pdf)
* [SQIFF’s Deaf and Disabled Accessibility Guide](https://docs.google.com/document/d/18BaiNZjq7kilID-uf_PXWCT_FPnJnhRxKUR3KdS5SDM/edit) : Work towards making your venue, events and online content fully accessible and inclusive with SQIFF’s Deaf and Disabled Accessibility Guide, supported by Film Hub Scotland.

[Case studies](https://inclusivecinema.org/case-studies/)

**Other suggestions**

* 888 Film Club, Seeing the Funny Side, No barriers, Deaf Conversations (W’shed)

**BSL Translators**

If you’re looking for a BSL translator for your event, please consider the following:

* Connor Lalittle connorlalitte@gmail.com
* Freya McLucki deekey@me.com
* Pascale Maroney pascalem26@hotmail.com
* Naomi Bearne naomi\_bearne@hotmail.com
* Nikki Harris nikki.interpreter@gmail.com
* Robyn Harris talkinghandz@blueyonder.co.uk
* Heather Mckerlie heathermckerlie@yahoo.co.uk

Also, Signing Works is an agency that has a more comprehensive national listings. <http://www.signingworks.co.uk/>

**Promote your screenings**

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

* [**A Simple Guide To: DIGITAL MARKETING:**](https://www.the-bigger-picture.com/wp-content/uploads/2019/07/A-Simple-Guide-To_-DIGITAL-MARKETING-1.pdf) Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
* [**A Simple Guide To: AUGMENTING FILM SCREENINGS:**](https://www.the-bigger-picture.com/wp-content/uploads/2019/07/A-Simple-Guide-To_-AUGMENTING-FILM-SCREENINGS-1.pdf)Putting on a film screening doesn’t have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

**If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:**

* Riz Ahmed
* Feel-good movies
* Heavy metal
* Loss of hearing
* British cinema
* Independent cinema
* Deaf cinema
* Inclusive Cinema

**Young Audiences**

In collaboration with distributors, the FAN Young Consultants (a group of 10 under 30 year olds working in film exhibition) select new release titles that they would like to highlight as particularly engaging for their peers and young people aged 16-30 (or segments therein). Working with the FAN Young Audiences lead Moira McVean, the group creates [light-touch marketing packs](https://filmlondon.org.uk/resource/fan-young-consultants-marketing-packs) with digital assets, eventising and social media marketing ideas aimed specifically at supporting exhibitors attracting younger audiences to their venues.

The group recommends Sound of Metal as being particularly engaging for 19+ year olds:

"I liked the relationship between Riz Ahmed and Olivia Cooke and I thought Ahmed dealt with the theme of deafness as sensitively as possible. I liked that it raised the attitudes of hearing and how we assume that the deaf should adapt for our convenience, with Ahmed's Ruben in conflict on whether to get an implant."

"I liked this movie. I appreciated the various ways it explores topics such as addiction, communication and community. Riz Ahmed presents a very affecting performance as rock drummer Ruben, and our affection for the character he portrays grows as he too grows and accepts his new reality, whilst also finding some form of redemption through his coming to terms with emerging truths and adopting a more impactful role within a new sense of community. On a sensory level, it has a fascinating approach to the representation of hearing loss, both on an audible and visual level. We are given a very illustrative insight into his new (and at first, hellish) experiences through the film’s use of and manipulation of sound, as the character loses an ability that was extremely valued by him and his dream career prospects (for a film about sound, or indeed its absence, it’s also very visual in the way it reveals the impact of voice recognition technologies and sign language as alternate forms of communication). It has several scenes that have a subtle, underlying beauty to them also, as Ruben discovers various ways of connecting with the other group members he’s now surrounded with. The theme of “connection” is very much at the heart of this film, as it is, after all, what addicts are pretty much in search of and crave."

“Really enjoyed this film with some excellent performances from Riz Ahmed and Olivia Cooke and aptly observed moments. I really liked this film!”

“Riz​ Ahmed is back with another stand-out lead performance, this time, as Ruben: an American rock drummer, who, after suffering a deterioration of hearing, becomes deaf and must re-learn the world around him and accept a new way of being. *Sound of Meta*l deals with themes of addiction, identity, and community. There are strong thematic ties to Riz Ahmed’s other 2020 film *Mogul Mowgli* – which followed rap artist Zed, another musician dealing with an unexpected health crisis. Whereas Zed went on a journey of cultural identity, Ruben delves into what it means to be deaf; both stories showing how somebody needs to accept others to improve oneself. *Sound of Metal* is a remarkable and immersive drama supported by both an incredible sound mix, and the use of captioned subtitles. These work in tandem in exploring the deterioration of Ruben’s hearing from muffled, distorted noises to moments of sheer silence. This aids with moments of heartbreak and stark contemplation that comes about one’s senses.”

**Key Themes**
Addiction, Community, Identity, Connection, Trauma

**Event suggestions** **from the group** (in addition to those outlined below)

* Exploration of film soundscapes and how in this film the film deliberately supports your connection with the Ruben's experiences (N.B. Film won Best Editing and Best Sound Oscars 2021)
* Live (or virtual) BSL demonstrations or lessons
* Complementary programming - a Riz Ahmed retrospective or a season linked to the themes of Addiction, Community and Connection with relevant speakers

**Event Ideas**

* Organise a virtual Q&A with the talent (contact Vertigo Films for more info)
* Engage local D/deaf groups and put on special screenings w/ post-film conversations
* Reach out to local D/deaf organisations for potential guest speakers and/or special fund-raising screenings

**Planning your event**

*There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on* *fannewreleases@watershed.co.uk* *to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.*

* [**Email template for schools/university/youth networks**](https://drive.google.com/file/d/1Xl0Fqf-cTMDzN0Qz9e4ZvQAx1T3Cnh8N/view?usp=sharing)
* [**Email template for event screenings**](https://drive.google.com/file/d/1MEEAnZo33mdeJxfMM7oQtGDLdQGHFQ9j/view?usp=sharing)
* [**Email template for contacting venues**](https://drive.google.com/file/d/1BEfDy_fZ2Bj4ypWWK3EA45zQ4AHDri_r/view?usp=sharing)

## **Press**

Get in touch with local press for any special events with the below press release template alongside stills from the film.

[**Generic press template for local press and listings**](https://drive.google.com/file/d/1zBfRC4wQHh6yDrXz2DkJBWeLJSMEig9F/view?usp=sharing)

**AWARDS:**

**(**[**see all**](https://en.wikipedia.org/wiki/Sound_of_Metal#Accolades)**)**

**Oscars 2021**

* Nominated, Best Picture
* Riz Ahmed - Nominated, Best Actor
* Paul Raci - Nominated, Best Supporting Actor
* Nominated, Best Original Screenplay
* Mikkel E.G. Nielsen - Winner, Best Editing
* Jaime Baksht, Nicolas Becker, Phillip Bladh, Carlos Cortés, Michelle Couttolenc - Winner, Best Sound

**BAFTA**

* Riz Ahmed - Nominated, Best Actor
* Paul Raci - Nominated, Best Supporting Actor
* Mikkel E.G. Nielsen - Winner, Best Editing
* Jaime Baksht, Nicolas Becker, Phillip Bladh, Carlos Cortés, Michelle Couttolenc - Winner, Best Sound

**American Film Institute Awards**

* Winner, Top 10 Movies of the Year

**Gotham Independent Film Awards**

* Riz Ahmed - Winner, Best Actor

**Boston Society of Film Critics Awards**

* Riz Ahmed - Nominated, Best Actor
* Paul Raci - Winner, Best Supporting Actor

**National Society of Film Critics**

* Riz Ahmed - Nominated, Best Actor

**Golden Globes**

* Riz Ahmed - Nominated, Best Actor

**Independent Spirit Awards**

* Best First Feature
* Riz Ahmed - Nominated, Best Male Lead
* Paul Raci - Nominated, Best Supporting Male

**Screen Actors Guild Awards**

* Riz Ahmed - Nominated, Outstanding Performance by a Male Actor in a Leading Role

**Key Press Quotes**

“Ahmed is superb in this impactful drama which explores attitudes towards and questions about disability”​ ​– Screen Daily

“Devastating and hopeful in the same breath” – ​Little White Lies

“The best use of sound design in recent memory... Engrossing.”​ - ​IndieWire

**“**Ahmed is superb in this impactful drama which explores attitudes towards and questions about disability.” - Screen International

**“**One of the film's best features is its refusal to indulge in triumph-of-the-human-spirit clichés that so often weigh down disability narratives.” - The Wrap

“British actor and rapper Riz Ahmed absolutely shines as Ruben Stone, an American punk-metal drummer whose life is upended when he abruptly loses his hearing while on tour.” - Associated Press

**Articles of Interest**

# [The AV Club: Riz Ahmed on identity, hearing loss, and Sound Of Metal](https://film.avclub.com/riz-ahmed-on-identity-hearing-loss-and-sound-of-metal-1845804534)

* [Riz Ahmed explains why 'Sound of Metal' is a 'giant leap forward' for depiction of hearing loss: 'Deafness isn't a disability, it's a world'](https://www.yahoo.com/entertainment/sound-of-metal-riz-ahmed-deafness-hearing-loss-160054297.html)

# [SlashFilm: ‘Sound of Metal’ is One of the Best Movies of the Year](https://www.slashfilm.com/the-quarantine-stream-sound-of-metal/)

* [IndieWire: Sound of Metal’ Star Paul Raci Challenges Hollywood: Deaf People Are Sick of Saintly Portrayals](https://www.indiewire.com/2020/12/sound-of-metal-paul-raci-1234598013/)

# [The Independent: In ‘Sound of Metal,’ a groundbreaking portrait of deafness](https://www.independent.co.uk/news/in-sound-of-metal-a-groundbreaking-portrait-of-deafness-riz-ahmed-deafness-deafness-hearing-loss-deafness-b1760393.html)

* [NY Times: What Hearing Loss Feels Like in ‘Sound of Metal’](https://www.nytimes.com/2020/12/04/movies/sound-of-metal-hearing-loss.html)
* [Clapper: How Sound of Metal helped me cope with hearing loss](https://www.clapperltd.co.uk/home/how-sound-of-metal-helped-me-cope-with-hearing-loss)
* [Screen Daily: Riz Ahmed on giving voice to marginalised communities in ‘Sound Of Metal’](https://www.screendaily.com/features/riz-ahmed-on-giving-voice-to-marginalised-communities-in-sound-of-metal/5156484.article)

## **Sample social media posts**

## **Twitter/Instagram:**

“One of the film's best features is its refusal to indulge in triumph-of-the-human-spirit clichés that so often weigh down disability narratives.” - @TheWrap

Watch @rizwanahmed in @SoundofMetalUK, one of the best films of the year from @VertigoRel

[VENUE]
[DATE]
[LINK]

A giant leap forward in its depiction of hearing loss - @VertigoRel’s @SoundofMetalUK starring @rizwanahmed #SoundofMetal

[VENUE]
[DATE]
[LINK]

*Special event:*

Join us for a post-show discussion on representation in film and about how deafness is misunderstood in today’s society. [DATE and CTA]

### **Facebook:**

“One of the film's best features is its refusal to indulge in triumph-of-the-human-spirit clichés that so often weigh down disability narratives.” - The Wrap

Watch Riz Ahmed in Sound of Metal, one of the best films of the year from Vertigo Releasing

[VENUE]
[DATE]
[LINK]

A giant leap forward in its depiction of hearing loss - Vertigo Releasing’s Sound of Metal starring Riz Ahmed is out now.

[LINK]