**THE ASSISTANT
As recommended by the FAN Young Consultants**

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**Specification details:***The Assistant*Dir. Kitty Green| Cert 15 |87 mins|USA|2019

**Distributor:** Vertigo Releasing
**Contact:** ciara@vertigofilms.com
**Available:** 1st May
**Platforms:** Curzon Home Cinema; iTunes; Amazon**;** Sky Store; BFI Player; MUBI; Virgin; Google; Rakuten; Microsoft; Volta

**Key cast**:
Writer/Director: Kitty Green (*Casting Jon Benet* 2017; *Ukraine is not a Brothel* 2013)
Jane: Julia Garner (*Ozark*, *The Americans* TV; *Electrick Children* 2012; *Sin City: A Dame to Kill For* 2014)

**Official Synopsis:**
**The Assistant** follows one day in the life of Jane (Julia Garner), a recent college graduate and aspiring film producer, who has recently landed her dream job as a junior assistant to a powerful entertainment mogul. Her day is much like any other assistant’s – making coffee, changing the paper in the copy machine, ordering lunch, arranging travel, taking phone messages, onboarding a new hire. But as Jane follows her daily routine, she, and we, grow increasingly aware of the abuse that insidiously colours every aspect of her work day, an accumulation of degradations against which Jane decides to take a stand, only to discover the true depth of the system into which she has entered.

**FAN Young Consultants feedback**

The FAN Young Consultants are a 21 strong group of under 30 year olds working in Film Exhibition across the UK. Working with Film Hub London’s Young Audiences lead Moira McVean, moira.mcvean@filmlondon.org.uk the group is recommending new release films that they believe will resonate particularly well with their peers and young people aged 16-30.

Previous titles supported by the group include **Parasite** and **Portrait of a Lady on Fire** and packs for both can be downloaded [here](http://filmlondon.org.uk/fan-young-audiences)

“I thought this was quietly quite brilliant. Julia Garner's performance is subtle yet really impressive - playing someone who's trying to keep themselves above water and trying to keep everything together. The film as a whole, captures that insidious atmosphere of abuse that is known about but never spoken about really well. It is an uncomfortable watch but I found it to be quite gripping. Obvs very timely and speaks very much to now.”

“I liked the story being shown from this perspective. I thought the office dynamic was well portrayed. Particularly the general apathy which pervaded everyone. Whilst the ending was unsatisfying - the potential was there for the assistant to go against the grain in the future, which was significant because it demonstrated how much it takes, and what's at risk, to speak up. I felt this was the point of the film. It's sparseness and single-location (nearly) added to the intensity of the pressing moral questions posed throughout.”

“The film really was an insight into the whole office/film production industry world. The film showed the exploitation that happens in the industry and the dilemma of voicing a complaint. The most pivotal scene for me was when Julia Garner's character goes to HR and speaks to Matthew Macfadyen's character and it is clear that she has no chance even though her instincts are correct. I think this film is very important because even though the #MeToo Movement has happened this behaviour still probably happens - people are just getting smarter on how to hide it. So, I say keep screening this film because the awareness it provides is important. If it can save one person than it's done its job.”

The Assistant depicts with great care and restraint the daily humiliations that women and newly-graduated may experience at the workplace. The succession of little and subtle abuses made me uncomfortable, I could feel the extreme loneliness of the main character, it’s very realistic. The performance of Julia Garner is strong and gives a great likeability to her character. I think this film will touch the generation that discovers the professional world, and women who experienced these kind of belittlements at work.”

“I think this is a great film. There is an underlying sinister tone throughout which I felt was enhanced by the focus on the quiet, mundane duties of the assistant. As intended, I felt uncomfortable during the film and thought Julia Garner’s performance was really strong. Sadly, there are elements of this feature that lots of people will relate to - hopefully it can help continue an important conversation about toxic work environments.”

“I really enjoyed the film, if enjoyed is the right word. I liked how it looked at the film industry and the power structure within that. At first, it's not obvious that it's a film production company office which I thought was clever. I thought Julia Garner's performance was fantastic as someone that sees some of the picture but doesn’t have the power to connect all the dots and go do something about it. Therefore, she is accused of creating hearsay.”

“A chilling account of how women at all levels of the film industry are treated, and the role they are forced to play in perpetuating a predatory culture. In an extremely subtle and unassuming way, it takes the audience through various forms of dehumanisation and humiliation that Kitty must play along with. It’s uncomfortable and quite nerve-wracking to watch, and blisteringly realistic regarding the attitude towards entry level jobs in big companies - in the film industry and beyond.”

Freelance film journalist and young person (!) Hannah McHaffie has written this piece about the film: <https://hannahmchaffie.com/author/hannahmchaffie/>

**Key Themes**The film industry and entry level jobs
Office dynamics

Abuse of Power and the use of intimidation in the silencing of voices

Sexual abuse (intimated, not seen)
Mistrust and isolation

Implied references to the Harvey Weinstein scandal

**Suggested target audience:** 18-30, young professional women

**Marketing ideas**

* Focus promotion of the film to your audiences on the subject matter, making reference to the Harvey Weinstein scandal and the #MeToo Movement/#TIMESUPUK
* Promote the online Q&As taking place as a hook to encourage your audience to watch the film (see details below)
* Could you create your own online panel with film industry professionals, #MeToo movement /#TIMESUPUK advocates or women’s rights charities for broadcast to your audience?
* Are there female film collectives/writers you can cross promote the watching of the film with? Such as @clubdesfemmes; @anothergaze; @cinesisters; @TheFinalGirlsUK @girlsonfilmldn; @BlackFemmeFilm; @BirdsEyeViewFF; @femspectives @DispatchFMI

**Scheduled live Q&As online:**

* 2nd May, 1pm BST - Curzon Home Cinema Q&A
* 6th May, 12pm BST - Bird’s Eye View Q&A
* 8th May, 11am BST - British Film Institute (BFI) Q&A
* 9th May, 1pm BST - Little White Lies Instagram Live Q&A

**Recorded (see more in interesting articles at the end of this document):**

Thinking of a 16+ audience? – Into Film has recorded [this interview](https://www.youtube.com/watch?v=iZUkJ0qftC0&t=) with Kitty Green and one of their young reporters which will be available to share from 4pm Friday 1 May.

**Industry supporters:**

* Thoughts on the film from Edgar Wright who has become a staunch supporter of the UK Independent film exhibition sector, particularly on Twitter @edgarwright

“Some recent films I've enjoyed: Kitty Green's quietly devastating 'The Assistant', a brilliant and thought-provoking snapshot of the film industry before Times Up. Clearly thoroughly researched by the writer/director and filled with details that are disturbing and heartbreaking.”

* Film critic Simran Hans (Observer & Dazed) @heavier\_things has tweeted her support for the film
* Hannah Woodhead (Little White Lies) @goodjobliz is also a fan

**Official UK Digital Assets**

The following can all be found [here](http://bit.ly/TheAssistantAssets)

* Trailer
* Stills
* Social Media Assets
* Production notes
* Poster Artwork

**Twitter**[@VertigoRel](https://twitter.com/VertigoRel)

**Instagram**

[VertigoReleasing](https://www.instagram.com/vertigoreleasing/)

[Julia Garner](https://www.instagram.com/juliagarnerofficial/)

[Time’s Up UK](https://www.instagram.com/timesupuk/)

**Facebook**

[@VertigoReleasingUK](https://www.facebook.com/VertigoReleasingUK/)

**Hashtags**

#TheAssistant

#MeToo
#Womeninfilm
#ReclaimTheFrame

@TIMESUPUK

**Interesting articles/video**

* Financial Times – Kitty Green on making a film for the post-Weinstein world (google search to avoid paywall)
* [Guardian article – ‘It makes people uncomfortable’: inside the Weinstein-inspired thriller about complicity](https://www.theguardian.com/film/2020/jan/31/the-assistant-kitty-green-metoo-weinstein-inspired-thriller)
* [Sundance interview with Kitty Green and Julia Garner](https://www.youtube.com/watch?v=Bh8yYgzT_NE)

**Tips on how to set up and run online Film-Clubs**

* Cinema for All has created [this guide](https://cinemaforall.org.uk/wp-content/uploads/2020/03/Online-Film-Club-Guide-Final.pdf)
* And Saffron Screen has shared their experience of switching to an online film club format [here](https://mcusercontent.com/193ba1e61e553b0594ecdaf08/files/18a4efe1-cdc4-42d6-b9b6-04da022d28bb/_SaffronScreenFilmClub.pdf?utm_source=FHSE+Young+Programmers&utm_campaign=1093330b59-EMAIL_CAMPAIGN_2019_05_10_09_44_COPY_01&utm_medium=email&utm_term=0_d795c1613d-1093330b59-83577037)