



PRESS RELEASE 28 May 2015

Brilliant Brighton video shows city poised for Brighton i360 build

All that is brilliant about Brighton is encapsulated in a video released online today by Brighton i360, showing the city poised for the UK's tallest tourist attraction outside London to start going up in June. See it at:

Vimeo at: <https://vimeo.com/128851687>

Facebook at: <https://www.facebook.com/pages/Brighton-i360/129704747096150?fref=ts>

Brighton-based The Ideas Factory created the film, which features an array of Brighton and Hove landmarks and institutions – a list the i360 hopes to join when it opens to the public next summer.

The Royal Pavilion, Palace Pier, Brighton and Hove Albion's American Express Community Stadium, The Grand and the World Famous Pump Rooms on Brighton seafront are all included in the film.

And, because Brighton and Hove is as much about the people who live here as the buildings, The Ideas Factory recruited a small army of extras to star in the promo.

Charleston dancers from Savoy Kicks added some energy, members of Brighton Swimming Club showcased the unique side of the city and pupils from Cottesmore St Marys RC Primary School summed up the excitement building about the tower's arrival.

Said film producer Robert Dee, "When we saw the i360 opportunity we knew instantly that we could add value to what they were trying to achieve in the digital sphere through our video production expertise."

"The i360 is set to become an iconic landmark in Brighton and attract visitors from near and far. We were ecstatic that they decided to team up with us to promote the project by inviting us to create a video that that was both worthy of the scale and the grandeur of the project itself.

"The main challenge was to promote an attraction that didn't currently exist. It made me think of older Hollywood film trailers that don't give away the big 'reveal' - the dinosaur, the spaceship - and I thought it would be a great concept for the film to shoot reactions of different people.

“So you get establishing shots of different people around Brighton, then their reactions, then the announcement.

“I think the main thing we thought was important was to showcase how great Brighton is as a whole. With the i360 team we were thorough to make sure we got as wide a cross-section of Brightonians, locations and activities as we could.

“I’m very proud of being a Brightonian and I love the city - particularly its tolerance, its emphasis on community and focus on the arts. I think both us and the i360 team felt that by celebrating Brighton in the film we could hopefully show how the i360 was going to fit in to the city’s heritage.”

Filming took place over the best part of a month, with Mr Dee focusing his time on the hour or so just before dusk, when the natural light showed Brighton and Hove at its best and, according to Mr Dee, the filming was as fun as it looks in the end product.

He said: “I’ve really enjoyed every moment of it but my favourite shoots were the dancers on the bandstand and the kids by the huts. Both of those scenes were more complex so I got help from a couple of great cameramen, Andy Nicholls and William Ranieri, to make sure I got the coverage I needed.

“Andy helped out by doing Steadicam shots of the kids and we had to run back and forth several times with me encouraging the kids with a megaphone. Everyone was extremely helpful - even the people I door-stepped with my camera,” said Mr Dee. “It goes to show you how friendly we Brightonians are.”

Central to the film is the choice of backing song, [A Beautiful Life by Tim McMorris](#), and Mr Dee said finding the right music was key.

“It’s a great summer track. The music is really important as it provides a lot of the emotional tone and pace. You have to get it right, though.

So was Mr Dee happy with the end result? “I’m very pleased,” he said. “It was one of those jobs where everything came together for us, particularly the weather.

“Beyond that it was very important to do the best we could and I think we’ve got a great little film.

“For me, it’s important to try and make sure everything I do has some kind of emotion or mood to it. That’s what makes people watch, after all. Sometimes that’s difficult. Other times, like with this i360 film, I get a real chance to put some emotional energy into it and I hope that others feel that when they watch this film.”

But what does it say about the i360? Mr Dee said: “Fun, excitement, inclusiveness, community, bright colours, hip, the future. Brave New World.”

And he wasn’t the only one pleased with the outcome. Eleanor Harris, CEO of the Brighton i360, said: “We wanted a film which showed why Brighton and Hove is such a great city at the same time as ramping up the excitement over the i360. The Ideas Factory has managed to achieve both of these. It really is a fantastic promotional film and it certainly puts a smile on my face and gets my toes tapping every time I watch it. I hope everyone enjoys it as much as we do!”

Sea barges will arrive at Brighton Beach from Holland from first light on June 11, delivering the steel cans which will form the Brighton i360, which will be the tallest vertical cable car in

the world, at 162 metres high. It is being created by an international team, bringing together specialist design and engineering from the Netherlands, France, Germany, Italy, Spain, Australia and the UK.

Said Eleanor Harris, CEO of Brighton i360 Ltd, "We have been preparing the ground for this arrival since July and now the project will be going up up up! The tower build starts on Monday 15th."

A 100-metre high crane will unload the 17 specially fitted out steel cans, each measuring between six and 12 metres, directly onto the beach and using a giant jacking tower, will be joined together to built the shaft which will carry a futuristic viewing pod allowing 200 visitors at a time to enjoy a new perspective on the fun loving seaside city of Brighton.

Seven thousand tonnes of gravel, shingle and chalk have been moved to create a platform for the delivery, whilst a 4000 tonne concrete foundation has been built under the ground to balance out the towering feat of engineering.

The tower will be completed this summer and then open in summer 2016, when the pod has been built and added to the tower and the visitor centre at its base is completed, to incorporate a 400 seat restaurant; a shop; children's play zone; exhibition space; tea rooms; and conference and event facilities.

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