



## THE MOST INSPIRING FILM EVER MADE?

**1 Giant Leap**, the global philosophy and music concept band which brought us the double Grammy nominated *Unity Through Diversity*, returns with the unmissable multimedia masterpiece 'What About Me?'

Through music and film, **1 Giant Leap** explores the universal complexities of human nature. **Jamie Catto** (Faithless co-founder) and **Duncan Bridgeman** (ex Take That producer) set out on their journey, recording musical jewels and words of wisdom with the cream of the world's thinkers, writers and entertainers along the way. The duo travelled to the furthest corners of the planet, to ensure immense cultural diversity in this time capsule of humanity at its most inspirational.

*"We're on a mission to make self-reflection hip for just a moment, just long enough to save us."*  
**Jamie Catto**

'**What About Me?**' gives a fascinating insight into universal issues and our collective insanity: how we are ego-driven, insatiable in desire, wounded by childhood and unable to stop thinking, whilst leaving viewers feeling overwhelmingly inspired and empowered.

Unscripted, with no story board; insightful conversations are captured with some of the most influential people of our era, from Noam Chomsky, **Eckhart Tolle**, **Deepak Chopra** and **Sir Bob Geldof**, to **Gabrielle Roth**, **Ram Das**, **Susan Sarandon** and **Billy Connolly**. Equally insightful contributions come from unknown people just getting on with their lives, from a tribal woman in Africa to an ostracised gay man in America. Together their words reveal how we are connected not only through our creativity and our beliefs but also through our madness.

The stunning music was interwoven, beginning with a pre-composed backing track which then grew and developed as each layer was added by a different musician in a different part of the world. Featuring legends such as **REM's Michael Stipe**, **Alanis Morissette**, **Maxi Jazz**, **Stewart Copeland** and **Carlos Santana**, alongside African tribal and Bedouin musicians, Chinese rappers, Gabonese Pygmies and Tuvan throat singers.

4-years, 5 continents and 50 countries later, 'What About Me?' is an explosion of music and philosophy, an exquisite feast for the senses and the soul.



**Jamie Catto** (musician, director, producer, creative catalyst) is also a founder member, singer and director of Dance Music super-group Faithless. He has also been a Producer/Composer for globally renowned artists such as Dido (over 30 million CDs sold) and Emiliana Torrini. As the art director for Faithless' Cheeky label, Catto has directed critically acclaimed videos for their artists, including Faithless' stunning sign language film for God Is A DJ. Jamie continues to play an instrumental activist role in a number of campaigns covering environmental and social issues.

**Duncan Bridgeman** (Artist, producer, multi-instrumentalist) has worked with Duran Duran, Eurythmics, Shakespeare's Sister and Sir Paul McCartney. He enjoyed tremendous commercial success producing Transvision Vamp and, later, Take That's first album Take That And Party.

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#### Notes to editors:

The first **1 Giant Leap** production, Unity Through Diversity was nominated for 2 Grammys in 2003, sold over 300 thousand albums, and won numerous awards globally.

**'What About Me?'** is being screened in the UK for 7 weeks on Channel 4 in the UK from this November 5th.

As Co-founder of **Bondage for Freedom**, (founded with Sam Roddick in 2008), Jamie Catto aims to make Activism the driving art movement of this era.

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#### What the people are saying:

"An amazing film by two genius film-makers..." *Bono*

"Dazzling" – *The Times*

"Jubilant, unique, ambitious, epic, dramatic, life-affirming and positively absorbing...a musical and visual feast" *DVD Monthly*

"This series is heartening, uplifting and joyous a fine example of inspired documentary-making. Don't miss it." *GQ.com*

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