



14.4.2011

IRON SKY – WHEN THE MOVIES, FANS AND THE INTERNET MEET

Iron Sky is a scifi black comedy that takes place in the year 2018, when the Nazis, who fled the Earth to the dark side of the Moon in 1945, return to claim the Earth. The film is Finnish-German-Australian co-production with a budget of 7.5 million euros. It's directed by **Timo Vuorensola** and produced by **Tero Kaukomaa** (Blind Spot Pictures), **Samuli Torssonen** (visual effects producer, Energia), **Oliver Damian** (27 Films), **Cathy & Mark Overett** (New Holland Pictures), and **San Fu Maltha** as the executive producer.

The cast includes **Julia Dietze** (1½ Ritter), **Götz Otto** (Schindler's List, The Downfall), **Christopher Kirby** (The Matrix Reloaded & Revolutions, Daybreakers, Space: Above and Beyond), **Udo Kier** (Dogville, Dancer in the Dark), **Peta Sergeant** (Satisfaction), **Stephanie Paul** (Separation City, Film School Confidential) and **Tilo Prückner** (The Neverending Story, Die Fälscher), and the screenplay is written by the acclaimed sci-fi writer **Johanna Sinisalo** (Nebula Award nominee 2009, Finlandia 2000) and **Michael Kalesniko** (Private Parts). The film will be completed in December 2011 and the world sales are handled by Stealth Media Group.

For more in-depth information about the creators of this unique movie project, see the end of this document.

FUNDING AND THE SCHEDULE

About half of the Iron Sky 7.5 million € production budget is covered from Finland, and the rest from Germany and Australia.

Finland	€ 3.972.720	52.96 %
Germany	€ 1.704.956	22.73 %
Australia	€ 1.823.503	24.31 %
Total	€ 7.502.179	100.00 %

The financing includes 1 million from the Iron Sky Fans, from which 40% is cleared and 60 % gapped by a Finnish bank Nordea. The rest is coming from more traditional sources such as Finnish Film Foundation, Hessen Film Invest, Eurimages, Nordisk Film & TV Fond, Screen Queensland, Media development, several pre-Sales and spend related financing like DFFF in Germany and Australian tax-offset (Qape).

The principal photography of Iron Sky took place between 17.11-9.12.2010 in Frankfurt Germany, and in 10.1-5.2 in Warner Studios, near Brisbane in Queensland, Australia. The CGI effects of the movie have been in production since the beginning of 2010 by Energia Productions in Finland. The editing, sound design, composing and other post-production will take until October 2011. The movie will be finished in the end of 2011 and it will be released in 2012.

USING THE INTERNET – AND DOING IT RIGHT

What makes Iron Sky special is the active collaboration between the filmmakers and the online community. The Iron Sky team is in direct contact with over 200.000 fans on a weekly basis. 75.000 of these fans are found in YouTube, 50.000 in Facebook, 55.000 on Iron Sky website, and so forth. All





these figures are growing day after day.

The fans and followers can take part in Iron Sky by offering the following things: **ideas, funding and publicity.**

IDEAS: The fans can take part in making Iron Sky through a collaborative filmmaking platform called Wreckamovie.com. In Wreckamovie the filmmakers can give their followers tasks, which can be simple (come up with a name for a character) or quite complex (build a 3D model of a starship).

CROWD FUNDING: Out of the 7.5 million euros that is the budget of Iron Sky, one million euros will be fan funding. It is based on the active merchandise sales of Iron Sky (store.ironsky.net) and notable fan investments. The followers of Iron Sky can make investments starting from 1000 euros for the whole duration of the movie project, until the required total of 900.000€ is met. (www.ironsky.net/finance/)

PUBLICITY: The core group of Iron Sky team has been using social media for years before the term itself had been coined. At the moment the film makers are in direct contact with their fans via Facebook, Twitter, YouTube and other social media platforms. The fans help to spread information about the movie to their own social circle.

And integral part of the Iron Sky publicity campaign is a system called **Demand to See Iron Sky**, which can be found in www.ironsky.net/demand/. It enables the visitors to demand to see the movie in cinemas in their home city. The fans validate their demand with their e-mail address, which makes it easy for the filmmakers to reach their fans in certain city or geographical area.

The Iron Sky community can also **take part in creating movie merchandise**. The fans will be able to download a Design Kit, which includes Iron Sky themed graphics, fonts, pictures and other materials, with which they can create their own suggestions for Iron Sky merchandise. The best suggestions will be added the official line of Iron Sky merchandise, which is distributed globally by EMI. The designers will be rewarded with movie tickets, cash, tickets to the Iron Sky premiere and other suitable ways.

MAKING OF DOCUMENTARIES – IN REAL TIME

Iron Sky offers the fans and the followers a view behind the scenes as the movie is being made. The team publishes monthly Iron Sky Signal documentaries online at YouTube (www.youtube.com/energiaproductions). In these videos the making of crew visits different departments, such as the art or costume department, and shows the audience how a multi million euro sci-fi movie is actually produced. In addition to this the film crew publishes shorter video diaries, such as the Director's Diary, which Timo films during his workday often in a daily basis.

THE FIRST MINUTES OF THE FILM IN ADVANCE

On the first day of principal photography Iron Sky published a new feature called Iron Sky Sneak Peek (www.ironsky.net/sneakpeek/), which gives the fans a chance to see the first five minutes of the film in advance, for as little as one euro. In addition to that people will get the chance to follow how that part of the film will be made, starting from the idea of the scene, script, storyboards, animatics and the other various steps that it takes to make. This gives the fans of the movie an unprecedented chance to see how the movie is constructed.



IRON SKY – MORE THAN A MOVIE

The movie is only one part of the Iron Sky family of products. In addition to the merchandise there are several other Iron Sky themed products coming out both before the movie, and after it is out.

Comics and novels: Iron Sky will have three prequel comics, which will be published before the movie, in addition to which there will be a full fledged graphic novel of Iron Sky story. One of the creators of this project will be the industrial artist **Gerry Kissell**, whose previous productions include the comic versions of the *A-Team* movie and the *Army of Two* videogame. There will also be a novelization of the Iron Sky film, and a book about how this unprecedented movie project was created.

Videogames and applications: A videogame based on the Iron Sky franchise is under development, and it will be published on the PC platform. In addition there are plans of publishing an Iron Sky game on other popular gaming platforms. There will be also Iron Sky themed content on mobile platforms, such as smartphones. These include an Iron Sky iPhone game and a free application that brings the latest Iron Sky news and content directly to the user's phone.

ADDITIONAL INFORMATION

This is Iron Sky. You can find additional information, photos, video and other material from our press site. All the material is free to use in articles, blog posts, TV programs and other features about Iron Sky: www.ironsky.net/press/

Janos Honkonen
Media, blogs, PR
+358-40-7475967
janos@ironsky.net

Tero Kaukomaa
The producer
+358-400-834122
tero@blindspot.fi

IRON SKY IN SOCIAL MEDIA

Twitter: twitter.com/energia

Facebook: www.facebook.com/ironsky

Blog: blog.ironsky.net

YouTube:

www.youtube.com/energiaproductions

Flickr:

www.flickr.com/ironskyfilm/

Wreckamovie.com:

www.wreckamovie.com/iron-sky/

Pekka Ollula
Head of Social Media
+358-50-5659683
pekka@ironsky.net



PRODUCTION COMPANIES

Blind Spot Pictures

A Finnish production company founded in 1997 by ACE producer Tero Kaukomaa. Our mission is to produce and co-produce quality features for international markets.

Our list of completed films includes the Finnish / Chinese kung-fu film *Jade Warrior* by **AJ Annila**, *Man`s Job* by **Aleksi Salmenperä**, *Dancer in the Dark* by **Lars von Trier** (Zentropa / Denmark), *Rainbowmaker* by **Nana Djordjadze** (27 Film Production / Germany) and *A Rational Solution* by **Jörgen Bergmark** (Hepp Film / Sweden) as well as *Falling Angels* by **Heikki Kujanpää**.

Our films have been sold around the world including North America by such a companies like Rezo Film, Celluloid Dreams, Match Factory, Bavaria, Trust Film etc. Blind Spot has been co-producing with countries like China, Denmark, Estonia, Germany, Holland, UK, Italy, Sweden and Russia.

Currently Blind Spot Pictures has several features in development and is in pre-production with *Human*, a werewolf inversion by **AJ Annila**.

Energia Productions

Energia Productions was founded by **Samuli Torssonen** after the success of *Star Wreck*. Energia Productions is responsible for the visual effects of *Iron Sky*.

27 Films Production

With more than 12 years of professional experience in the film business, producer **Oliver Damian** founded 27 FILMS PRODUCTION in summer 2005 in order to focus on his own slate of projects. The main activity of 27 FILMS PRODUCTION is the development, finance and production of commercially and culturally attractive feature films for the European and international market. Due to his long-term working experience in the international film sector, Oliver Damian has established a strong network of well-known producers and filmmakers all over Europe. All amicably related, they have successfully realized numerous projects together and will continue their cooperation in the future. 27 FILMS PRODUCTION is based in Berlin and Frankfurt.

New Holland Pictures

Based in Brisbane Australia, and with offices in New Zealand, New Holland Pictures was established in 2005 as a joint venture between Australian producers **Cathy Overett** and **Mark Overett**, and Dutch producers **San Fu Maltha** and **Anton Smit**. Since then they have produced five feature films, including the award winning *Unfinished Sky*, NZ box office hit *Separation City*, and the Danish/German/Australian action comedy *At Worlds End*.





PRODUCTION TEAM

Director, Timo Vuorensola

Timo Vuorensola is a film director from Finland. His first feature, the sci-fi comedy *Star Wreck: In the Pirkinning*, was seven years in the making. It has since achieved a cult status, and has been downloaded over 8 million times through official sources. Timo's second feature, the sci-fi comedy *Iron Sky*, which tells the story of Nazis on the Far Side of the Moon, is due to be released in 2011.

Timo also directs short films, music videos and ads. He is always interested in finding new ways of working within the film industry and believes that the Internet can provide various interesting possibilities to replace and complement traditional production models. Timo has been speaking about his experiences with collaborating with the audience at about 200 conferences around the world since 2005.

Producer, Tero Kaukomaa

Tero Kaukomaa, born 1960, studied business, marketing and economics at the Helsinki School of Economics, graduating in 1987. After producing several hundreds of commercials and a couple of music videos with Elohopea Film (1989 – 1991) Kaukomaa started to manage productions and then produce short fiction and later full-length features. In September 1997 he established Blind Spot Pictures. Tero Kaukomaa has been participating in several producers' training programs, including ACE (Atelier du Cinéma Européen) in Paris (ACE 5, 95-96) and AD Astra in Helsinki (95-96). Since 2002 he has been based in Zürich, Switzerland where he runs the new production outfit Blind Spot Zürich. Currently he has several feature films in development with Blind Spot Pictures. Tero Kaukomaa has been a member of the European Film Academy since 2008.

Producer, Oliver Damian

Oliver Damian had amassed more than 10 years of professional experience in the film business before setting up his Berlin/Frankfurt-based company **27 Films Production** in 2005. The first completed project was **Nana Djordjadze's** tragicomedy *The Rainbowmaker*. He also co-financed the international co-production *La Masseria della Allodole* by the **Taviani** brothers, starring **Paz Vega** and **Moritz Bleibtreu**. Apart from being the main producer for a slate of eight projects, including new films by **Maria von Heland** and **Goran Rebic**, Oliver also participates as a co-producer in international productions. He was a partner in the French-German drama *Dawn of the World* by the Iraqi director **Abbas Fahdel** and *The Father of My Children* by **Mia Hansen-Løve**, the winner of the Special Prize in Un Certain Regard in 2009.

Producers, Cathy and Mark Overett

Cathy Overett began in TV as a documentary researcher, spent a number of years as Writer/Director/Producer in the film unit of the Royal Society for Protection of Birds in the UK and in 2006 produced her first feature film *Unfinished Sky*. *Unfinished Sky* was the 4th highest grossing Australian film of 2008, won the BIFF Audience Award, MethodFest Best Film, 4 IF Awards, 4 Film Critic Circle Awards, 6 AFI Awards and SPAA Independent Feature Film Producer of the Year 2008. Cathy has since supervised *De Scheepsjongens van Bontekoe* and co-produced Danish/German/Australian comedy chase co-production, *At World's End*.

Mark Overett has worked around the world as a highly regarded Creative Producer of factual and light entertainment television. He co-created *In the Dark* which began on LWT with **Julian Clary** and rolled out as a format into 30 countries around the world, making it the most successful comedy gameshow of





its time. With NHP, he produced lifestyle series *Our Place* for Prime NZ. He then expanded into feature film, overseeing the production of Dutch feature *Bride Flight* in NZ in 2007 and recently producing the bitter sweet comedy *Separation City* which released in NZ in August 2009

Producer, Samuli Torssonen

The creator of *Star Wreck* and Energia Productions. As a producer in Iron Sky his main responsibility is the visual effects of Iron Sky.

Screenplay, Johanna Sinisalo

Finnish science fiction and fantasy writer. Johanna studied comparative literature and drama, amongst other subjects, at the University of Tampere. Professionally she worked in the advertising business, rising to the level of marketing designer.

An important figure in the burgeoning Finnish science fiction scene in the late 1980s and early '90s (winning a rare back-to-back collection of Atorox prizes for short fiction in the genre), she was also the first to make a breakthrough by breaking out of genre literature barriers.

Sinisalo was awarded the Finlandia Prize for literature in 2000 for her first novel, *Ennen päivänlaskua ei voi* (translated as *Not Before Sundown* in 2003 and again as *Troll — A Love Story* in 2004 for the American market). The novel has been translated into several languages. *Not Before Sundown* was awarded the James Tiptree Jr. Award in 2004. Movie rights were acquired by Carter Smith in 2006.

Screenplay, Michael Kalesniko

Michael Kalesniko has written the screenplay for *Howard Stern's Private Parts*, released by Paramount in 1997. He also rewrote *Bubble Boy* for Disney, with **Blair Hayes** as the director.

Kalesniko has also done rewrite work *Will Smith*, *Billy Crystal* and *Danny DeVito* as well as *Ron Howard's Imagine Entertainment*. Kalesniko previously wrote and directed the award winning short *Algorithms*. He won the Nissan FOCUS award for screenwriting in 1990.

Kalesniko was born in Trail, British Columbia, Canada. He received his B.A. in writing from the University of Victoria in 1985 and his B.A. in film and video production from Columbia College Hollywood in 1990. He has worked at various times as a reporter, a gravedigger, a high school English teacher in the arctic and a bartender in London, England.

DOP, Mika Orasmaa

Mika Orasmaa studied at the prestigious Art and Design School in Helsinki and participated in workshops by *Phedon Papamichael*, *Laszlo Kovacs* and *Vittorio Storaro*.

Orasmaa began work in the film industry as a focus puller on commercials and feature films. He began shooting in 1998 with music videos, commercials, documentaries and short films.

In 2004 Orasmaa shot the award-winning film *Gourmet Club* directed by Juha Wuolijoki. The film was awarded the Venla, the Finnish equivalent of the Emmy. The film was also awarded at the 47th Monte Carlo Television Festival and received the Finnish State Quality Award.

In 2007 Wuolijoki and Orasmaa reunited on the film *Christmas Story*. Mika's work on Christmas Story earned him the Jussi Award for Best Cinematography, the Finnish equivalent of the Oscar.

Orasmaa has also shot the television series *Skene 2004*, *Lemmenleikit 2008* and *Uutishuone 2009*.





Orasmaa's latest work is *RARE EXPORTS*, a feature film based on award winning shorts directed by *Jalmari Helander*. Rare Exports was awarded best feature and best cinematography in Sitges 2010.

Production Designer, Ulrika von Vegesack

Ulrika von Vegesack has been an art director for film & television internationally for over 13 years. Under her maiden name Ulrika Anderson, she created the look for films like *Schiller* (2005) , *Kebab Connection* (2004), *Anatomie 2* (2003) , *Big girls don't cry* (2002) and *Undertaker's Paradise* (2000) amongst many more.

Iron Sky is definitely one of her most exciting projects and she and her team are working hard to get the perfect "steam punk" look.

Costume Designer, Jake Collier

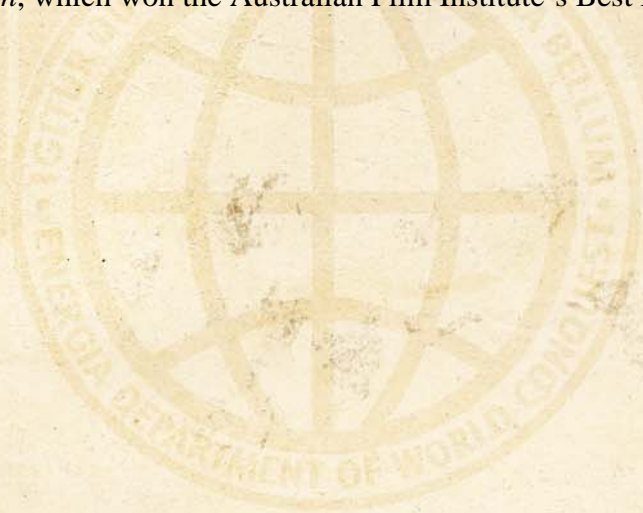
Jake Collier has been costuming for film & television internationally for over 13 years. Hailing from New Zealand, Jake moved from Berlin to Helsinki to make sure the Fourth Reich looked right. Productions Jake has worked on include *Xena, Warrior Princess, Hercules, Cleopatra 2525, Farscape, Eragon, Australia*, and most recently the Spielberg/Hanks produced *The Pacific*, plus countless TV commercials, series, and West End Theatre productions.

Editor, Suresh Ayyar

In his career spanning over 25 years as an editor, Suresh Ayyar has been nominated for the Australian Film Institute's Best Achievement in Editing Award on twelve occasions, winning four times and in 1995 receiving both feature and Non-Feature categories awards.

Feature films credits include *The Cedar Boys, Unfinished Sky, Romulus My Father, Elephant Tales, Peaches, Crocodile Hunter – Collision Course, Hildegard, Floating Life, Bad Boy Bubby* (Grand Jury prize-winner of Venice Film Festival) and *The Interview* (AFI Best Film Award). His television credits include the series *Rake, The Cooks, Dossa & Joe, Beastmaster, Farscape* and the telefeature *The Road from Coorain*.

Suresh has edited documentaries including the Emmy Award-winning *Kangaroos: Faces in the Mob, Celebrity – Dominick Dunne, In The Compound – The Last Days of Yasser Arafat*, and Gillian Armstrong's *Not 14 Again*, which won the Australian Film Institute's Best Documentary.





Vital Facts About How You Can Help With The Iron Sky War Effort!

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Collaborate!

Do you want to take part in creating a movie by contributing your ideas, skills and experience? Witness the power and elegance of [Wreckamovie.com](http://www.wreckamovie.com), where you can join in making Iron Sky - or start your own movie project and get your friends and community to create it with you!

Demand!

Want to see Iron Sky in your home city theaters? Willing to show the distributors that there is interest in your part of the world for good Science Fiction? Go to <http://www.ironsky.net/demand/> and Demand to See Iron Sky in your home city!

Support!

The War Effort can use your financial contributions and Every Bit Helps! Visit our store in <http://store.ironsky.net/> and check out our Merchandise, ranging from war bonds to stylish T-shirts, dogtags, pens, mouse mats and a lot more!

Share!

Let People Know about the Moon Hun Menace! Spread the word about Iron Sky - share our teasers to your friends and net communities, and tell your friends to Demand Iron Sky. When we publish something interesting, retweet it, post it and share it!

Invest!

By Investing in Iron Sky you have the great opportunity to Make Money on the War Effort! When the movie makes profit, you recoup your investments and earn profits in the same rate as the film makers - and get such Fan Bonuses as invitation to Premiere or a chance to meet the cast and crew. Interested? See <http://www.ironsky.net/invest/> or e-mail invest@ironsky.net!

Web: www.ironsky.net | Store: store.ironsky.net | Blog: blog.ironsky.net
Wreckamovie.com: www.wreckamovie.com/iron-sky/ | Twitter: @energia , @ironskyfilm
Facebook: www.facebook.com/ironsky

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