



**\*\*FOR IMMEDIATE RELEASE\*\***  
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## **Died Young Stayed Pretty Selected to Screen at SXSW Film Festival**

*-U.S. Premiere Of Eileen Yaghoobian's Feature Documentary Captures The Creative Comeback of Rock Posters-*

**Vancouver, Canada (February 2009)** — The highlight of this year's South by Southwest Film Festival programming includes a feature documentary that is the first of its kind to take a candid look at the renaissance of North America's underground indie-rock poster movement. Presented in the **Emerging Visions category**, this marks the U.S. premiere of Vancouver-based director Eileen Yaghoobian's *Died Young Stayed Pretty*.

In 2001, the little-known rock poster industry experienced a creative comeback spurred on by the launch of Gigposters.com, a web portal that aims to catalogue rock posters across the globe. Picking up where punk left off, *Died Young Stayed Pretty* reveals a new breed of counter-culturists; artists that set out to destroy the mainstream through their controversial and intensely visceral design work.

View the film's U.S. premiere on **Saturday, March 14, 2009 at 12:00pm at the Alamo Lamar 3** or on **Wednesday, March 18, 2009 at 2:00pm at the Austin Convention Center**.

Produced by **Norotomo Productions**, Yaghoobian travels across the United States and Canada to offer a look into to the world of some of the giants of this modern subculture including **Art Chantry, Brian Chippendale, the Ames Brothers, Print Mafia and Rob Jones**, who have worked on posters for groups like **Arcade Fire, Broken Social Scene, Radiohead, White Stripes, The Melvins, Ween, Marilyn Manson, Sonic Youth, Pearl Jam, Queens of Stone Age, Bob Dylan, Marianne Faithfull, The Shins**, and the list goes on.

"I'm thrilled to be able to give voice to this close-knit group of DIY artists that are giants within their own world but remain unknown to the mainstream," said Eileen Yaghoobian. "Stealing from the golden era of Americana, they pervert classic pop culture references and slap it in the face of polite society while safely treading under the radar- picking up pieces of America's disposable culture and turning them into beautiful obscenities."

Under the guise of advertising for rocks shows, these unheralded masters of the silkscreen and Xerox machine carry on public discourses that range from hot button political issues to lewd inside jokes. Yaghoobian sneaks her camera into the lives of these self-proclaimed professional radicals to discover where the real punk power lies, if any remains.

**For more information, please visit [www.diedyoungstayedpretty.com](http://www.diedyoungstayedpretty.com).**

### **About the director:**

Iranian-born Canadian filmmaker Eileen Yaghoobian has spent the past four years shooting her first, full-length documentary film *Died Young Stayed Pretty*. Yaghoobian has worked in New York on a number of independent films. Her short films and videos have screened at national and international festivals as well as art exhibitions. Her Still Photography can be found in the permanent collections at the George Eastman House International Museum of Photography and Film; the Museum of Fine Arts, Houston; Bibliothèque Nationale, Paris; and Art Bank: Canada Council for the Arts, Ottawa. Yaghoobian has just completed the prestigious Lincoln Center Director's Lab 2008 and is in the midst of developing a feature narrative for her next feature film.

### **About Norotomo Productions Inc.:**

Norotomo Productions Inc. is an independent media company specializing in unique, innovative, smart entertainment, including documentary and feature films that resonate with popular audiences.

**South by Southwest (SXSW) runs March 13 - March 21, 2009**  
**The director will be in attendance**

*For more information regarding *Died Young Stayed Pretty*, to set up a interview with Eileen Yaghoobian or to request a screener, please contact Sarah Cirkiel ([scirkiel@pitchcontrolpr.com](mailto:scirkiel@pitchcontrolpr.com)) or Jessica Klynsma ([jklynsma@pitchcontrolpr.com](mailto:jklynsma@pitchcontrolpr.com)), Pitch Control Public Relations, 212.475.4919.*

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