

## **JAMES JOYCE GIN - PRESS RELEASE October 27th**

**James Joyce Gin's first brand film - *The Celebration* – speaks of a beautiful, emotive and quintessentially Irish winter story.**

James Joyce Gin has launched its first ever film campaign in Ireland for the winter season - *The Celebration* - a story of hope narrated by Phelim Drew, son of Ronnie Drew, through the prism of a uniquely Irish event - The Irish Wake.

This however, is no sad affair - the setting is but a metaphor for the collective human experience, the gathering of people and how we must revel in the celebration of what has been, *'for tomorrow is a new day, will be.'*

Set to a weaving narrative of Joycean quotes from *Ulysses*, *The Dead* and *Finnegan's Wake*, the film is filled with hidden references to his work. From the colour of the candle sticks referencing the iconic Aegean blue dust cover of *Ulysses*, to the 'pyramid of oranges' a centrepiece item at the dinner table in Joyce's short story *The Dead* - there is meaning behind every frame.

Directed by award-winning Irish film director Dermot Malone from Banjoman Films, the cast is led by renowned actor Ferdia Walsh-Peelo, from hit HBO TV show *Vikings* and the critically acclaimed Irish feature *Sing Street*. Speaking about the film, Dermot said that *"it was lovely to work with Denis and the James Joyce Gin brand on this wonderful film. Joyce is such a huge part of Irish storytelling heritage and it was very satisfying to nod to those iconic works in a piece that centres around celebration."*

Interestingly, the brand was founded by award-winning Irish film and TV composer Denis Kilty. He composed the music for this film and is also responsible for a great amount of the cinematic music heard in Irish advertising with clients such as Ulster Bank, Bulmers, Toyota, Diageo, Virgin Media, Three Mobile and Audi.

Speaking about the process, Denis remarks, *'It was a surreal experience connecting my two worlds together. My family has had a rich history of undertaking acts of Joycean preservation - in particular the original restoration of No.15 Usher's Island (the inspiration for The Dead) and the reopening of Sweny's iconic chemist behind Trinity College (immortalised in Ulysses). Growing up in Sandycove where the story of Ulysses begins, there has always been a sense of familiarity with Joyce and the impact he has had worldwide.'*

*We are a homegrown Irish business and I am thrilled to finally put our stamp on film. This film exists because of the passion and energy of some of the most talented creative people I have ever met, who believe in authentic and honest storytelling. It is humbling to have such a tangible swell of support for an Irish business and an Irish story, particularly at this time.*

*For me, the goal has always been to create something special that people can take home - something unique to celebrate Irish literary heritage in a way that brings people together, especially during these strange and difficult times. I hope that this story lifts hearts.*

The film will air online and across the James Joyce Gin social media channels.

The gin itself has won multiple awards - Gold at the Spirits Business Awards for taste and at the Kinsale Advertising Awards for design. It was the only beverage product in the country to be entered into the *100 Archive* in 2018 for its unique graphic design.

The gin is distilled in Ireland with a blend of nine beautiful botanicals - delicate notes of bay leaf, heather, clove, orange, cassia bark, orris root, juniper, coriander and angelica root. A smooth sipping

gin, it is perfect neat, in a Gin & Tonic, cocktails and winter mulled drinks. Perfect with a slice of fresh orange.

James Joyce Gin is available nationwide, in selected Dunnes Stores and across independent off-licenses. Find your nearest store here - <https://jamesjoycegin.ie/map>.

#BuyIrish #JoinTheCelebration @jamesjoycegin on Instagram Queries: [media@jamesjoycespirits.ie](mailto:media@jamesjoycespirits.ie)

#### CREDITS:

##### Client:

**Client**, The James Joyce Spirits Company

**Product**, James Joyce Gin

**Founder**, Denis Kilty

##### Production:

**Director**, Dermot Malone

**Producer**, Matt D'Arcy

**Production Co.**, Banjoman

**DOP**, Burshi Wojnar

**Voice Over**, Phelim Drew

**Edit**, Rob Hegarty

**H+S**, Blue Screen Medics

##### Post:

**Colour Grade**, Matthieu Toullet MPC

**VFX**, Raygun

**Post Producer**, Jen Connelly

**Sound Mix**, Denis Kilty

**Music**, Denis Kilty

##### Cast:

Ferdia Walsh Peelo

Zoe Reynolds

Oisín Walsh Peelo

Meabh Walsh Peelo

Toni Walsh Peelo

Frank Walsh Peelo

Meabh Carron

Jack Hitchcock

Liam Boyd

Kate Fullen

Darragh McGrath