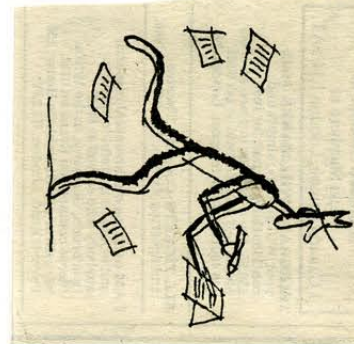


STRONG LANGUAGE

UK press cuttings

The Daily Telegraph

AS GOVERNMENT ministers and sophisticates alike run screaming from the idea of Cool Britannia, one British director has embraced it; indeed, his film is the first to focus solely on it. Simon Rumley, 29, has written and directed *Strong Language* which, he tells me, on his balcony opposite the Festival Palace on the Croisette, is "the first ever film to reflect Cool Britannia." It delivers a talking-head-style reflection on everything from drug culture to New Labour and John Galliano. It is being hyped as "the hippest film of the year from London, the coolest city on the planet". "Everyone thought *Trainspotting* was the 'youth culture' film," Rumley says, "but that was about addicts in Edinburgh. How representative is that? What I am doing," he adds with searing modesty, "is unique in terms of world cinema."



Peterborough

MAY 19, 1998