

KEW

MEDIA GROUP

KEW MEDIA GROUP SET TO RELEASE JOEY SKAGGS DOCUMENTARY
"Art of the Prank" ON U.S. VOD PLATFORMS, OCTOBER 9TH 2017



"Skaggs' art is designed to dramatize the inherent dangers in a media that accepts photo ops and buzzwords as meaningful discourse"

The New York Times

*"If you don't know who Joey Skaggs is, know this: he is a f*cking national treasure!"*

Fandor

"Meet the ultimate media critic"

Boston Phoenix

Kew Media Group is set to release *"Art of the Prank"* on U.S. VOD platforms on Monday October 9th, the all-new Award-winning documentary film that follows Joey Skaggs, a fierce proponent of independent thinking and an early critic of media irresponsibility, as he sets out to pull off the most demanding hoax of his career.

Directed by Andrea Marini, *"Art of the Prank"* is an emotional and humorous journey following the godfather of the media hoax and one of America's most

notorious socio-political satirists. Joey Skaggs is famed for highly publicized media fictions including Celebrity Sperm Bank, the Cathouse for Dogs, the Fat Squad, and Portofess (a mobile Catholic confessional booth). The film offers viewers a unique view into the mind of Joey Skaggs, inviting them to follow as he sets out to pull off the most demanding hoax of his career, intertwining the present with a journey through his classic work.

“Art of the Prank” is a Relight Films production, directed and produced by Andrea Marini, produced by Judy Drosd and Michele Malfetta and executive produced by John Cioffi, Guido Marini, John J. Cioffi III and Donald A. Barton. The cinematography is by Andrea Marini and Ben Carey, with original music by Philip Abussi and editing by Emanuele Muscolino and Andrea Marini.

Andrea Marini says: “When I first encountered Joey’s work, I was completely blown away. I knew that this story needed to be told, and that it was going to be a wild ride. The film embraces many subjects, from media responsibility to pressing social issues to the role of art in activism. But at its core, it’s a film about a man who, against great odds, is driven to make broad social commentary with his art.”

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About Kew Media Group

Kew Media Group produces and acquires more than 1,000 new hours of premium content every year and distributes Kew’s catalogue of film, television and digital assets, to more than 150 countries worldwide on almost every available viewing platform. **Kew Media Group’s** library contains over 275 theatrical feature titles and rights to more than 6,500 hours of TV and digital content including major drama series, non-fiction entertainment, special event programming, kids’ series, TV movies and mini-series. **Kew Media Group’s distribution arm** formerly traded as Content Media Corporation.

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