



November 9th 2010

AWAY WE STAY

Starring Helena Christensen & David Gandy

Commissioned by W Hotels, Created by In-House series & Celebrating London

To celebrate the impending arrival of hotel innovator W Hotels to London's Leicester Square, W London have commissioned a new film short (10 minutes) lifting the figurative lense cap off of a fictitious guest Alex Worthington. Shot on location in Leicester Square "*Away We Stay*" written and directed by Edoardo Ponti, and produced by Katrina Pavlos, is a romantic tale of love, life and the choices we make in the middle...

Renowned photographer Alex Worthington (Helena Christensen) has spent her career under the glitz and spotlight of the fashion industry but the emptiness of that world has started taking its toll. In search of something more real and emotionally stimulating she has a chance meeting with a mysterious stranger, Adam (David Gandy). He disarms her with his honesty and directness. After sharing only a few hours together, he dares her to run away with him and leave everything behind. Will Alex succumb and follow her heart or retreat back in the safety of her well established but empty life? Set in the London of today, laced with resonances of the swinging sixties, and a supporting cast which includes Tom Hollander, Nick Moran, Georgina Rylance and a special appearance by the film's Executive Producer Nick Roeg.

Away We Stay takes as its creative reference the 1966 British Film classic *Blow Up* produced by Edoardo's father Carlo Ponti. The film was chosen as it is the quintessential insider movie portraying the London Fashion scene. "*Away We Stay*" is peppered with leading London Insider cameos including Amber Aikens, Kinvara Balfour, Fenton Bailey (David Bailey's son), Abi Harris and Tuuli Shipster.

The film's central theme mirrors that of the W Hotel London's dual personality and its transition from formal day to informal night.

Fashion forms a key part of the W language and "*Away We Stay*" has been styled by W Fashion Director Amanda Ross with key looks from leading London designers forming a core part of the films fashion story. Designers referenced include Stella McCartney, Temperley London, Rupert Sanderson, & Philip Treacy.

“*Away We Stay*” will give one of the first glances of the views available from the hotel both in-room and of the surrounding London landmarks as well as a view into the world of W as referenced by Edoardo and the amazing cast who have collaborated on the project. Talking on the inspiration for the commission W London General Manager Kevin Rockey stated ‘ With our location at the heart of the British Film Industry (Leicester Square) what better way to introduce W London Leicester Square to the world than with the commission of a new film, heroing the great Insiders of this inspiring city.’

Away We Stay can be viewed at www.wlondon.co.uk/awaywestay

-ENDS-

For further information, access and stills please contact Samantha Cunnington / Charleigh Skinner at John Doe on 02071005050/name.name@johndoehub.com

Away We Stay Credits:

Written & Directed : Edoardo Ponti

Based on an original story: Edoardo Ponti & Dewayne Darian Jones

Film on Location: W London Hotel and Leicester Square

Producer: Katrina Pavlos

Executive Producer: Nic Roeg

Line Producer: Adam Shakinovsky

Original music: William Goodrum

Cast:

Alex: Helena Christensen

Adam: David Gandy

David, the magazine Editor: Tom Hollander

Lady Cecil White: Georgina Rylance

Speaking Cameos: Nick Moran, Kinvara Balfour, Jade Calliva

Non speaking Cameo's: Nic Roeg, Fenton Bailey, James Wright, Tuuli Shipster, Abi Fox, Amber Aikens, Kevin Rockey - General Manager, W London (in the restaurant)

Taking inspiration from its surroundings, W London promises to deliver a variety of unique and insider guest experiences and initiatives which highlight the brand's passion points within film, fashion, music and design. **Dual roles** of British culture play a huge part in the look and feel of the W London design concept. Within the hotel an attitude of formal day turns quickly into informal night - think Savile Row meets Soho - aided by design-focuses on classic gestures with nightlife accents.

The bigger story W Hotels Worldwide® is an innovative contemporary lifestyle brand and the hotel category buster with 34 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of “Wow.” Each hotel offers a unique mix of innovative design and passions around fashion, music, entertainment, design, architecture, pop culture, and everything in between. W Hotels are unique and individual expressions of modern living, reflected in the brand’s sensibility to a holistic lifestyle experience with cutting-edge design, contemporary restaurant concepts, glamorous nightlife experiences, and signature spas.