



**FOR IMMEDIATE RELEASE**

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A grey banner with a white arrow pointing to the right. On the left side of the banner, the TLA Releasing logo (three circles and the text "TLA RELEASING") is displayed. To the right of the logo, the words "INTERNATIONAL FILM FESTIVAL" are written in a bold, black, sans-serif font.

**TLA RELEASING UNVEILS THE PAST OF FAMED ARTIST  
ANDY WARHOL TO REVEAL A STORY FEW EVER IMAGINED IN:  
ABSOLUT WARHOLA**

(Philadelphia, March 9, 2004) From rising German director **Stanislaw Mucha** comes one of the most intriguing art documentaries in recent years, **Absolut Warhola**, released by **TLA Releasing** on its International Film Festival VHS/DVD label. The film traces the ancestry of Andy Warhol's peculiar past and exposes a history never seen until now.

**THE FILM:** Described by *Variety* as "the film equivalent of a pleasant white wine with a kicker to it," **Absolut Warhola** (Germany, 2001, 80 minutes, in Slovak and Ruthenian with English subtitles) examines the surprising heritage of one of the most famous artists of the century, Andy Warhol. The film tracks his ancestry back to the small town of Miková in Eastern Europe and visits the only pop-art museum in Europe, located in nearby Medzilborce.

After traveling to the countryside, director **Stanislaw Mucha** interviews the peasant relatives of Andy about the art he created. Though aware of Andy's success, these distant cousins have no understanding of his work or the world that made him a star. In fact, the family has such little comprehension of his significance that when he would send them his art, they would turn it into everyday items, such as toys or clothing. No one knows the man that left them so many years ago, but each is proud to call him their own and bear his old-world name Warhola.

With a gentle humanistic touch, **Absolut Warhola** swings between the pop art of Warhol and his old-world heritage. Through an abstract editing style and a surrealistic musical accompaniment, the movie succeeds in echoing the pop art that made Andy Warhol a modern icon. Candid interviews create an intriguing paradox between the worlds of stylish art and a rustic reality.

**CREW/CAST:** **Absolut Warhola** is the latest effort from a self-made team of German filmmakers led by writer/director **Stanislaw Mucha** and his longtime cinematographer **Suzanne Schule**. Previous films from the team include an unsettling documentary on an escaped Nazi leader, *Back Home to the Reich with Bubi*, and a comedic short film, *Der Tisch*. Behind **Absolut Warhola** are two notable producers: **Dieter Reifarth** and **Reinhard Brundig**, who later helped produce the Oscar® nominated *Whale Rider* and *Winged Migration*.

**DVD/VHS RELEASE:** The retail price for **Absolut Warhola** is \$24.99 for DVD and VHS. It can be purchased at the TLA Video Web site at a discount – [www.tlavideo.com](http://www.tlavideo.com) – or through such retailers as amazon.com, Borders Books and Music, Transworld, Musicland and Virgin Megastores. **Absolut Warhola** is not rated, in Slovakian and Ruthenian with English subtitles. DVD extras include the featurette "Making of **Absolut Warhola**," widescreen format, chapter selection and TLA Releasing trailers. Street date is March 9, 2004.

The International Film Festival label is a division of TLA Releasing, the film distribution label of TLA Entertainment Group. The series brings noteworthy films from the international film festival circuit out on DVD/VHS in pairs every few months, with special attention given to diversity of nationalities and genres. **Absolut Warhola** is paired with **Daniel Burman's** *Waiting for the Messiah*. For more information, visit [www.tlareleasing.com](http://www.tlareleasing.com).

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