

London – Thursday 19<sup>th</sup> October 2017

**STUDIOCANAL**

VISITLONDON.COM AND STUDIOCANAL ANNOUNCE

# PADDINGTON 2

## PADDINGTON'S POP-UP LONDON



Caption (from left to right): Rosie Alison, Alexandra Ferguson-Derbyshire, Sadiq Khan, Hugh Bonneville, Simon Farnaby, Karen Jankel and local school children

**DOWNLOAD FULL SET OF EVENT IMAGES HERE:**

[https://www.dropbox.com/sh/6ahzlr4qu40l94p/AABfW2z\\_sl\\_8emzCqvSY\\_gaDda?dl=0](https://www.dropbox.com/sh/6ahzlr4qu40l94p/AABfW2z_sl_8emzCqvSY_gaDda?dl=0)

Photo Credits: James Gillham for STUDIOCANAL

**#PaddingtonsPopUp**

STUDIOCANAL, in partnership with VisitLondon.com, is delighted to announce the launch of PADDINGTON'S POP-UP LONDON which was unveiled today at London Bridge City by London Mayor Sadiq Khan and PADDINGTON 2 filmmakers and cast members Hugh Bonneville, Simon Farnaby, Rosie Alison, Alexandra Ferguson-Derbyshire, Michael Bond's daughter Karen Jankel and local school children. The five spectacular pop-up book installations featuring Michael Bond's much-loved bear will appear at iconic landmarks and attractions across London from Monday 23 October – 3 December 2017, ahead of the film's eagerly awaited release in UK Cinemas on 10 November 2017.

In *PADDINGTON 2*, Paddington discovers an exceptional pop-up book in Mr Gruber's antique store. Taking inspiration from this, these five stunning free attractions will be open for everyone to enjoy, with installations appearing across the Capital and featuring some of London's most famous landmarks: Westminster, Trafalgar Square, Tower Bridge, Buckingham Palace and Piccadilly Circus. The pop-ups will appear at the following popular tourist spots: Peter's Hill (St Paul's), Tower Bridge, Paddington Station, Peninsula Square (The O2) and Bankside (Tate Modern).

Families coming to London this half term will be able to discover Paddington's Pop-Up London, which will lead them on a treasure hunt across the city, as they journey from pop-up book to pop-up book to discover a secret word. They will then be able to enter a competition on [www.visitlondon.com/paddington2](http://www.visitlondon.com/paddington2) to win a Paddington Afternoon tea journey for all the family, aboard the iconic Belmond British Pullman train.

During the six-week run the striking pop-up installations will also provide a backdrop for a series of events and moments including readings of the first Paddington book, hosted by Harper Collins; face painting for Halloween, balloon model making and 'Postcards from London' craft activity.

The Mayor of London, Sadiq Khan said: "London is the greatest city in the world. Here, you can be who you want to be and live the life you want to live – whether you're a Mayor who loves football, or a bear who loves marmalade sandwiches. That's why I'm so happy that Paddington is supporting my London Is Open campaign, showing that we respect, embrace and celebrate our diversity as one of our greatest strengths. I hope all children visiting the capital over half term will enjoy these stunning Paddington pop ups and take advantage of all our city has to offer."

In the spirit of the Mayor's #LondonIsOpen campaign, PADDINGTON'S POP-UP LONDON will encourage people to appreciate our beautiful capital city spreading the message that a warm welcome awaits everyone – even a small bear from darkest Peru.

David Heyman, Producer of *PADDINGTON 2* said: "I am delighted that the public will soon be able step into the magical world of Paddington's Pop-up London - a city which is at the very heart of the film and Michael Bond's beloved books. These beautiful, pop-up book installations invite visitors not only from London but all over the world to join Paddington in celebrating this wonderful, open-hearted city".

VisitLondon.com will be the online home of PADDINGTON'S POP-UP LONDON, hosting a wealth of fun and useful content to help visitors have the best possible. For more information about PADDINGTON'S POP-UP LONDON and these activities please visit: [www.visitlondon.com/paddington2](http://www.visitlondon.com/paddington2).

Inspired by the film, HarperCollins Children's Books has created a stunning hardback pop-up book featuring six illustrated scenes from *PADDINGTON 2*, which pay tribute to some of Paddington Bear's favourite London landmarks. Join Paddington as he leads his adored Aunt Lucy on a magical journey that celebrates London, family and belonging. The book will be available from 2<sup>nd</sup> November.

Paddington's Pop-Up London is also supporting the work of the NSPCC and Childline. *PADDINGTON 2* is produced by Heyday Films and STUDIOCANAL.

## **PADDINGTON 2** OPENS IN CINEMAS ON 10 NOVEMBER

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The much-anticipated sequel to the worldwide hit family film finds Paddington happily settled with the Brown family in Windsor Gardens, where he has become a popular member of the community, spreading joy and marmalade wherever he goes. While searching for the perfect present for his beloved Aunt Lucy's 100th birthday, Paddington spots a unique pop-up book in Mr. Gruber's antique shop, and embarks upon a series of odd jobs to buy it. But when the book is stolen, it's up to Paddington and the Browns to unmask the thief...

**FOR FURTHER INFORMATION, PLEASE CONTACT ORGANIC:**

Hannah Golanski, Gemma Sharp, Caragh Cook, Becky Palmer

HEYDAY FILMS

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Materials are available at [www.studiocanal.co.uk/press](http://www.studiocanal.co.uk/press)

For more information about the film visit:

<https://www.facebook.com/PaddingtonBear/>

<https://twitter.com/paddingtonbear>

<https://www.instagram.com/paddingtonbear/>

#### **NOTES TO EDITORS:**

##### **ABOUT STUDIOCANAL**

STUDIOCANAL, a 100% affiliate of CANAL+ Group held by Vivendi, is Europe's leader in production, right acquisition, distribution and international sales of feature films and TV series. STUDIOCANAL operates directly in all three major European markets, France, the United Kingdom and Germany, as well as in Australia and New Zealand.

STUDIOCANAL owns one of the most important film libraries in the world, boasting more than 9,000 titles from 60 countries, including 6,000 feature films among which are the iconic *Terminator 2*, *Breathless*, *Mulholland Drive* and *Belle de jour*.

STUDIOCANAL has fully-financed recent box office hits like *Paddington*, *Shaun the Sheep* and *Non-Stop*. Upcoming films backed by STUDIOCANAL include *The Commuter* featuring Liam Neeson, the highly-anticipated *Paddington 2* by Paul King, and Aardman Studios' stop-motion movies *Early Man* by Nick Park and *Shaun the Sheep 2* by Richard Starzak.

STUDIOCANAL is actively developing and distributing high-end TV series through its network of award-winning European production companies, including TANDEM in Germany (*Crossing Lines*, *Spotless*), the UK's RED PRODUCTION COMPANY (*The Five*, *Happy Valley*), Scandinavia's SAM (*Below The Surface*, *Rides Upon The Storm*), founded by Søren Sveistrup (*The Killing*) and Adam Price (*Borgen*), and Spain's BAMBÚ (*Grand Hotel*, *Velvet*). STUDIOCANAL has also stakes in the UK's SUNNYMARCH TV, created by Benedict Cumberbatch, URBAN MYTH FILMS and GUILTY PARTY.

##### **ABOUT #LONDONISOPEN**

#LondonIsOpen is a major campaign – launched by the Mayor, Sadiq Khan – to show that London is united and open for business, and to the world, following the EU referendum. It shows the world that London remains entrepreneurial, international and full of creativity and possibility. It reassures the more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

#LondonIsOpen