



PRESS RELEASE
LONDON, 31 OCTOBER 2017

**TRACE PARTNERS WITH FILM AFRICA FOR THE PREMIERE OF
TRACE ORIGINAL SERIES
*'Crazy Lovely Cool'***

TRACE Studios is set to debut its first Nollywood production with the screening of Crazy Lovely Cool at the Film Africa Film festival on Saturday 4th November at the Ritzy Cinema, London.

Film Africa, London's biggest celebration of African cinema presented by the Royal African Society, returns to cinemas for its seventh edition from **Friday 27 October to Sunday 5 November**.

Taking place across six venues – Rich Mix, BFI Southbank, Ritzy Brixton, Ciné Lumière, Bernie Grant Arts Centre and the South London Gallery – Film Africa 2017 will showcase the latest and best features, documentaries, experimental and short films with 38 titles from 21 African countries, including 19 UK, European or World premieres.

Crazy, Lovely, Cool is a 13 part TV series soaked in music, that takes a fond look at the lives, joys and struggles of a group of charismatic students whose paths cross on the campus of Nigeria's largest university via the shocking revelations of a gossip blog.

A co production between TRACE Studios and Nollywood Factory and directed by Obi Emelonye; director of award winning films such as *Mirror Boy*, *Onye Ozi* and *Last Flight to Abuja*, *Crazy, Lovely, Cool* is the first Nollywood inspired production from TRACE Studios and the full 13 episodes will be available on TracePlay; the first hybrid digital Video On Demand Service service with Live TV streaming and 30 Live Radio dedicated to Urban and African music and entertainment.

Olivier Laouchez, CEO, Chairman and co-founder of TRACE states, "the *Crazy, Lovely, Cool* screening serves as a fantastic partnership and an excellent opportunity for Global entertainment leaders TRACE to showcase its latest production. Film Africa celebrates the richness and diversity within African Cinema which is in line with our focus on global Afro Urban music and we are honoured to be apart of the festival this year."

At the screening, attendees will enjoy an episode of *Crazy, Lovely, Cool* followed by a Q&A session with Obi Emelonye and TRACE. The night will then end with the Film Africa Afrobeat to Afrobeats live music and closing party on the top floor bar at the Ritzy.

The full season of *Crazy, Lovely, Cool* will be available on TracePlay from December 2017.

Download Trace Play Here www.traceplay.tv using special code **FIBG** for TWO weeks free subscription.

Information about the screening:

Date: Saturday 4th November 2017

Time: 18:30

Venue: Ritzy Cinema, Brixton Oval, Coldharbour Lane, Brixton SW2 1JG, United Kingdom

Tickets: goo.gl/zYsyNs

Watch CLC Trailer Here: <https://vimeo.com/237559903>

Watch Film Africa Trailer Here: <https://vimeo.com/237928888>

Notes to Editors

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, TRACE offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

<http://trace.company/>

ABOUT THE ROYAL AFRICAN SOCIETY

[The Royal African Society](#) is a membership organisation that fosters a better understanding of Africa in the UK and throughout the world. Our goal is to promote Africa globally in the spheres of business, politics, academia, arts and culture. We disseminate knowledge and insight to make a positive difference to Africa's development and celebrate the diversity and depth of African cultures.

ABOUT FILM AFRICA

[Film Africa](#) is the Royal African Society's annual festival celebrating the best contemporary cinema from Africa and its Diaspora. Now in its seventh year, the festival offers a platform for African film and increased film choice for London audiences. @FilmAfricaUK #FilmAfrica