



BFI ANNOUNCES NEW PUBLICATION
“39 STEPS TO THE GENIUS OF HITCHCOCK”
Ed. James Bell, BFI, publication date 18th June 2012, £15

London, Tuesday 17th April 2012 To accompany the BFI’s blockbuster *Genius of Hitchcock* project (June – October 2012) a new publication “**39 Steps to The Genius of Hitchcock**” will explore the extraordinary range of the director’s work and influences in a series of original essays. Thirty nine eminent critics, curators and historians including **Charles Barr, Patrick McGilligan, Laura Mulvey, Camille Paglia, Matthew Sweet** and **David Thomson** will offer a unique and revealing introduction to one of the world’s greatest directors, providing an essential catalogue to the BFI’s forthcoming project. The book will be available exclusively at BFI Southbank’s Film Store and on-line via www.bfi.org.uk.

What is the secret of the 39 steps?

Each chapter is a step to increasing our understanding of this complex and fascinating director. Designed for the general reader and lavishly illustrated, the book includes a series of overviews and picture-stories, many of which use rarely seen or recently unearthed photographs. This is a book which will offer new insights to anyone interested in Hitchcock’s life and career, from his early years in London to the secrets of the chilling, psychological power of the master story-teller.

Each step provides a chance to pause and reflect on the essential genius of the visual perfectionist, the master of suspense, the sly but playful trickster whose films have entertained, thrilled and chilled millions around the world and endured longer than most popular entertainment. ‘**39 Steps to The Genius of Hitchcock**’ begins with an in-depth exploration of **The Shaping of Alfred Hitchcock** and the influences of his earliest years in the film business in London and Germany (also explored in a Mediatheque collection of early work). **Hitchcock’s Britain** (also the theme of an exhibition of original materials at BFI Southbank) explores the passionate engagement Hitchcock had with his native land throughout his career. **Alma Reville: The Vanishing Lady** offers a focus on the unsung hero of Hitchcock’s life, his adored wife and collaborator, whose significant work as a scriptwriter has been

obscured by her husband's fame. **Brand Hitchcock** interrogates the extraordinary sophistication of Hitchcock's promotion of his own identity as a key part of the marketing of his films. **Hitchcock and Art** reveals the close links between Hitchcock and a wide range of artists. **Secret Agents** features the rich seam of spies and espionage which provide some of the thrills across Hitchcock's films. **Looking for Alfred** uncovers the secrets of the famous Hitchcock cameos, as the director developed a passion for appearing in his own work, often in surprising ways. **Psychosis** dissects the deep-seated psychological traumas which lie at the heart of much of Hitchcock's greatness. Further steps explore unexpected aspects of the master in a richly rewarding excursion into Hitchcock's unique and brilliantly realised vision.

Although more has been written about Hitchcock than almost any other single director, this is a unique and original compendium of expert knowledge on the man and his works.

The 39 Steps is an overarching organising principle of the creative focus of the BFI's Hitchcock project. Each step has its own original essay and is also reflected in an activity, a set of films, an event or presentation which illuminates the diversity of Hitchcock studies.

The full list of Steps will be revealed in stages leading up to the launch of a new section of the BFI website.

Pdf proof copies will be available in advance of publication on request via the Press Office.

James Bell and selected authors will be available for interview.

PRESS CONTACTS

Judy Wells, Head of Press and PR, BFI

Tel: 020 7957 8918 or email: judy.wells@bfi.org.uk

Brian Robinson, Communications Manager, Archive and Heritage, BFI

Tel: 020 7957 8940 or email: brian.robinson@bfi.org.uk

Caroline Jones, Press Officer, BFI Southbank

Tel: 020 7957 8986 or email: caroline.jones@bfi.org.uk

Notes to editors

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Investing in creative, distinctive and entertaining work

- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences