



## **Intel and W Hotels Announce Premiere of 'Four Stories,' a Short Film Series with Roman Coppola and The Directors Bureau**

### **NEWS HIGHLIGHTS**

- Four Scripts Chosen for the Intel and W Hotels "Four Stories" film series, Lake Bell and Jason Schwartzman Among Cast and Crew of Screenplays Filmed on Location at W Hotels Around the Globe
- Series Includes Original Short Film Co-Written and Directed by Roman Coppola
- Four Stories is Part of the Ultrabook™ Experience, Intel's Series of Worldwide Collaborations with Innovators in Travel, Film, Business, Fashion and Design

NEW YORK, LONDON and SANTA CLARA, Calif., Nov. 28, 2012 – As part of the Ultrabook™ Experience program, Intel Corporation and W Hotels today announced the global premiere of the winning films from "[Four Stories](#)," an innovative short film series judged by a panel of judges, including Roman Coppola and produced by The Directors Bureau. The films debut tonight at a private screening at W London – Leicester Square, followed by a premiere at W Los Angeles – Westwood on Dec. 4 and a premiere at W Hong Kong on Dec. 14. The films can be viewed at: [www.youtube.com/fourstories](http://www.youtube.com/fourstories).

Intel and W Hotels embarked upon "Four Stories" to support rising visionaries in filmmaking and showcase their work to a global audience. The four winning scripts, inspired by the intense energy of the global jet-setter and the mobility of the Intel Ultrabook, were chosen from nearly 1,000 submissions from aspiring filmmakers around the world and developed into 10-minute short films. Roman Coppola and his production company, The Directors Bureau, matched the four winning scripts with some of today's most talented young directors and actors to bring the screenwriters' visions to life. The resulting four original screenplays were filmed on location at W Hotels across the globe including W Washington D.C., W Doha Hotel & Residences, W Retreat & Spa Maldives, and W Mexico City, and feature the Intel-inspired Ultrabook.

"Intel is collaborating with innovators in travel, film, business, fashion and design to highlight amazing computing experiences created by the Ultrabook. Through the Four Stories collaboration with W Hotels, Intel is supporting and inspiring the next generation of artists and visionaries," said Johan Jervoe, Intel's vice president and director of Partner Marketing. "Each of the Four Stories films showcased the sleek mobility of the Ultrabook as inspiration for innovative filmmaking and storytelling, further merging creative art with technology."

*Four Stories* judge and executive producer Roman Coppola co-wrote and directed a fifth short film, “Die Again, Undead One,” an intergalactic vampire tale, starring Jason Schwartzman and Margarita Kallas, which was shot on location at W Hollywood.

“Four Stories is about encouraging emerging talent in filmmaking,” said Roman Coppola. “This collaboration supports a new generation of screenwriters, actors and directors showcase their work on a global level.”

“As a global design powerhouse, W Hotels continues to identify and support rising visionaries in design, music, fashion and film,” added Paul James, Global Brand Leader, St. Regis Hotels & Resorts, The Luxury Collection & W Hotels Worldwide. “Through our partnership with Intel, Four Stories seeks to celebrate the modern day jetsetter, the type of traveler who frequents W Hotels, while showcasing some of W’s most glamorous award-winning properties around the globe.”

After careful review from a panel of judges that included Coppola and other prominent industry leaders, the winning honors were awarded to:

Amy Jacobowitz from Los Angeles, whose screenplay was developed into “**Modern/Love**,” filmed at W Doha with director **Lee Toland Krieger** and actors **Robert Schwartzman** and **Naomi Scott**.

Ben Saveg from Brooklyn, N.Y., whose screenplay was developed into “**¡El Tonto!**” filmed at W Mexico City with director **Lake Bell** and actor **Kyle Mooney**.

Adam Blampied from London, whose screenplay was developed into “**Eugene**” filmed at W Washington D.C. with director **Spencer Susser** and actors **Michael Govier** and **Karolina Wydra**.

Kahlil Joseph from Los Angeles, who wrote and directed “**The Mirror Between Us**,” filmed at W Retreat & Spa Maldives with actors **Nicole Beharie** and **Dan’ee Doty**.

The “Four Stories” competition, launched globally in August, invited aspiring filmmakers to submit scripts with two criteria: films must be set at a W Hotel and feature the Intel-Inspired Ultrabook as a central plot component. Coppola, along with a panel of industry leaders, including actress Chloe Sevigny, actor Michael Pitt, actor PJ Ransone, W Hotels Global Music Director Michelangelo L’Acqua, Intel Chief Marketing Officer Deborah Conrad, VICE Executive Producer and Creative Director Eddy Moretti, screenwriter Jeff Baena, Vimeo Vice President of Creative Development Blake Whitman, and VICE Executive Creative Director Danny Gabai selected the winning scripts.

As part of the overall collaboration between Intel and W Hotels Worldwide, high-impact Ultrabook design installations by New York-based architects Gage/Clemenceau are being unveiled at W Hong Kong, W London – Leicester Square, W New York, W Paris – Opéra, W San Francisco and W Singapore, allowing both W guests and local residents to interact with the Ultrabook’s innovative technology. Additionally, Ultrabook devices have been integrated in the “Whatever/Wherever” concierge experience at select W Hotels worldwide, further demonstrating the collaboration between technology and design to create impactful and beautiful experiences.

- 30 -

### **About the Ultrabook Experience**

**The Ultrabook Experience** is an initiative from Intel that features collaborations with innovative brands, emerging and established artists, designers and entertainers that use the Intel-inspired Ultrabook devices to do extraordinary things. The Ultrabook Experience has unveiled collaborations with innovators in travel, film, business and design that are using Ultrabook devices to rethink what’s possible.

### **About the Intel-Inspired Ultrabook**

Intel, the maker of the PC’s brain, has fueled the emergence of go-everywhere technology. Today’s Ultrabook devices are ideal for people who want to create, consume and share information safely with a mobile device that is sleek and stylish, wakes in a flash and paired with performance and long battery life. The latest generation of Ultrabook devices feature the addition of touch- and voice-based capabilities in traditional (clamshell) and new convertible designs.

### **About Intel**

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

### **About Roman Coppola and the Directors Bureau**

Roman Coppola is a critically acclaimed director, screenwriter, producer and music video creator. In 2012, Coppola co-wrote *Moonrise Kingdom*, his second collaboration with director Wes Anderson (the 2007 film *The Darjeeling Limited* was the first). As a director, Coppola has worked with Arctic Monkeys, Daft Punk, Phoenix, The Strokes, Ween and other bands to produce timeless music videos. He is currently in post- production on his second feature as director, *A Glimpse Inside the Mind of Charles Swan III*, a comedy starring Bill Murray, Charlie Sheen and Jason Schwartzman.

### **About W Hotels Worldwide**

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 43 hotels and retreats, including 14 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand’s sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts, signature spas and inspiring residences. With more than 13 years of proven success, W Hotels is on track to reach more than 60 hotels by the end of 2015. W Hotels have been announced for Guangzhou, Milan, Shanghai, Singapore, Abu Dhabi, Bangkok, Athens – Astir Palace, Muscat,

Mumbai, and Santa Fe, Mexico, while upcoming W Retreats include Verbier and Mexico's Riviera Maya. For more information, visit [www.whotels.com](http://www.whotels.com). To live the W Hotels lifestyle 24/7/365, visit [www.wresidences.com](http://www.wresidences.com).

## **MEDIA CONTACTS:**

### **For Intel**

Amy Kircos  
Intel Corporation  
[Amy.kircos@intel.com](mailto:Amy.kircos@intel.com)  
480-552-8803

Perveen Akhtar  
Intel Corporation - UK  
[Perveen.akhtar@intel.com](mailto:Perveen.akhtar@intel.com)  
+44 1793 403136

Fay Sliger  
[Fay.sliger@vice.com](mailto:Fay.sliger@vice.com)  
718-635-4913

### **For W Hotels Worldwide**

Elaine Drebot – Hutchins  
[edrebot@thinkpublicrelations.com](mailto:edrebot@thinkpublicrelations.com)

Alina Hauptman  
[ahauptman@thinkpublicrelations.com](mailto:ahauptman@thinkpublicrelations.com)  
212-343-3920