



2016 TRIBECA FILM FESTIVAL® TO OPEN WITH ANDREW ROSSI'S *THE FIRST MONDAY IN MAY*

Documentary exploring the intersection of fine art, high fashion and celebrity at The Metropolitan Museum of Art to premiere in celebration of TFF's 15th year

New York, NY (February 22, 2016) -- The Tribeca Film Festival (TFF), presented by AT&T, announced today that the world premiere of Magnolia Pictures' *The First Monday in May* will open the 15th annual Tribeca Film Festival on Wednesday, April 13. Directed by Emmy Award nominated filmmaker Andrew Rossi (*Page One: Inside The New York Times*) the intimate documentary looks at The Metropolitan Museum of Art's most attended Costume Institute exhibition in history, "China: Through the Looking Glass." The film follows curator Andrew Bolton, now Curator in Charge of the Costume Institute, in an exploration of the tension between fashion and art. The Tribeca Film Festival runs April 13 to April 24. Opening night is sponsored by Farfetch with special thanks to Thakoon.

"*The First Monday in May* illuminates the debate between fine art, fashion, pop culture and captures the creativity, passion and visionaries behind the exhibition and gala – Andrew Bolton and Anna Wintour," said Jane Rosenthal, co-founder, Tribeca Film Festival, and Executive Chair, Tribeca Enterprises. "It is an honor to pay tribute to a fellow New York cultural institution on our opening night."

"It's an honor to premiere this film downtown with the Tribeca Film Festival for their fifteenth Festival, and I am truly thrilled to partner again with Magnolia Pictures," said director Andrew Rossi. "*The First Monday in May* celebrates creativity in art and fashion and is deeply rooted in the creative world of New York, so to launch at a Festival that came into life in order to support that culture is very meaningful. We're so excited to have the team at Magnolia behind the film, bringing it to audiences all across the country."

The First Monday in May follows the creation of The Metropolitan Museum of Art's "China: Through the Looking Glass," exhibition, an exploration of Chinese-inspired Western fashions by Costume Institute curator Andrew Bolton. With unprecedented access, filmmaker Andrew Rossi captures the collision of high fashion and celebrity at the Met Gala, one of the biggest global fashion events co-chaired every year by Condé Nast Artistic Director and Vogue editor in chief Anna Wintour. Featuring a cast of renowned artists in many fields (including filmmaker Wong Kar Wai and fashion designers Karl Lagerfeld, Jean Paul Gaultier and John Galliano), the movie dives into the debate about whether fashion should be viewed as art.

Produced by Fabiola Beracasa Beckman, Sylvana Ward Durrett, and Dawn Ostroff, in association with Relativity Media, Conde Nast Entertainment, Mediaweaver Entertainment and Sarah Arison Productions, *The First Monday in May* will be released in theaters on April 15. The film features Wong Kar Wai, film director and Artistic Director of "China: Through the Looking Glass"; Baz Luhrmann, film director and creative consultant for the Met Gala; *Vogue's* Andre Leon Talley; Harold Koda, Former Curator in Charge of the Costume Institute; Thomas Campbell, Director of The Metropolitan Museum of Art; Maxwell K. Hearn, Douglas Dillon Chairman of the Department of Asian Art at The Metropolitan Museum of Art; and fashion designers Jean Paul Gaultier, Karl Lagerfeld, John Galliano, and Ricardo Tisci; as well as cameos from some of the leading names in fashion and entertainment. The film was acquired by Magnolia in a deal negotiated by Submarine and CAA.

The 2016 Tribeca Film Festival will announce its feature film slate beginning on March 2.

Stills for the film can be accessed at:

https://www.dropbox.com/sh/mufk0nkmqt2qkek/AAA7gmGv0VvUCn5l_UocVWnva?dl=0

About Tribeca Film Festival past opening nights:

Since its inception 15 years ago, TFF has opened with a range of films, both narrative and documentary, that celebrate cinema and storytelling: 2015 – *Live from New York!* (Documentary) with live performance from Ludacris; 2014 – *Nas: Time is Illmatic* (Documentary) with live performance from Nas; 2013 – *Mistaken for Strangers* (Documentary) with live performance from The National ; 2012 – *The Five-Year Engagement* (Narrative); 2011 – *The Union* (Documentary) with live Elton John performance; 2010 – *Shrek Forever After* (Narrative); 2009 – *Whatever Works* (Narrative); 2008 – *Baby Mama* (Narrative); 2007 – *SOS* (Shorts program); 2006 – *United 93* (Narrative); 2005 – *The Interpreter* (Narrative); 2004 – *Raising Helen* (Narrative); 2003 – *Down with Love* (Narrative); 2002 – *About a Boy* (Narrative)

About the Tribeca Film Festival

The Tribeca Film Festival, now in its 15th year, brings together visionaries across industries and diverse audiences to celebrate the power of storytelling. A platform for independent filmmaking, creative expression and immersive entertainment, Tribeca supports emerging and established voices, discovers award-winning filmmakers, curates innovative and interactive experiences, and introduces new technology and ideas through panels, premieres, exhibitions, and live performance.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 following the attacks on the World Trade Center, Tribeca has evolved from an annual event to spur the economic and cultural revitalization of lower Manhattan to a gathering place for filmmakers, artists, innovators, and the global creative community. Through programs that embrace storytelling in all of its expansive forms – from film and music, to video games and online work, TFF reimagines the cinematic experience and explores how art can unite communities.

About the Tribeca Festival Hub

The Tribeca Festival Hub is located at 50 Varick Street. For 10 days, the Festival Hub is abuzz with activity that engages the senses, providing a hands-on opportunity to experience the best in storytelling and what happens when it collides with the latest technology. From groundbreaking virtual reality to inspiring films, tv and talks with the best storytellers in the world and can't-be-missed interactive installations, festival goers converge on the hub to be inspired. The Festival Hub Pass is currently on sale, tribecafilm.com/festival/tickets

About the 2016 Sponsors

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation – aiming to make this the most interactive film and storytelling festival in the country, where visitors experience the Festival in ways they never imagined. As one of the largest communications and entertainment companies, AT&T helps millions connect with entertainment, mobile, high speed Internet and voice services – virtually everywhere.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: #ActuallySheCan, Accenture, Alfred P. Sloan Foundation, Bai Beverages, BIRA 91, Bloomberg, Borough of Manhattan Community College (BMCC), CHANEL, EFFEN® Vodka, ESPN, Hendrick's Gin, IBM, Infor, IWC Schaffhausen, The Lincoln Motor Company, NBC 4 New York, NCM Media Networks, Spring Studios, Thompson Hotels, and United Airlines.

About Farfetch

Farfetch is a revolutionary way to buy fashion. The pioneering website brings together more than 400 of the world's best independent designer boutiques, from Paris, New York and Milan to Bucharest, Kuwait and Tokyo. The Farfetch partner boutiques occupy a total of 1,000,000 square feet of retail space across 35 countries, allowing Farfetch customers, across nearly 190 countries to shop an unparalleled range of brands and unique pieces.

The partner stores have been carefully selected for their unique approach, forward-thinking attitude and diversity, and include such renowned boutiques as Browns in London, L'Eclaireur in Paris, H. Lorenzo in LA, Kirna Zabête in New York and Smets in Luxembourg.

Founded in 2008 by the Portuguese entrepreneur José Neves, Farfetch offers these bricks-and-mortar boutiques the opportunity to compete with the major players in online retail. And, for lovers of beautiful fashion, it offers the chance to indulge a passion and shop the world.

In March 2015 Farfetch secured a Series E round of investment of US\$86M, led by Digital Sky Technologies, putting the total amount raised by the company at over US\$195 million. This investment valued the company at US \$1 billion.

[Farfetch Brand Video](#)

TFF Press credentials:

Credentialing for the 15th Festival is now open through March 3rd, 2016:

<https://secure.sportssystem.com/events2/?eventKey=2d9e547a-f005-4ad4-bf9a-91f190842566>

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Press Site for Images: <https://tribecafilm.com/press-center/festival/2016-tribeca-film-festival-imagery>

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Hashtag: #Tribeca2016, #FirstMondayinMay