

Celebrities Join Thousands to Produce Biggest Shortest Film Ever Made

Date: 07-09-2007 12:10 PM CET

Category: [Arts & Culture](#)

Press release from: [The 1 Second Film](#)



LOS ANGELES, CA – Kiefer Sutherland, Kevin Bacon, Pierce Brosnan, Christina Ricci, and Stephen Colbert are just a few of the dozens of celebrities that have joined over 7,500 people from 45 countries to produce a 70mm film that will last only one second.

The innovative non-profit collaboration, aptly titled “The 1 Second Film,” creatively utilizes the internet to enable anyone in the world to become a film producer along with major stars, simply by donating \$1 or more via the film’s website:

www.the1secondfilm.com

“A lot can happen in one-second,” says Nirvan Mullick, an award-winning director turned social-entrepreneur, who started the film 7 years ago while a student at California Institute of the Arts. A single second of animation consists of 24 frames of film. In this case, each frame is a giant collaborative mural painted by hundreds of people.

Nirvan began fundraising after graduating, setting out to bring the world together for one second. With no budget and a simple Xeroxed flier he began pitching the film to anyone he met. His first celebrity pitch was to George Clooney, whom he ran into in a Burbank parking lot. “I was pretty nervous,” Nirvan admits, “Clooney passed, but later I got a dollar from a lady at the grocery store.”

After that initial encounter, Nirvan continued to improve his marketing materials and his 1 Second pitch. Hundreds more donated and soon even randomly encountered celebrities started chipping in. Christina Ricci, met on a sidewalk, donated \$5.50, Spike Jonze became a \$12 producer at a movie theater, and Tom Arnold gave \$100 outside of the Hollywood Guitar Center.

Nirvan made a website listing the celebrity and non-celebrity producers in order of amount donated. Word spread virally, and thousands around the world began donating online. Dozens of Christina Ricci fans have since given \$5.51 to be listed above

the star, while comedians Tom Green (\$220.00) and Andy Dick (\$211.11) are engaged in an escalating battle for top billing.

After raising over \$160,000 of a \$1,000,000 goal, the production recently launched it's own online social-network, giving its thousands of producers unique profiles. "Imagine if everyone on MySpace was making a movie together," says Nirvan, "that's the goal. Micro-collaboration."

"I love what these guys are doing, and the way they are doing it," says Kiefer Sutherland, one of the film's top Executive Producers, who recently donated \$600.23 at a restaurant.

With thousands of producers, from gas-station attendants to the director of Independence Day, the film's end credits will last an astounding 90-minutes. A star studded "making of" documentary will accompany the feature-length credits, detailing the (often absurd) adventures of bringing the world together for one-second. All profits raised by The 1 Second Film will be donated to charity.

A two second film is already in development (The 2 Second Film). For more information please visit www.the1secondfilm.com or email press@the1secondfilm.com.

The 1 Second Film is a grassroots non-profit collaborative film project that anyone can help produce, alongside stars like Kiefer Sutherland, Kevin Bacon, Stephen Colbert, and many more. The project is the brainchild of Nirvan Mullick, an award-winning director turned social-entrepreneur, who started making the film while studying animation at California Institute of the Arts. The project is being overseen by The 1 Second Foundation, Inc., a non-profit organization devoted to using collaborative art and media to create social change. The Foundation's Board of Directors includes Julie Taymor, Albert Maysles, Stephen Nemeth, Ben Goldhirsh, and Nirvan Mullick.

The 1 Second Film
PO Box 861117
Los Angeles, CA 90086

www.the1secondfilm.com

Press Contact: Juli Crockett
press@the1secondfilm.com
323-251-9645

[You can find this press release here](#)