

Marketing The Great White Silence:
Handout 1

What the critics say:

'Ponting's varied photographic findings coalesce into an awe-inspiring silent...
The film's sense of adventure is infectious'

**** **Time Out + Critic's choice**

'Extraordinary... Today, we're familiar with documentaries from inaccessible places, but here to some extent, is the mystery and majesty of the landscape restored.'

**** **The Guardian**

'Deeply moving ... startlingly powerful'

**** **The Daily Telegraph**

'A sparkling restoration of Herbert Ponting's footage'

**** **Financial Times**

'An awe-inspiring nature film and an extremely poignant tribute to quixotic human endeavour'

***** **The Independent (Information)**

'In the BFI's beautifully restored version, Herbert Ponting's film encapsulates a bygone era in wonderful images'

The Observer

'Impressive'

***** **The Sunday Times (Film Pick)**

'Ponting's amazing eye captures both the beauty of a frozen world and a human tragedy in the making.'

The Independent on Sunday

'Thrilling 1924 saga (recent winner of Best Archive Restoration Title 2011)... Ponting's awesome alien landscapes are no longer silent, thanks to a newly commissioned score by Simon Fisher Turner'

Metro

'Having created soundtracks for many of Derek Jarman's later movies, Simon Fisher Turner is the perfect choice to produce the accompaniment to a film that, even in its title, seems to push at the very edge of audio-visual experience.'

The Wire

'One of the greatest records of polar exploration ever committed to film... cinema at its most awe-inspiring... you'll be hard pushed to find a more purely thrilling cinema experience'

Little White Lies Magazine + Film of the week

'The photography is astonishing and the story indelibly tragic'

**** **Radio Times**

'The BFI's restoration is very impressive... the new score by Simon Fisher Turner, a haunting, ambient style piece that really does the trick'

*** **Hampstead & Highgate Express**