

9 December 2005

By: Entertainment News Staff, -



[MTV Films Adapting Marc Ecko's Getting Up](#)

Another videogame becomes feature film

MTV Films, a division of Viacom Inc, has optioned the rights to adapt Mark Ecko's 'Getting Up: Contents Under Pressure'. The highly anticipated videogame from Atari and Marc Ecko Enterprises, which will be released in February, 2006, for the PS2, Xbox and Windows, is to become a feature film. Marc Ecko will sit on as producer with MTV Films' Gregg Goldin, during the transition to this homage to graffiti's rich culture. Jason Weiss and David Gale will be developing on behalf of MTV Films. 'Getting Up: Contents Under Pressure' will be distributed by Paramount Pictures. "We are eager to continually tap into the unique culture that exists in the video gaming world because these types of projects have a unique connection to the MTV audience," said David Gale, Executive Vice President, MTV Films. "Marc Ecko's 'Getting Up: Contents Under Pressure' is an incredibly cool and different title - and one that we believe will redefine the industry. We are extremely excited to join forces early on and tap into the creativity of Marc Ecko and Atari on this unique project", he added. "When I first began working on 'Getting Up' seven years ago, I wanted to create a storyline that provided a rare look inside of one of the most influential, yet often overlooked, artistic movements in recent history. Today, graffiti is a global cultural phenomenon and few understand its impact better than MTV, pioneers in its use as a motion graphics tool nearly two decades ago. I am delighted to have the ability to bring the depth of our story to life on film and look forward to working with the great team MTV has assembled", added Marc Ecko. Set in the city of New Radius, "Marc Ecko's Getting Up: Contents Under Pressure" features a world where freedom of expression is suppressed and graffiti has been outlawed by a tyrannical city government. In the game, players assume the role of Trane and they learn and master various graf skills as they journey from toy (beginner) to legend. During their quest, players find themselves with an even greater burden - to use their high-wire graffiti talents to expose the oppressive mayor and rid the city of his stranglehold. It not yet known if stars such as Sean "Diddy" Combs, Rosario Dawson, Brittany Murphy, George Hamilton, Giovanni Ribisi, Adam West, Andy Dick, Charlie Murphy, The RZA, Michael "M.C. Serch" Berrin, and Talib Kweli, who voice the character in the videogame, will also be attached to the feature film project.