

## IAN LAMARRA TO JOIN AVALON TELEVISION FACTUAL AS CREATIVE DIRECTOR

It was announced today (13<sup>th</sup> July 2016) that former Alaska and Bookhouse founder IAN LAMARRA will take up a new role as Creative Director for Avalon Television Factual.

Avalon Television Factual comprises three independent production houses: Liberty Bell Productions (The Three Day Nanny, Scrappers, Dave Gorman Modern Life Is Goodish, Sugar Free Farm, Nev's Indian Call Centre), Flame Television (Heir Hunters, The Nightmare Neighbour Next Door, Don't Get Done Get Dom) and Topical Television (Caught Red Handed, Close Calls on Camera). IAN LAMARRA joins to work with existing creative teams across all three companies.

IAN LAMARRA said: *"I've had a brilliant experience running Bookhouse but I'm now looking forward to embarking on a new adventure, creating and selling shows in both the UK and US. I've become increasingly aware of Avalon Television Factual's growing reach, with shows across all domestic broadcasters. It's an incredible and varied slate of ideas and I want to build on this and bring through the next wave of shows. Transferring a hit series to the US has always been a massive ambition and I'm looking forward to working with Jamie and the team to realise that."*

JAMIE ISAACS, Chief Executive of Avalon Television Factual, added: *"Ian is an incredible asset to any production company and I am delighted he's chosen to join us as we expand our output across all major broadcasters. His track record speaks for itself and we're excited to have his unique creative energy."*

LAMARRA joins Avalon Television Factual this week and will be based at the company's London headquarters. He will continue to executive produce on his existing projects with Bookhouse for a transitional period.

Prior to Bookhouse, LAMARRA co-founded Alaska, where he created Channel 4 returning series, Very British Problems as well as ITV's James Nesbitt in New Zealand, Channel 5's Blinging Up Baby and ITV/BBC Earth's forthcoming Fishin' Impossible. LAMARRA has also held the positions of Head of Development at Tiger Aspect and Head of Global Formats at IWC under ADAM MACDONALD.

**For more information, please contact:** Dan Lloyd at Avalon on 020 7598 7222/ [DanL@avalonuk.com](mailto:DanL@avalonuk.com)

**Notes to Editors:**

**About Avalon Television Factual**

Avalon Television Factual comprises three independent production houses, Liberty Bell Productions, Flame Television and Topical Television.

[www.libertybell.tv](http://www.libertybell.tv)  
[www.topicaltelevision.co.uk](http://www.topicaltelevision.co.uk)  
[www.flametv.co.uk](http://www.flametv.co.uk)

**About the Avalon Group**

Avalon Group of companies operate out of offices in London, Southampton, Edinburgh, Los Angeles and New York.

Avalon Group companies are completely independently owned with no stakes held by other media groups.

Avalon Television are currently in production with: Last Week Tonight with John Oliver (HBO), Not Going Out (BBC One), Russell Howard's Stand Up Central (BBC Two), Catastrophe (Channel 4), Adam DeVine's House Party (Comedy Central USA), Taskmaster (UKTV) Man Down (Channel 4) and Workaholics (Comedy Central USA).

Avalon's talent management division comprises Avalon Management, Artists Rights Group (ARG) and Billy Marsh Associates, and collectively represent some of the best artists in contemporary entertainment.

[www.avalonuk.com](http://www.avalonuk.com)  
[www.argtalent.com](http://www.argtalent.com)  
[www.billymarsh.co.uk](http://www.billymarsh.co.uk)

Avalon Distribution handles distribution for all Avalon Group production houses. It has a diverse catalogue of over 3,000 hours of scripted/non-scripted programmes and formats, which have been sold globally over the last 20 years.

For more news visit: [www.avalonuk.com/press](http://www.avalonuk.com/press)