INTRODUCTION

I remember clearly standing in a fruit and veg shop when I was a kid wearing a Spiderman outfit. I couldn't have been more than 6 or 7. While my Mom was off choosing her potatoes or whatever, I wandered around the shop standing next to people with my mask on genuinely wondering if they thought I was the actual Spiderman. I guess I was a tad young to realize that Spidey isn't 3-foot-tall and the general public were probably aware of that, but man it felt real.

Great movies do that to you. They fill you with a feeling that makes you stand straight and walk tall. You want to take that puffed up feeling you get as you leave the cinema straight back to whatever you need to do for the rest of the day. Work, sport, whatever it is, it'll probably be a bit better with a lil' bit of superhero.

I knew this feeling as soon as I read your scripts. And if we get the audience to see themselves in them too, that's the gold dust that we are chasing.