



## Howard J Ford

“*The Dead* is a beautifully shot horror film...with an epic quality...” (Screen International)

All we want for Christmas is this movie...”  
(DreadCentral.com)

“One of THE films to see at Film4 FrightFest...one of the most buzzed about films of the year” (Bloody Digusting.com)

With their feature film THE DEAD, director Howard J Ford, alongside his DOP and co-writer brother Jon Ford, have taken the zombie movie genre to a whole new level. Set in the endlessly scorching heart of West Africa and evoking comparisons to George Romero with its edgy, socio-political pulse and apocalyptic tone, the film earmarks Ford as a future talent to behold.

Howard was born in Surrey but raised in Brighton, where he’s lived ever since. Obsessed and inspired by movies since the age of ten, by the age of thirteen he and his brother Jon (then fifteen) started making short films together on super 8mm film – setting the pattern for the future - with Howard as director and Jon as DOP. The original concept for THE DEAD started around this time – both boys influenced by Romero’s ‘Dawn of the Dead’, Lucio Fulci’s ‘Zombie Flesh Eaters and Sam Raimi’s ‘The Evil Dead’

As Howard reflects: “From that time our goal became to make the ultimate zombie movie that we wanted to see. Over the years the film took a backseat as no one wanted to finance a zombie film until ‘28 Days later’ & ‘Shaun of the Dead’ were huge hits. All of a sudden you could say the ‘Z’ word and not get thrown out of an accountant’s window!”

While THE DEAD was on hold, the Ford brothers went on to forge solo careers following a number of award-winning short films. Howard made his debut feature film at just twenty-one with MAINLINE RUN. A gritty and hard-hitting thriller starring Hugo Speer, it went on to secure international distribution, including the U.S. Howard’s second independent feature film was DISTANT SHADOW. With supporting roles by well-known TV actors, including Shane Richie & Mark Little, the dark murder thriller was well-received on DVD, particularly in the US..

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Howard is also a successful, award-winning commercials director, with clients that include Saatchi & Saatchi, Lowe Lintas, Guinness, Nestle, Unilever, & Procter & Gamble. He recently directed a football commercial sponsored by MTN in Ghana to encourage the Ghanaian team to win the World Cup (featuring Michael Essien). Howard acknowledges that working in Africa and particularly Ghana inspired the locations for THE DEAD.

And what next? “Well. if The Dead resonates with fans and becomes successful”, Ford observes, “then there’s a whole lot more to come!”

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