

**NON-PROFIT MULTIMEDIA EXPERIMENT
THE BUMPSPARK* PROJECT
UNVEILS NEW WEBSITE BUMSPARK.ORG**

"Serendipity has a home page."

New York, NY - This morning, Headless Film founder Robert Kalm, standing in front of a wireless laptop, took observers on a tour of his new website, www.bumpspark.org. The site is World Wide Web headquarters for his Bumpspark* Project, a non-profit effort to foster, record and distribute multi-media, free-form conversations that cross-pollinate leading individuals from different fields of knowledge.

"I originally envisioned *Bumpspark** as a television show, but it promises to be much more than that now. Last year you couldn't put a television in your pocket," chuckled Mr. Kalm, pulling what is becoming the-cellular-smartphone-to-own out of his jacket and displaying the website a second time with a touch of his finger. "This is not an endorsement by the way. Not yet."

Poised to turn the talk show format on its couch pillows, *Bumpspark**'s captivating, expansive dialogues are shot by documentary photographers, on location, at secluded environments familiar to the participants, their labs, studios, and homes. A day or two's worth of ruminations is edited down into rich hour-long episodes. *Bumpspark** is inspired by the idea that discoveries often come from unexpected combinations.

"This is still at its core a one-hour television show, but if these great conversations last one or, in some cases, two days, that's a lot of DVD extras. We don't know which moment of these unexpected conversations may unexpectedly inspire someone. The more *Bumpspark** that we can make available to the audience - online, searchable, taggable, wiki-able, whatever they come up with - the better."

The pilot effort of the project is a discussion between former U.S. Poet Laureate Robert Pinsky and MIT physicist and author Alan Lightman to be held and recorded in the city of Boston this fall.

"It's always been our goal not just to create great conversations that we can display on this mushrooming technology, but, ultimately, to create great conversation out there amongst the viewers. This brings us one step closer. There is much more to come."

The Bumpspark* Digital Press Kit is available by contacting bumpspark@gmail.com. Tax deductible contributions can be made to The Bumpspark* Project by contacting Robert Kalm directly or by visiting the site.

Jill LaBrack
Public Relations
hEADLESS FILM
203.257.4861
bumpspark@gmail.com

Robert Kalm
Producer
hEADLESS FILM
917.676.2737
headlessfilm@gmail.com
www.bumpspark.org

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hEADLESS FILM - 19 Kathleen Road - Huntington, Connecticut 06484-5120
+1.917.676.2737 - headlessfilm@gmail.com - www.headlessfilm.com

