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US 'enthralled' by film about 'New Zealandness'



US cinemagoers have been flocking to see a film about 'New Zealandness' which is currently airing at festivals in the States.

The film, entitled *The Map Reader*, tells the charming tale of a boy from small town New Zealand who

loses himself in world maps in an attempt to escape his isolation.

Although the film's director, Harold Brodie, is a US citizen, he has been living in New Zealand for a long time and said he wished to pay homage to his adopted home from his perspective as a foreigner.

So far *The Map Reader* has sold out at its debut in the Fort Lauderdale International Film Festival, as well as selling out further screenings at the Austin Film Festival in Texas and the Hollywood Film Festival.

UK tourists have also recently found themselves charmed by impressions of 'New Zealandness'.

Recently, a giant rugby ball showcasing the best of what New Zealand has to offer to tourists attracted over 7,500 visitors over the course of a short, one-week stay in London.

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