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# **CLEO** *from 5 to 7*

***"A haunting, highly personal  
movie. Daring nobility,  
of rare distinction."***

***Life Magazine***

***"Marvelous"***  
***Newsweek***



Starring CORINNE MARCHAND in the  
AGNES VARDA film.

Direction, Scenario, Adaption and  
Dialogue: AGNES VARDA

A Zenith-International Release

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# CLEO *from 5 to 7*



ZENITH INTERNATIONAL FILM CORP.

*presents*

CORINNE MARCHAND

*in the*

AGNES VARDA Film

## CAST

*Cleo*, CORINNE MARCHAND

*Antoine*, Antoine Bourseiller

*Dorothee*, Dorothee Blanck

*Bob, the Pianist*, Michel Legrand

*Angele*, Dominique Davray

*The Lover*, Jose-Luis de Villalonga

*with the participation of*

JEAN-CLAUDE BRIALY

ANNA KARINA

EDDIE CONSTANTINE

SAMI FREY

DANIELLE DELORME

JEAN-LUC GODARD

YVES ROBERT

ALAN SCOTT

## CREDITS

Direction  
Scenario  
Adaptation  
Dialogue } AGNES VARDA

Assistant Directors, Bernard Toublanc-Michel  
and Marin Karmitz

Director of Photography, Jean Rabier

Set Designer, Bernard Evein

Make-up, Aida Carange

Production Manager, Edith Tertza

English Titles, Rose Sokol

A Co-Production of Georges De Beauregard  
and Rome-Paris Films

A Zenith International Release

Running Time: 90 minutes

## SYNOPSIS

"Cleo" is the sobriquet given to a young and very beautiful Parisian singer (Corinne Marchand). She is not a great or a top singer but a popular one, whose life has been filled with superficiality. Her lover, tall, handsome and rich, toys with her whenever he finds time. Some of her friends pamper her for whatever they can get. Only a few are sincere and genuinely devoted.

Suddenly the framework of Cleo's comfortable, shallow existence is shattered. Cleo fears that she is going to die. And for two hours, from 5 p.m., the time she consults a not very reassuring card-reader, till 7 p.m., when a doctor gives her, in a few rather optimistic words (whose total sincerity may be doubted), the results of some medical tests, she can think only of that horror. During those two fateful hours, Cleo's actions—chatting with her companion Angele (Dominique Davray), trying on frivolous hats in a little shop on the way home, flirting petulantly with her preoccupied lover (Jose-Luis de Villalonga), rehearsing a few songs with her pianist (Michel Legrand) and lyricist, then fleeing their insensitive banter to roam the streets of Paris alone—are overlaid with her all-powerful obsession with her death, and though apparently meaningless in themselves, these actions lead her to a re-examination and eventual transformation of her life.

From 5 to 7 p.m., two decisive hours, Cleo changes—Cleo the spoiled child, Cleo who whimpers, storms, makes a plaything of her body and never gives her heart, Cleo whom songs entitled "The Flirt," "The Liar," "I Play the Field," suit so well. Cleo changes. The place is a garden full of the songs of birds and waterfalls, and then another garden resembling the park of an old chateau—the grounds of the hospital.

In a sense, Cleo is less obsessed with death than with the possibility of breaking its circle; it isn't death, but moulting—"the profound transformation of the being," as the old fortune-teller says. Gradually, almost imperceptibly, Cleo evolves from an egoist into a person interested in others, in their faces, actions, and motivations.

The instrument of change is Antoine (Antoine Bourseiller), a young soldier who is well acquainted with the fear of death—Antoine, under other circumstances a clandestine pickup, but here the catalyst who tenderly brings out the real Cleo, recalling Char's beautiful poem, "To be the first one that comes along."

## PREPARED REVIEW

In her first full-length feature film, "Cleo From 5 to 7," which will open at the ..... theatre on ....., writer-director Agnes Varda has paid homage to the most valuable commodity in the world—time.

Utilizing a two-hour span in the life of a popular and beautiful young woman, she depicts how precious every single minute can be. She has her camera follow her heroine, Corinne Marchand, from the moment she learns that her future will be determined by a medical diagnosis. Suddenly, the glamorous young girl who until now was interested only in luxury and pleasure discovers the real meaning of life. Suddenly, every second becomes extremely precious. The sights and sounds around her assume a new and important significance.

All the activity is carried on through a quickened tempo as if she is pushing time in her anxiety to learn her fate more quickly. But even as she tries to rush the hands of the clock, she lingers over mundane trivialities as though noticing them for the first time. It is obvious that those things she has previously taken for granted have suddenly become important. It is basically, the same idea of the drowning man who can review a lifetime in a matter of seconds.

"Cleo From 5 To 7" is being distributed in the U. S. by Zenith International Films.





**"CORINNE MARCHAND IS AS TALENTED AS SHE IS DECORATIVE."** —Herald Tribune



**CLEO** "AN EXTRAORDINARY FILM... NEAR THE TOP OF ITS CLASS. AMONG THE MINOR MASTERPIECES." —Post

**FROM 5 TO 7** "WELL DIRECTED, BEAUTIFULLY ACTED. A FILM WORTH SEEING!" —Herald Tribune

**CLEO** "PACKS A WALLOP! ARRESTING... TRUTHFUL AND MOVING." —Daily Mirror

**FROM 5 TO 7** "AN INTRIGUING STORY. POIGNANT SUSPENSE." —Daily News

**CLEO** "...GLITTERS WITH PHOTOGRAPHIC AND CINEMATIC 'STYLE'." —N. Y. Times

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**CLEO** "A HAUNTING, HIGHLY PERSONAL MOVIE. DARING NOBILITY... OF RARE DISTINCTION." —Life Magazine

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**CLEO** "A COMPLETELY ENGROSSING FILM. CONJURES AN ALMOST HYPNOTIC FASCINATION OVER AN AUDIENCE. MAKE A GOOD LARGE NOTE OF AGNES VARDA AND WATCH CLOSELY FOR THE NEXT BURST OF HER MOVIE GENIUS. A TALENT OF REMARKABLY INVENTIVE IMAGINATION." —World Telegram & Sun

Starring:  
CORINNE MARCHAND in the AGNES VARDA film.  
Direction; Scenario; Adaptation and Dialogue: AGNES VARDA  
A ZENITH-INTERNATIONAL RELEASE

209 220 LINES x 2 COL.

"A haunting, highly personal movie. Daring nobility, of rare distinction." —Life Magazine

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205 63 LINES x 2 COL.

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**CLEO** "AN EXTRAORDINARY FILM... NEAR THE TOP OF ITS CLASS. AMONG THE MINOR MASTERPIECES." —Post

**FROM 5 TO 7**

102 40 LINES x 1 COL.

KING DISPLAYS  
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40 x 60

"A marvelous and impressive subject, handled with a mastery which becomes completely overwhelming." —Francoise Sagan



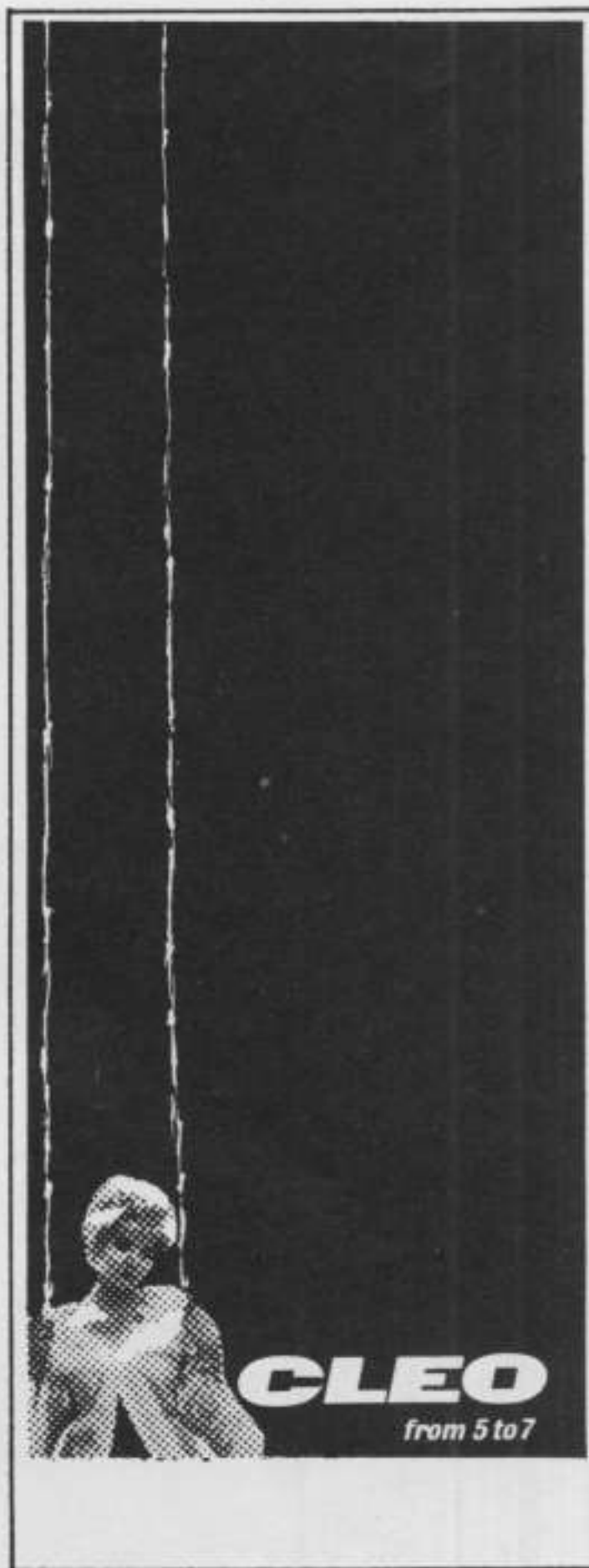
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204 60 LINES x 2 COL.

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104 65 LINES x 1 COL.

**CLEO** FROM 5 TO 7

"Agnes Varda has genius; her creations live. Ever since I have seen it, 'CLEO' haunts me. At every moment I expect to find her. That is my hope. It is the first time that a picture affects my own being so intimately and intensely." —Andre Cayatte

101 40 LINES x 1 COL.



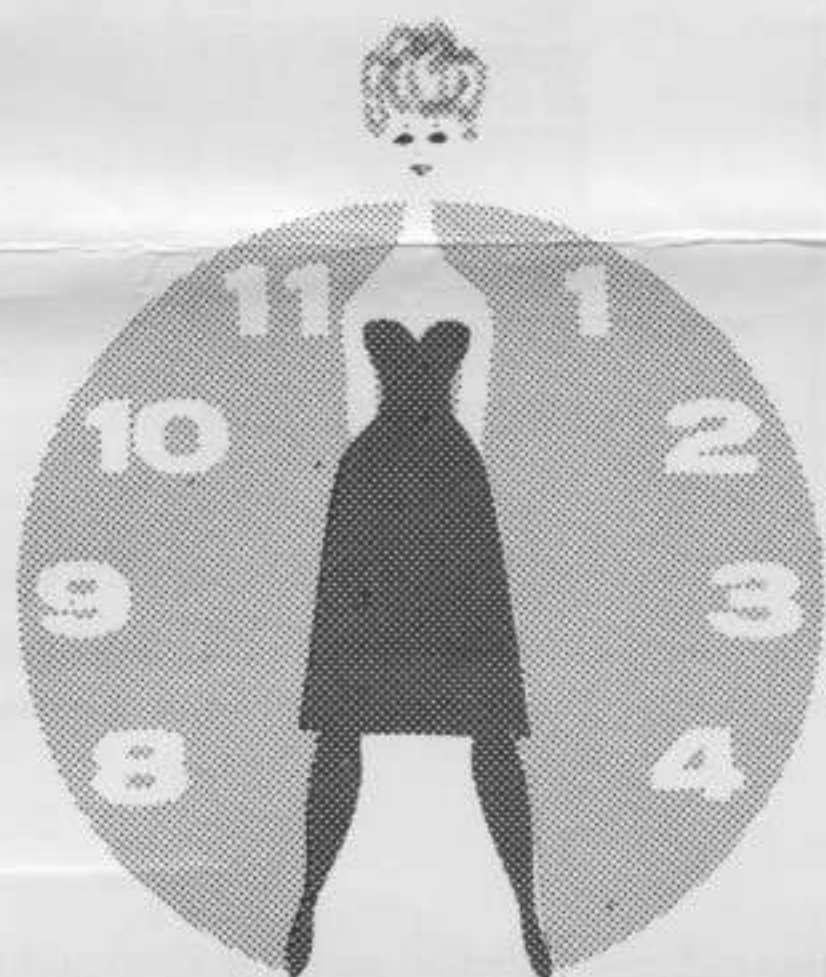
2 COLUMN SCENE MATS



2C



2D



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—Herald Tribune



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A ZENITH-INTERNATIONAL RELEASE

201 45 LINES x 2 COL.

"It is a film of  
beauty. It is  
a great film  
which is a  
rare thing in  
today's cinema."  
—Michaelangelo  
Antonioni

ALSO AVAILABLE AS 115 LINES x 3 COL. 303

"I love 'Cleo' from midday to midnight..." —Alain Resnais  
"It is a film of beauty. It is a great film which is a  
rare thing in today's cinema." —Michaelangelo Antonioni

**CLEO**  
FROM  
5  
TO  
7

Two unusual Parisiennes  
bring you into the mind and soul of a beautiful woman  
The Star: Corinne Marchand  
The Director: Agnes Varda



207 78 LINES x 2 COL.

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105 106 LINES x 1 COL.

"I love Cleo'  
from midday  
to midnight..."  
—Alain Resnais



**CLEO** From 5 to 7

103 42 LINES x 1 COL.

LOBBIES

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*Life Magazine*

"Marvelous"  
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11 x 14

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22 x 28



# CLEO from 5 to 7

by Agnes Varda

(Directress of "CLEO FROM 5 TO 7", a Zenith International Films release, which opens at the theatre on .....)

I am not a director by profession, necessity or vanity. I direct merely for the pleasure of directing. If I can make one film every three or four years, I shall be very happy. I want only to make motion pictures that will make me happy. I want only to use material and subject matter that interests me. But more important, I want to have time to thoroughly think about what I am planning to do.

According to French critics, I have been successful in achieving my objective. "CLEO FROM 5 TO 7" has been magnificently received in Paris. Very modestly, I can say that they are hailing me as a great director. They are already classifying me with Germaine Dulac and Jacqueline Audry, the other important women directors.

## AGNES VARDA A Profile



"I have rarely felt more sure of being right: 'CLEO FROM 5 TO 7' is a masterpiece."—an Louis Bory—Les Arts, April 11, 1962.

"One of the most intelligent, most thrilling, most fascinating films the young cinema has offered us."—Jean de Baroncelli, Le Monde, April 21-23, 1962.

Thus, with the world premiere in Paris of "CLEO FROM 5 TO 7", Agnes Varda, the directress, the authoress and script writer had arrived and was immediately placed by the press on the same pedestal as Alain Resnais and Francois Truffaut . . . and what's more she's prettier!

Because Miss Varda is a normal and exceedingly modest person, the salient facts of her life are not generally known. Born in 1928 of a Greek father and French mother, the diminutive Agnes spent her early years in Brussels and then moved to Paris for her higher education. In 1954 at the age of 26 after pursuing art studies at the Louvre and working as official photographer at Jean Vilar's Theatre Nationale Populaire she made her first film. It was a featurette entitled "LA POINT COURTE." Her film editor, believe it or not, was Alain Resnais. Miss Varda and "LA POINT COURTE" are officially credited with starting the French New Wave.

Mile. Varda followed this success with a series of shorts, each of which proved to be a festival prizewinner. Among them were "O SAISONS, O CHATEAUX" contrasting the fashionable beauty of mannequins with the classic beauty of the Loire castles; "DU COTE DE LA COTE", a humorous history of the Riviera; and "OPERA MOUFFE" which recorded the thoughts and impressions of a pregnant woman drifting through Paris.

In 1955-56, Miss Varda first conceived the idea for making the feature film which turned out to be "CLEO FROM 5 TO 7". She wrote the story and the script . . . altered and realtered them repeatedly until finally in 1961 she was satisfied with her finished product. She then went to Carlo Ponti and George de Beauregard (two of Europe's important producers) and they agreed to give her the money to make the film.

In the interim, Miss Varda did not neglect her personal life. She married Jacques Demy, a young man who is soon to make his mark as director of the movie, "LOLA". Agnes and Jacques have two children. It's a happy marriage.

Miss Varda will shortly commence her next feature which is entitled "MELANGITE" ("Medley"). Monica Vitti will be the star with the producers once again, Ponti and de Beauregard, who evidently also appreciate Miss Varda.



2B "CLEO FROM 5 TO 7"

## CORINNE MARCHAND

Photogenically, blonde, statuesque Corinne Marchand who stars in "CLEO FROM 5 TO 7", is no stranger to the male population of the United States. Photographers have "shot" her from every conceivable angle and studies of her striking beauty and proportions have appeared in "Esquire," "Playboy" and "Life." But now, for the first time, the American public will have an opportunity to see another facet of this striking young chanteuse as she makes her starring debut as a film actress.

Born and raised in the Montmartre quarter of Paris, Corinne incurred her father's disapproval when at the age of 15, she started dating Sorbonne students. The parental objection toward the budding intellectuals was so strong that her father ordered her out of his home.

The edict acted as an incentive for the beginning of her career in the world of entertainment. She promptly got herself a chorus job in a Place Pigalle Revue, "Nouvelle Eve," where her face and figure brought her an overwhelming flood of photographic assignments for daring pin-up pictures. In less than a year, she was earning far more money than her father.

Being an ambitious young lady, Miss Marchand was anxious to branch out into more creative work. She knew that her youth and beauty would not last forever but she was also aware that she possessed a good singing voice. Her faith was confirmed when she was given the leading role, over 200 aspirants, in the musical, "Pacifco," which ran for 700 performances.

After her reputation as a singer was fairly well established, she toured France, appeared as the featured attraction in a number of Parisian nightclubs and became one of the favorite recording artists in her country. This success, however, in no way dimmed her ambition. In her spare time, she went to acting school and seriously studied dramatics. She knew that even if her voice and looks were to fade, as an actress she could adapt herself to a wide variety of roles.

At the age of 19, Corinne won her first film role—a very small part in the motion picture, "Lola." But it was a fortunate assignment for it was in this picture that she was first seen by director Agnes Varda who, at the time, was writing the script for her own first, full-length film, "CLEO FROM 5 TO 7". Miss Varda's story concerned a popular singer who was suffering from a serious illness. When she first saw Corinne Marchand, she intuitively recognized the potentialities of the girl as the star of her motion picture.

Today, at the age of 21, through her own persistence and efforts, Corinne Marchand is being hailed as one of the newest and best of French feminine stars.

"Who knows," she says with a typical French pout, "if my father hadn't thrown me out of his house, I might still be living a dull, prosaic life in Montmartre, still thinking that the pinnacle of pleasure was a date with a Sorbonne student."





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302 105 LINES x 3 COL.



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