



SXSW ANNOUNCES *THE IDEA OF YOU* TO CLOSE THE 2024 SXSW FILM & TV FESTIVAL

**Two-time SXSW Audience Award Winner Michael Showalter
Returns to SXSW to Present His Latest Crowd Pleaser**

[Press Accreditation](#) Deadline February 9 at 11:59pm CT
Film Stills can be found [here](#)

Austin, Texas, Tuesday, January 30, 2024 – South by Southwest® (SXSW®) Conference and Festivals (March 8-16, 2024) announced the Film & TV Festival will close with the World Premiere of two-time SXSW Audience Award winning director Michael Showalter's *The Idea of You*, starring Anne Hathaway and Nicholas Galitzine in electric title roles. The film centers on Solène, a 40-year-old single mom who begins an unexpected romance with 24-year-old Hayes Campbell (Nicholas Galitzine), the lead singer of August Moon, the hottest boy band on the planet. When Solène must step in to chaperone her teenage daughter's trip to the Coachella Music Festival after her ex bails at the last minute, she has a chance encounter with Hayes and there is an instant, undeniable spark. As they begin a whirlwind romance, it isn't long before Hayes' superstar status poses unavoidable challenges to their relationship, and Solène soon discovers that life in the glare of his spotlight might be more than she bargained for. In addition to Anne Hathaway and Nicholas Galitzine, the cast includes Ella Rubin, Reid Scott, Annie Mumolo, Viktor White, Raymond Cham, Jaiden Anthony, and Dakota Adan. The film is based on the beloved novel of the same name by Robinne Lee.

SXSW has debuted or presented numerous projects directed or produced by Showalter including *Hello My Name is Doris*, which won the Audience Award in 2015, *The Big Sick*, which won the Audience Award in 2017, critically acclaimed TV series *Search Party*, and prior to the pandemic was set to premiere *The Lovebirds*. Showalter was featured in the [SXSW 25th edition stories](#) in 2017. *The Idea of You* is also produced by Oscar-winner Cathy Schulman, who returns to SXSW after premiering *Bernie* in 2012 at the festival. Additional producers include Anne Hathaway, Gabrielle Union, Robinne Lee, Eric Hayes, Michael Showalter and Jordana Mollick. The project is presented by Amazon MGM Studios.

“Michael Showalter has done it again. *The Idea of You* is a sexy, unexpected masterpiece with a fresh perspective on love, age, attraction, and the timeless nature of human connection,” said Claudette Godfrey, VP of Film & TV, “We can’t wait for our audiences to have fun falling in love with Anne Hathaway and Nicholas Galitzine as their irresistible chemistry catches fire!”

SXSW 2024 will also feature previously announced Centerpiece Screening [The Fall Guy](#), Opening Night TV Premiere [3 Body Problem](#), Opening Night Film, [Road House](#), and hundreds of other [film and TV projects](#). Additional exciting Headliners, Festival Favorites and more to be announced on February 7.

In addition to film & TV festival screenings, registrants also have access to Conference Keynotes, Featured Speakers, Mentor Sessions, Networking Meet Ups, Music Showcases, Comedy Festival Showcases, Exhibitions and Professional Development. For more information on everything SXSW has to offer, please visit [sxsw.com](#).

Press Links:

- **Film Stills can be found at:** <https://filmmaker.sxsw.com/media>
- **Publicists for projects in the 2024 program can be found** [here](#).
- **[Press Accreditation](#) Deadline February 9 at 11:59 CT**

About SXSW Film & TV Festival

Now in its 31st year, SXSW Film & TV Festival brings together creatives of all stripes over nine days to experience a diverse lineup and access to the SXSW Music and Comedy Festivals plus SXSW Conference sessions with visionaries from all corners of the entertainment, media, and technology industries.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television screenings, exhibitions, professional development, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2024 will take place March 8–16 in Austin. Learn more at [sxsw.com](#). To register for the event, please visit [sxsw.com/attend](#).

SXSW 2024 is sponsored by Volkswagen, C4 Energy, Delta and *The Austin Chronicle*.

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Editor's Note: Media Registration for SXSW is open until Friday, February 9, 2024. Please go to <https://www.sxsw.com/press-center/press-accreditation> to apply.

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