



**FOR IMMEDIATE RELEASE**

**44 BLUE PRODUCTIONS AND JESSICA BIEL AND MICHELLE PURPLE'S  
IRON OCEAN PRODUCTIONS TEAM UP FOR "GOING DOLL"**

*Golden Globe® Nominated Producers and Peabody Award-Winning Production House  
Collaborate on Animated Series based on Australian "Celebrity-Obsessed, Social-Climbing Dolls"*

**BURBANK, Calif., April 23, 2018** – Innovative and acclaimed production house 44 Blue Productions, a Red Arrow Studios company, and Jessica Biel and Michelle Purple's Iron Ocean Productions, the team behind last year's critically acclaimed and Golden Globe® nominated USA hit "The Sinner," will partner on irreverent new animated series "Going Doll".

"**Going Doll**" is an animated comedy series that's a playful, tongue-in-cheek but at times dark commentary on the tummy-tucked underbelly of a status-driven and self-obsessed society. The series follows a cast of fame-fueled, self-absorbed caricatures of today's "housewife culture" as they take over Los Angeles and espouse their beliefs on getting ahead, based on their fictional self-help book "Dollface: A Modern Woman's Guide to Etiquette, Social Climbing, Celebrity and Monetizing the Marriage."

"**Going Doll**" is inspired by the eccentric "Angie Dolls" – a series of sketches and felt dolls satirizing the bourgeois lifestyle of Australia's suburban upper class, created by Australian-based former fashion model and novelist Miranda Darling and UK-based fashion photographer Sophie Edelstein.

"We fell in love with the 'Dolls' irreverent humor from the moment Jessica Biel and Michelle Purple 'introduced' us," said 44 Blue President and Co-founder Stephanie Noonan Drachkovitch. "We're thrilled to partner with Iron Ocean to bring Miranda Darling and Sophie Edelstein's unique vision to life – we know the outrageous but lovable Dolls are going to make quite an impact when they hit stateside!"

“We are beyond excited to be partnering with 44 Blue Productions to create ‘Going Doll,’ and to share Miranda Darling and Sophie Edelstein’s brilliant and humorous creative minds with audiences,” stated Jessica Biel. “This is different than anything we’ve done before and we can’t wait to bring these eccentric characters to life on-screen.”

“Newly-married – and newly-moved back to the hometown I had fled as a teenager – I found myself surrounded by a herd of socially-aspirational, self-obsessed, and frankly terrifying women,” describes creator Miranda Darling. “Their conversations, their lives, their values were beyond parody. My ‘cartoons’ and dolls became a covert way to perform my terror and distaste for them; a way to resist their influence (reverse voodoo!). Now that these creatures are set to become TV stars, I’m almost frightened at what I may have unleashed...”

Find the dolls on Instagram here: <https://www.instagram.com/theangiedolls/?hl=en>

### **About 44 Blue Productions**

44 Blue Productions, a Red Arrow Studios company, is an award-winning producer of non-fiction and unscripted content whose series have aired on more than 30 domestic television networks and in more than 120 countries worldwide. Founded by Rasha and Stephanie Noonan Drachkovitch, 44 Blue’s impressive slate of ground-breaking series includes A&E’s twice-E Emmy® nominated series “Wahlburgers,” A&E’s “Donnie Loves Jenny” and “Nightwatch,” MSNBC’S critically acclaimed “Lockup” and its trio of spinoff series “Lockup: Raw,” “Lockup: World Tour” and “Life After Lockup;” Animal Planet’s “Pit Bulls & Parolees,” E!’s “Hollywood Medium with Tyler Henry,” daytime talk show “TD Jakes” for first-run syndication, Style’s Emmy® nominated “Split Ends,” Spike’s “Deadliest Warrior” and OWN’s Gracie Award winning “Married to the Army: Alaska.” 44 Blue’s current slate features an array of projects with high-profile talent and partners including Mark Wahlberg, Donnie Wahlberg, Dick Wolf, Whoopi Goldberg, Viola Davis, Chloe Grace Moretz, Rainn Wilson, Khloe Kardashian, Jeannie Mai and others. 44 Blue is represented by the William Morris Endeavor Agency.

### **About Iron Ocean Productions**

Jessica Biel and Michelle Purple formed Iron Ocean Productions with the mission to create original content and a platform that enhances strong female voices. Their most recent project, USA’s limited TV series “The Sinner,” garnered Biel Golden Globe and Critic’s Choice award nominations for best actress and nominations for both as series executive producers on the project. The company is currently in production on the 2<sup>nd</sup> season of the hit show and is simultaneously producing adaptations of both the young adult book “We Were Liars” with Imperative Entertainment and the Chris Cleave Novel “Gold” with Ridley

Scott's Scott Free Productions. Iron Ocean has a vast development slate including adaptations of New York Times bestsellers “Janet, Jackie & Lee” by J. Randy Taraborrelli and “Where We Found Her” by Kimberly McCreight; “Hold” based on the true story of the first female FBI agent; “Bohemian Grove” a period musical; “Wrongful Conviction” an hour drama with David Posamentier and Geoff Moore; “Travel Bitches” a reality show for E!; and is additionally developing content for MarcoPolo Learning, the children's educational media company for the mobile generation. Iron Ocean also developed and produced 2017's “The Book Of Love” starring Jason Sudeikis, Maisie Williams, Jessica Biel and Mary Steenburgen.

### **About Miranda Darling & Sophie Edelstein**

Miranda Darling is a writer of novels, thrillers, and non-fiction books (Assouline). She roamed the world as a fashion model before studying at Oxford University. She also has a Masters in Strategic Studies and Defense and worked for several years at a Think Tank, specializing in non-traditional security threats. Settling down to married life in the suburbs threatened to send her mad and so she began to draw cartoons of the hollow women around her who became the “Angie Dolls.” Sophie Edelstein is an award winning independent director, screenwriter, and Arts Editor for Russh Magazine. Sophie has worked across all mediums of film; from commercials for Vogue, Gucci, Marc Jacobs, Semaine, Kate Spade, Charlotte Olympia, and Lucy Folk, to long form projects across the UK, USA and Australia. Born in Melbourne, Edelstein spent eight years in London after her senior schooling, studying at Oxford University and interning at Vogue UK, before building her portfolio in the field of creative writing, film and art.

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### **Images:**

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Credit: Artwork by Miranda Darling

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