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Broadcast

Tricycle Media buys into Wildcard

By John Elmes | 4 September 2019

Indie accelerator takes minority stake in London firm



Urban Myths: Wildcard produced Madonna and Basquiat episode of Sky Arts anthology

Indie investor and accelerator Tricycle Media has taken a minority stake in London-based Wildcard Films.

As part of the deal, Tricycle Media's sister firm, talent hub Tricycle Talent, will represent future Wildcard projects.

Additionally, Tricycle has provided development funding for current projects on Wildcard's slate: the adaptations of writer and performer Crystal Rasmussen's memoir [Diary of a Drag Queen](#) and Wilbur Smith novel *When the Lion Feeds*, and a feature film based on Annaleese Jochems' debut novel *Baby*.

Sara Curran, who set up Tricycle Media as a joint venture with Kew Media Group executive chairman Peter Sussman, is joining the Wildcard board as chair, alongside founders Joe Hill and Adam Morane-Griffiths.

The indie, which also counts Adam Wimpenny as a founder, is the company behind dramedy *Madonna and Basquiat*, written by Sarah Solemani for [Sky's Urban Myth](#) series.

Curran and Morane-Griffiths met at Working Title 20 years ago.

"As well as being a very able producer, Adam is incredibly well read, has excellent taste and is brilliant at identifying and developing new talent," said Curran.

"Joe is not only a very talented writer but also the world's leading 3D street artist, as well as being a TV and theatre producer.

"The other Adam [Wimpenny] has been one of the UK's go-to TV directors for the last 10 years. All in all, a formidable team with a very exciting slate. And you couldn't meet three nicer people."

Hill added: "Having regular access to Sara Curran's strategic knowledge from her years at Polygram, Universal, Working Title, James Grant, Kew Media and now Tricycle Talent is very timely as Wildcard evolves and moves to the next level."