

Netflix to start filming feature in New Mexico

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Western produced by Jay-Z; starring Regina King, Idris Elba

The Harder They Fall is bringing the stars to New Mexico.

State Film Office Director Amber Dodson announced Sept. 25 that the Netflix-produced feature film will commence principal photography and continue production in Santa Fe and the surrounding area through December.

The Harder They Fall is directed by Jeymes Samuel, a singer-songwriter, producer and director also known as The Bullitts. *The Harder They Fall* is produced by Jay-Z, James Lassiter, Lawrence Bender, and Jeymes Samuel.

In this Western, outlaw Nat Love (Jonathan Majors) discovers that his enemy, Rufus Buck (Idris Elba), is being released from prison, so he reunites his gang to track Rufus down and seek revenge.

The Cast includes: Jonathan Majors (*Da 5 Bloods*, *Lovecraft Country*), Emmy Award Nominee Zazie Beetz (*Joker*, *Atlanta*), Delroy Lindo (*Da 5 Bloods*, *The Good Fight*), Lakeith Stanfield (*Knives Out*, *Sorry to Bother You*), Danielle Deadwyler (*Watchmen*, *Atlanta*), Edi Gathegi (*X-Men: First Class*, *StartUp*), RJ Cyler (*White Boy Rick*, *Me and Earl and the Dying Girl*) with Academy Award Winner Regina King (*If Beale Street Could Talk*, *Watchmen*) and Golden Globe and SAG Winner Idris Elba (*Beasts of No Nation*, *Mandela Long Walk to Freedom*)

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The production will employ approximately 500 New Mexico crew members and 312 New Mexico vendors, including background actors, stunt performers, and principal talent.

“*The Harder They Fall* is one of the first productions to resume in New Mexico since March,” Alicia J. Keyes, New Mexico Economic Development Cabinet Secretary said. “We are excited about the all-star line up of directors, producers, cast, and crew and are thankful to our New Mexico Film Partner, Netflix for bringing this exciting production to Santa Fe, which will feature some of our most picturesque landscapes, and will put hundreds of New Mexicans in the motion picture industry back to work and generate revenue for hundreds of local businesses that the industry is dependent upon.”

“We are immensely proud to have a Black-led production of this magnitude, on the ground in New Mexico,” Dodson said. “*The Harder They Fall* is a production with a predominately Black cast and lead production team, which signals a move to embrace the call for diversity in America – something we value highly in New Mexico.

“This production is kicking-off a very busy year ahead as we resume production, and is setting the tone for more inclusive storytelling, filmmaking, and content creation,” she added.

All film and television productions in New Mexico are required to adhere to the state’s operative emergency public health order, associated public health restrictions and COVID-Safe Practices. Those restrictions include but are not limited to the adherence to indoor occupancy maximums, the maintenance of a six-foot distance between individuals, wearing masks at all times, daily disinfection, symptom screenings, and more.

The New Mexico Film Office has released *Back2One*, a catchall set of principles, general recommendations, and resources for film and television productions operating during COVID-19. *Back2One* recommendations and other COVID Safe Practices can be found at nmfilm.com.

***For more information on the production, contact:
productionthehardertheyfall@gmail.com***