

CRUYFF FAMILY TEAM UP WITH AWARD WINNING PRODUCERS, BOX TO BOX FILMS AND LUSUS, FOR JOHAN CRUYFF LEGACY SERIES

Cruyff documentary series in the works for intended release in 2025.

04 AUGUST 2023

A premium documentary series about the life of legendary Dutch football superstar, Johan Cruyff, is currently in the works from award-winning *Drive to Survive* production house, Box to Box Films, and Dutch sports producers, Lusus.

Going into production later this year, the series is the first to be in collaboration with the Cruyff family and will shine a true light on the complex and charismatic life and career of a man that has been hailed as one of the most influential figures of the modern game and one of International football's greatest players of all time.

The series will feature interviews with those closest to Cruyff himself, as well as accounts from other legends of the game that worked closely with him and have been influenced by his genius. The series will also include never before seen archival footage giving an exclusive insight into the man both on and off the pitch.

Box to Box Films and Lusus have an impressive track record in internationally recognised premium sports docs. Box to Box is the production company behind the global phenomenon *DRIVE TO SURVIVE*, as well as hit series *BREAK POINT*, *FULL SWING* and *TOUR DE FRANCE: UNCHAINED*, all for Netflix, and forthcoming *WANTED: THE ESCAPE OF CARLOS GHOSEN* for Apple TV+ as well as award-winning documentary features including *MARADONA*, *SENNA* and *OSCAR* winning *AMY*. Lusus' credits include *THAT ONE WORD: FEYENOORD* for Disney+, *BINNEN BIJ ORANJE* for Prime Video and a feature doc about Dutch international footballer Daley Blind.

The series is spearheaded by executive producers James Gay-Rees and Paul Martin (co-founders Box to Box Films) and Jaap Schneider (co-founder Lusus).

Of the series Johan Cruyff's son, Jordi Cruyff, said: *"Many beautiful films have already been made about my father. For the first time ever my family and I have decided to participate in a project like this because we believe the time is right to do so. We aim for a masterpiece that encompasses, among others, the person behind the player and coach, his time at Ajax, FC Barcelona, the Dutch national team, his years in the USA, his impact on the game of football, and his enduring legacy that continues to inspire many people."*

James Gay-Rees, Executive Producer for Box to Box Films said: *"To be in this privileged partnership with Lusus and the Cruyff family to tell the story of such a truly radical iconoclast, gives us as filmmakers the rare opportunity to really challenge the form of documentary film-making. The story of Cruyff demands nothing less; it's massively exciting."*

Jaap Schneider, Executive Producer for Lusus said: *"It's not often that one is presented with the opportunity of telling the true and inside story of one of the all-time greats. And after seeing the Maradona, Pele and Michael Jordan documentary (series) in recent years I believe the Cruyff series could be even more potent because of his multi-layered character and the fact he wasn't just a football player but a visionary on many levels. We are extremely proud to have been given the trust of the Cruyff family to tell this story from the inside out for the first time ever."*

Production will start later this year with a view to an intended global release in Q3 or Q4 of 2025. Box to Box Films and Lusus are currently in talks with a number of interested broadcast platforms.

****ENDS****

Press enquiries:
Christina Joyce

XXIV
COMMUNICATIONS

christina@24comms.com