



THE WORLD ACCORDING TO JEFF GOLDBLUM

When you explore the ordinary, you might just discover the extraordinary!

In "The World According to Jeff Goldblum," Jeff Goldblum takes us on an entertaining, insightful and playful ride. In each episode of this 12-part series, he pulls on the thread of a deceptively familiar object to unravel a world of astonishing connections, fascinating science and history. From sneakers, ice cream, coffee and cosmetics to everything in between, Jeff uncovers how even the simplest things have incredible, sometimes whimsical back stories. Through the prism of Jeff's curious and witty mind, nothing is as it seems. These 'modern marvels' are so commonplace; we take them for granted... but Jeff doesn't.

In each episode, Jeff has fun, insightful encounters with people intimately connected with the featured subject, all who are united by their shared appreciation for that item. As Jeff's journey of discovery unfolds, he will meet the following:

Innovators and Makers - from world-famous industry giants to pioneering mavericks and scientists, these are the people who have transformed the object into a cultural force and are seeking to push its boundaries ever further.

Passionate Obsessives - from intrepid treasure hunters to internet superstars, these people have taken their love of the object to a whole new level – and who better to soak up their infectious enthusiasm than Jeff?

Subcultures - from guardians of ancient traditions to communities finding strength through unity, these people have a connection to the subject that's far from obvious at first glance – but with the help of Jeff's lateral mind, we open doors to hidden worlds and new perspectives.

Over the course of the episode, Jeff discovers the following:

The How – the fascinating story behind each item and how it's made;

The Now – the incredible ways the item has become part of our lives; and

The Why – the surprising secrets behind the item's success and what its future holds.



Episodes include *Sneakers*, *Ice Cream*, *Tattoos*, *Denim*, *BBQ*, *Gaming*, *Bikes*, *RVs*, *Coffee*, *Pools*, *Cosmetics* and *Jewelry*.

"The World According to Jeff Goldblum" is produced by National Geographic and Nutopia with Jeff Goldblum, Matt Renner, Jane Root, Peter Lovering, Arif Nurmohamed and Keith Addis as executive producers.

"The World According to Jeff Goldblum" premieres November 12, 2019, streaming only on Disney+. New episodes will stream every Friday.

Title:	The World According to Jeff Goldblum
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Executive Producers:	Jeff Goldblum
	Matt Renner, National Geographic
	Jane Root, Nutopia
	Peter Lovering, Nutopia
	Arif Nurmohamed, Nutopia
	Keith Addis

Production Company:	National Geographic
	Nutopia



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Media Contacts:

For Disney+:

Scott Slesinger

(818) 460.7020

scott.slesinger@disney.com

For National Geographic:

Tahli Kouperstein

(202) 912.6543

tahli.kouperstein@natgeo.com

Jennifer Driscoll

(614) 595.9604

jennifer.driscoll@natgeo.com