



## Ideas meet investment and encouragement at Film Bazaar Labs on Day 3

~ Producers Lab, Co-production market stitches together film industries from the world over ~

**Goa, Sunday, November 23 2014:** The 8<sup>th</sup> Film Bazaar at the Marriot Resort Goa, led to an active participation and film exchange between Indian and international film fraternity. As the film market reached the 3<sup>rd</sup> day mark, synergies began to evolve for screen writers, directors, producers and the global film commissions.

The Knowledge Series opened with a **'Pitching Session on Canada'** by the Ontario Media Development Agency, followed by a panel discussion on **'Recreating Cities from Bygone Eras – Kolkata of the 40s for Byomkesh Bakshy'**. A diverse panel of speakers comprised film maker **Dibakar Banerjee**, Cinematographer **Nikos Anditsakis**, Production Designer **Vandana Kataria**, Creative Producer **Vikas Chandra** and **Marco Muller**, Director - Rome Film Festival, & Producer and discussed roles of films in recreating the gone by era of historically rich cities such as Kolkata.

A session on **'Cinemas of India - Marathi'** brought out nuances of Marathi cinema when Filmmaker **Ravi Jadhav**, **Nikhil Sane** of Zee Marathi and Zee Talkies shared their perspectives on the growing appeal and future prospects of Marathi cinema in conversation with **Vanita Kohli Khandekar**. After a panel discussion on **'Building Film Brands through Social Media'** by Manan Singhi, Head of Music Partnerships, You Tube - India & South Asia, Pratiksha Rao, Head of TV & Entertainment, **Bollywood filmmaker Shekhar Kapur**, Anuradha Sengupta, Broadcast Journalist & Producer, Kalyan Chakarvarthi Potharaju, Strategic Partner Manager, Entertainment - Facebook, Namrata Joshi, Senior Associate Editor, Outlook, Arunabh Kumar, CEO, The Viral Fever Media Labs during the Knowledge series 2014 session on Building Film Brands through Social Media .

Day 3 Knowledge Series came to a close with a **'Master Class with Vidhu Vinod Chopra: a dialogue between Filmmakers'** where Vidhu Vinod Chopra spoke about his Oscar nominated short *An Encounter with Faces* and also shared the experiences that brought together his first Hollywood venture *Broken Horses* due for release in April.

**Producer's Lab** delivered on its aim to add value to all encompassing skills of Indian producers as the Day 3 lab began with sessions such as **'Casting and why it's a producer's business'**, **'Moving Beyond Traditional Platforms of Exhibition and Marketing'** and **'Working Creatively with a World Sales Company'**. The afternoon sessions covered other vital areas of

film making such as **'Monetizing films in more ways than the usual'** and **'The Marketing Formula'**.

The **Film Offices** created a symbiotic environment for Indian film commission and tourism offices from various states to interact with international film commissions and delegates from all over the world.

Some in-progress film productions presented at Film Bazaar's **Co-Production market** were Ashim Ahluwalia's (of Miss Lovely fame) & Vidur Nauriyal's **'The Boyfriend'**, Karan Tejpal and Tia Tejpal's **'The Sunset Club'**, an adaptation from Khushwant Singh's last novels and Pulkit Datta's **'Colony'**, among others.

According to **Nina Lath Gupta - Managing Director, NFDC India**, ". It has been 3 effective days at the Film Bazaar. I am happy to see new as well as established writers, directors and producers leveraging the synergies resulting from the 8<sup>th</sup> Film Bazaar. "

The networking lunch today was hosted by the Telangana Tourism and Madhya Pradesh Tourism and the networking cocktails was hosted by Polish Film Institute at the Marriott Resort, Goa.

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