bytes

School metal band signs Sony record deal



A heavy metal band in New

York featuring one 12-year-

old and two 13-year-olds has signed a record deal with Sony Music. From Brooklyn, the group, named Unlocking The Truth, have already appeared at major festivals and opened for Guns N' Roses. Reports suggest the trio could make \$1.7m for up to six albums. The band is made up of guitarist Malcolm Brickhouse, 13, bassist Alec Atkins, 13, and 12-year-old

drummer Jarad Dawkins. The teenagers create their own lyrics and music while still going to school in Brooklyn. Discovered in New York's Washington Square Park by Eric Clapton's drummer Steve Jordan in 2012, the boys say they've since had gigs all over the US. On their website,

Unlocking the Truth say they were inspired by Metallica, Slipknot, Disturbed, Living Colour, Chelsea Grin, Motionless in White, Escape the Fate, "'and many other great bands". The band say they just want to be the the best

metal band in the world.

IT'S TRUE!



Making sushi is often thought of as an art form, but for Takayo Kiyota it actually is. The Japanese artist has created more than 200 different designs, with rice and seaweed as her canvas. Her works include sushi recreations of famous paintings and rolls which reveal a different picture with each slice. And now she is teaching workshops to

pass on her skills.



SHAH ALAM SHAZU

Humayun Ahmed, a man who needs no introduction to the people of Bangladesh, passed away in US on this day in 2012. A writer, filmmaker, novelist and teacher, the noted litterature has several identities. His favourite spot was Nuhash Polli, where he built a retreat with great love.

Before visiting Nuhash Polli, I went to his Dhanmondi residence, Dakkhin Hawa, several times. On the day, he was busy shooting an Eid play. During

the break of the shoots at the lunch hour, he asked me "Have you ever been here earlier? Let's go to introduce you to its variety of trees."

"I came to know about the trees of

Nuhash Polli from your books," I told the writer. Pointing a tree, he said "This is Rashundi (garlic) plant. The smell of

garlic and its leaves is same". Following him, I could really smell the fragrance of garlic after crushing a leaf on my palm.

Pointing to another tree, he said "You can smell the fragrance of spice

from it. We cook chicken with it; it tastes delicious." I again crushed a leaf, and smelled the fragrance of spice. In between, pointing at a rooster,

he said "This is a Turkey. US soldiers like it very much." He went on to introduce me to several other trees, including a tree

whose leaves were sweet, and one he brought from Madras, India that was useful for diabetic patient.

Asked why he selected that place to build Nuhash Polli, Humayun sir said that he chose it because he was looking for a big unbroken stretch of land

at once, and this was the ideal choice. He also introduced me to tea, date and tamarind trees. After the break of launch, he was again busy with shoot-

During the departure at night, he asked me to visit Nuhash Polli once

Nuhash Polli was Humayun Ahmed's niche, a place he felt most comfortable at. It is where he is laid to rest, as per his wish. It's where his presence still lingers, as it does in the hearts of those of us who knew him closely.

Six-episode series on ATN Bangla



A CORRESPONDENT

A six-episode TV play titled "Bagane Phool Chilona" will air on ATN Bangla at 5:35 pm from the first to the sixth day of Eid. Mohon Khan has directed the drama, based on ATN Bangla chairman Mahfuzur Rahman's script. Events in the drama take place in Bangkok and revolve around the stories of three friends. Ranju and Rumi go on vacation in Bangkok along with their girlfriends. They meet Ranju's friend Khoshru, who runs a resort in Pattaya. Khoshru's efforts to woo his friends' girlfriends lead to a conflict among them.

The drama casts Tauquir Ahmed, Shahed Sharif Khan, Mousumi Hamid, Tania, Golam Farid and others.

Eid special drama "Andore Alo" on SATV



A CORRESPONDENT

A special single episode TV play, titled "Andore Alo" will air on SATV during Eid. The drama centres on a police officer Zahid whose life becomes excruciating following his daughter's accident. While his daughter remains in a coma, Zahid's subconscious mind leads him to believe that his wrongdoings have jeopardised his daughter. He repents night and day and moves to undo his crimes. Wahid Anam, based on a script by Ahmed Tahsin Shams, has directed the drama, while Shatabdi Wadud, Runa Khan, Saju Khadem, Nawshaba and Mahmudul Islam Mithu are in the cast.

The man told us our own tales

SAURAV DEY

Humayun Ahmed gave us a distinct literary world. He told stories in a way nobody had done before. It was thanks to this wordsmith that our generation did not have to depend solely on Kolkata-based writers.

His novels depict urban middleclass lives and the happiness, sorrow, love and chaos which are part of it. With his lucidity of words, Humayun Ahmed spun mundane tales extraordinarily, that saw his meteoric rise as a writer. His first novel "Nondito Noroke" and second novel "Shonkhonil Karagar" --published in

the 1970s -- foreshadowed the emergence of a great writer. Perhaps no other writer of his time exerted such a powerful influence on their readers as he did. People voraciously read his fiction and were heavily influenced by it.

He was never dependant on conventional styles; he created his own. Instead of third-person omniscient narrators, he told stories in the form of dialogues. He was economical in his use of words, and seamlessly used diction from our everyday words. Sometimes, he blended supernatural with the natural and created amazing



A giant cut-out of Humayun looks on as his fans throng the Ekushey Book fair.

literary images.

Humayun Ahmed's craftsmanship in characterisation is unmatched. His characters tread on ground; they make mistakes and are compassionate like us. One cannot but love them. Himu, Shubhro, Misir Ali, Rupa and his other creations had this special quality to make indispensable space in our hearts.

Take the eccentric Himu. His quirky lifestyle and own set of ideologies mesmerised countless readers. With his wit and sarcasm, Himu is etched into the hearts of the readers to the extent that the most ardent of his fans wore yellow panjabis and walked the

city streets barefoot at night. Himu is arguably the most influential character in modern Bangla literature.

Unlike Himu, Misir Ali deals with logic. He is a professor who understands the ever-mysterious inner mechanics of human psyche. Misir Ali is the antithesis of Himu, always coming up with rational, scientific explanations. Books like "Brihonnola", "Debi", "Nishad", "Nishithini" and "Bhoy" are gems. Those who could not relate to

Himu, Misir Ali was their go-to. And then there's Shubhro. His naivety and thoughtful nature makes him the ideal young man. You can't

help have a soft corner for this introverted, sweet character.

Humayun Ahmed's women characters have all the characterestics of the women we encounter in our everyday lives. Rupa, Tithi, Mira all are ordinary women; they are emotional, yet strong.

He subtly infused the spirit of Liberation among his readers. He wrote classic novels like "Shyamol Chhaya", "Aguner Poroshmoni", "Jochna O Jononir Golpo" and incorporated hate for those opposing the Liberation War in works like "Bohubrihi".

He also introduced youngsters with Rabindranath Tagore. In many of his novels, he quoted Tagore or referred to the poet. Like the Kobiguru himself, Humayun Ahmed celebrated romanticism, and taught us to do the same. Without him, we wouldn't have known that there is joy and peace in staring at the moon, listening to the rain, looking at glowing fireflies or

even walking under sodium lights. Humayun Ahmed was an icon, and remains an undying source of inspiration. His demise, two years ago on this day, made us all weep, not just from sorrow, but from gratitude of all that he gave us, of the impact he had on us, of how he shaped our thoughts and philosophies of life.

Dr. Ezaz on Banglavision



A CORRESPONDENT

...... Actor Dr. Ezaz will be present as guest in today's episode of Banglavision's morning show "Din Protidiney", set to air today at 8:30am. The guest will share memories of Humayun Ahmed, of his experience of working with the litterateur and director.

How "The Blair Witch Project" changed movie marketing forever

15 years ago this week, film fans were abuzz over the release of a low-budget horror flick that had come from nowhere to take the multiplex by storm. Shot with a handheld camera and made for a shoestring budget, the film captivated audiences' imaginations and busted blocks to the tune of a whopping \$250 million at the box office.

That movie was of course "The Blair Witch Project", a film that not only scared the angels out of audiences, but changed the way they'd experience movies forever.

The brainchild of a trio of student filmmakers, the film is perhaps best remembered for popularising the found footage formula, inspiring an entire subgenre of cinema that's still wowing audiences today. But the way in which this magnum opus shaky cam cinema was shot is not the film's most enduring legacy; it was the way in which the movie was marketed that really broke the mould.

After all, the world was a very different place back in 1999. There was no YouTube, there were no smartphones and no social media. You couldn't poke your friends or Tweet your thoughts to a global audience. You wouldn't even be able to set up a MySpace account for another four years. Instead, traditional marketing was king, and films with the largest advertising budgets, the sharpest trailers or the biggest array of bankable stars reigned supreme at the box office.

So how did a movie with a shoestring budget and a cast of amateurs become the most talked-about movie of the year? If the devil's greatest trick was convinc-

ing people that he didn't exist, then "The Blair Witch Project" was fooling the public into believing that it did. For months building up to its release, the film fed off of the myth that the events captured on camera had actually happened. The fact that many film fans weren't familiar with the found footage formula helped of course, but the real magic came in the way the movie was marketed online.

Long before anyone had even coined

happened. But the filmmakers went further than that. They took to message boards to spread rumours, imposed a media blackout on their stars (who used their real names in the movie) and even doctored their IMDB entries to list them as "missing, presumed dead." Their efforts were so effective that the cast's family even

received condolence calls from friends. In essence, the filmmakers staged a



the term 'viral marketing' -- the filmmakers were using the internet to get audiences to buy into the premise that "The Blair Witch Project" was a true story. A website was set up (something of a novelty for the time) which enabled audiences to read about the history and the mythology behind The Blair Witch. Filled with legends, journal entries and fake newspaper reports it pushed the idea that the events captured on film had actually

snuff film, a sleight of hand that ensured audiences were lining up to file into theatres. More importantly, however it got people talking about "The Blair Witch Project". The movie was everywhere. It graced the front covers of newspapers and magazines; took primetime spots on TV news and was one of the summer's hottest discussion topics. Not since Orson Welles' infamous broadcast of "War of the Worlds" had so many people bought into

the idea that a work of fiction had actu-

ally occurred. Unsurprisingly, Hollywood took notice. Found footage pictures were soon everywhere and low budget became the norm for the horror genre. The 'based on actual events' gimmick also stuck, and today it's almost impossible to find a frightener that doesn't cling tenuously to true life. Whilst films like "Paranormal Activity", "Chronicle" and "[REC]" are perhaps its natural successors, it's fair to say that the film has left its mark on just about every blockbuster to reach the big screen in the past years since it first landed.

After "The Blair Witch Project", the internet became the lifeblood of the movie industry. Fast-forward to today, it's almost impossible to imagine a film being released without the now ubiquitous social media activity, viral-ready videos and steady drip feed of online content. Word of mouth is now a key to a movie's success and campaigns like the one first cooked up by this camcorder classic are the norm.

From big-budget blockbusters like "The Dark Knight" to Blair Witch acolytes, studios are harnessing the power of viral marketing to turn movies into mega hits. And whilst the methods have evolved a little since 1999 the result is still the same; the ever-increasing box office takings of modern movies are a testament to the techniques that "The Blair Witch Project" first developed a decade and a half ago.

Source: Totalfilm

Audio album of film "Runout" released Vikings return after a decade



STAFF CORRESPONDENT

Vikings, one of the popular bands of the nineties, had been out of the scene for 10 years, but they have returned to the music scene, in a somewhat unusual manner: through the music of a film, a first instance of its kind in Bangladesh.

The soundtracks album of the film "Runout", directed by Tonmoy Tansen (who is also the front-man of the band), was released on Thursday in the capital. Veteran journalist Rahat Khan unveiled the album at the ceremony, where Ayub Bachchu, film star Omar Sani, AKM Arifur Rahman, Chairman, Laser Vision (the production banner of the album) and the cast and crew of the film were present.

Vikings have an unchanged lineup for the album, with Tonmoy on vocals, Setu on guitar, Babu on keys, Jony on bass and Saimon on drums. The soundtracks of the action

flick also features Kona and Rinti in two songs. Written by Rafiqul Islam, produced by Sadat Mahmud Tanvir and under the banner of New Gen Entertainment, the film casts Sajal Nur, Mousumi Nag, Omar Sani, Sabiha, Ahmed Sharif and Tariq Anam Khan in major roles. Model Nayla Nayem will make her first big-screen appearance in an item song in the film, too. Radio Foorti is the radio partner of the film.