

EXPERIENCING THE MARCHÉ DU FILM AT FESTIVAL DE CANNES 2016

Given the baby-steps Bangladesh is taking towards the international film circuit, it is undoubtedly an achievement to be proud of. This year at the Marché du Film at Cannes, two films from Bangladesh were screened with much anticipation; 'Aynabaji', from the renowned director Amitabh Reza, produced under the banner of Content Matters Production and 'Oggatonama' from the talented actor/director Tauquir Ahmed, produced by Impress Telefilm. Showbiz joined the 'Aynabaji' team to learn about their Cannes experience and convey it to our readers.

GOUSUL ALAM SHAON:

"This year, Cannes was very exciting and more of an eye opener for us. Films have a universal language, which creates an appeal for the mass audience. It creates a platform that allows us to learn and improve ourselves in every aspect of the work that we do. The festival is not only about making a film to win an award; it has a wider business perspective to it as well, which we were very much unaware of. VR (virtual reality) as a format is creating much buzz in the industry now. Paris already has a VR theatre, where we visited to experience the hype. Not only will the French Riviera act as an added bonus to the festival, but the business opportunities waiting for us should surely put Cannes as a high priority, must-go event each year."

AMITABH REZA:

"Last time I attended Cannes with a film maker's point of view, but this time I went as a co-producer to explore the film market and our feasibility in it. We wanted to find the right blend of ingredients so that our films could transit to the international market with prosperity. I am glad to say that we have learnt a lot. It was an amazing experience. There is the competitive section, for the film makers, where the "Big Films" win awards, but the remaining are solely for commercial purposes, many of which are not even screened, but the producers have a stall to sell them. In this arena, non-English films are in demand, like French, Italian and even Marathi. There are many channels that buy these foreign films. Our aim is to build a foundation for Bengali cinema in this platform, where we



(From Left) Ziauddin Adil, Amitabh Reza & Gousul Alam Shaon

have just set foot, and showcased 'Aynabaji', and Impress Telefilm screened 'Oggatonama'. In the coming future, if more of our movies can be presented, it won't be long till our talents get international recognition. The first few years may not be promising, but participating will help us comprehend the market better and we can operate accordingly. That being said, the film makers must strictly emphasize to keep their stories original and meaningful, and also abide by the standards to participate internationally."

ZIAUDDIN ADIL:

"I was very eager to attend the Cannes Film Festival. What intrigued me was the availability of various viable platforms that allow the opportunity for business. One such example was the VOD (video on demand) platform. Earlier, cinema was for the theatre or TV, but now it's changing and adapting for devices like laptops or cell phones through services like Netflix. VR was also one of them, for which they dedicated a good amount of space. Another interesting fact I noticed

was that the attendees' curiosity towards Bangladesh as a new player at Cannes. It's the right time for the film makers of Bangladesh to capitalize on this "window", which unfortunately, won't last long. A few entrepreneurs at the festival suggested us to submit short-films from Bangladesh in the respective category. Thereby, it will shed some light on the creative younger generation and create a short-term platform for longer journeys."

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Transcribed by Minam Haque

CLASSIC CHUCKLES

ROSEANNE (1988-1997)



Set in the small town of Lanford Illinois, the show follows The Conners, a working class family with a humorous backbone, through the trials of: life, marriage, raising a family, and making ends meet.

Roseanne Conner (Roseanne Barr) is a lovable, hard-working, and at-times-sarcastic wife and mother whose character is the foundation of this classic, long-running sitcom. Dan Conner (John Goodman) is the tough yet lovable husband/father. The oldest daughter Becky is the most rebellious of the children. The second child Darlene is rather tomboyish, and resembles Roseanne with her cynical sense of humour. The youngest child DJ is a father's boy. Then there is Roseanne's younger unmarried sister, Jackie (Laurie Metcalf), similar to Roseanne but rather naive. Issue-oriented storylines and its identifiable blue-collar characters made this the antithe-

sis of the traditional warm-and-fuzzy family sitcoms, and the success of its stand-up star inspired other comics (including Jerry Seinfeld and Tim Allen) to launch their own shows.

With its cocktail of emotions, Roseanne remains endlessly watchable as it is surprising, humorous, and intricate all at the same time. What is more remarkable is the fact that the star of the show has maintained all her accomplishments while going through a horrid public divorce and also submitting to cosmetic surgery that has her looking slightly altered from one season to another. Nonetheless, it still ranks high on the list of favourites, simply because The Conners lose more than they win, but through it all, they "get by". In today's fast paced life, I believe the show still possesses the potential to teach us that life does not always go as expected, unlike a lot of other shows, and that at times, we have to learn to go with the flow.