

# Story of a REDdot

You are used to seeing the models and actors on TV. You are used to the impressive and colourful visuals and the perfectly synchronised song, but ever wondered about those who work behind the scene to create something like this?

Gazi Shubhro is such a presence.

"Tumi Banglar Dhrubo Tara, Tumi Hridoyer Batighor — There's one person who fits that description and thus it was the perfect pick as the theme song of Mujib Borsho. The song itself was sang by all the giants of the music industry in Bangladesh and the visuals were something to bask in.

If you pay attention, you will notice that the video features people of all cast and creed in Bangladesh — something that speaks for itself.

Written by Kamal Chowdhury and music by Naquib Khan, the song itself is very fitting for the occasion.

"The prime minister himself took part in the video. It's a visual that gives you a glimpse of the whole Bangladesh in a sense," said Gazi Shubhro, MD of REDdot, who was behind the scenes of this particular piece.

The name REDdot is cleverly inspired by the recording REC sign on a camera. And ever since their inception, REDdot has worked on a large number of commercials and

music videos, but they really pulled off something amazing last month when they worked with Bangladesh Air Force on two separate videos — one for the Golden Jubilee of Bangladesh; the other as a tribute to the father of our nation in



a celebration of his birthday.

"It's one thing to set up the camera and shoot from the ground but it's an entirely different proposition to shoot from the air and when you are working with the air force, you need to do a lot of shooting from the air" said Gazi Shubhro as he pointed out that the spectacular formations created with aircrafts in the shapes of 50 and 100 (and 101) were truly eye catching and it was a



herculean task to catch them in the lenses.

One only gets a few seconds worth of shot while filming aircrafts so the REDdot team had to co-ordinate with the air force and set up their cameras in various locations all over the country.

"We had 22 teams with about 5 or 6 members in each team. And we had to finish the production in less than a week. It was a really big challenge. But at the same time, it was really exciting to shoot from the air as well. A very rare chance," he added.

Another one of his projects was with Shah Cement as he worked on a music video for the Golden Jubilee of Bangladesh. Given his interest and expertise in music videos, it's no wonder that he managed to create something bewitching and this music video truly spoke about his vision and calibre.

Over a thousand people were featured in this video. That fact

alone makes you wonder about the management. The cinematography in the video is picturesque; truly complementing the locations and sets.

"There were actually thousands of props, costumes and. For the concluding shots, we wanted to try something visually staggering and eventually we came up with the idea of the Red and Green umbrellas. The shots in the swamp land were another challenge because of the location itself but we managed" smiled Gazi Shubhro about how pleased he was being able to pull off a big project like this.

"Pre-production is very crucial for projects like this and I think because of that we were able to make it work," he said.

We are used to watching his work on the screen because Gazi Shubhro is one of those artists who prefer to stay behind the scene and lay down the foundations as they watch their art bloom.

Fingers crossed for whatever new project he amazes us with.

By Ashif Ahmed Rudro  
Photo: Gazi Shubhro



us on /Sandalina

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