

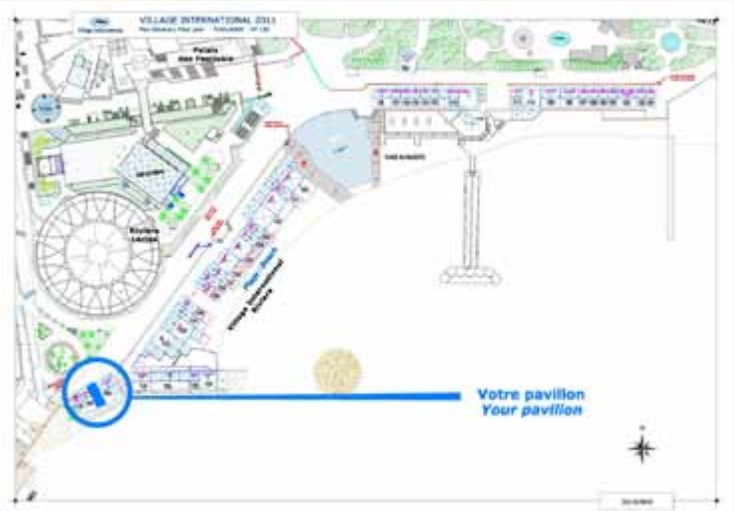
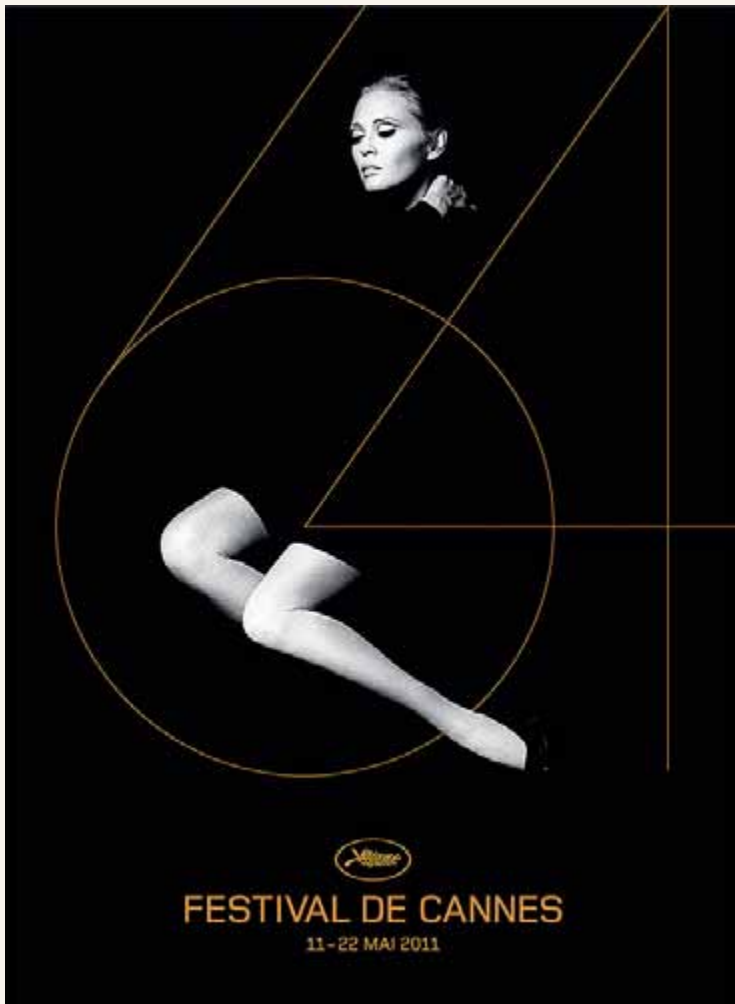
# Film in Thailand

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## What's News?

# CANNES SPECIAL ISSUE

## Rendez-nous visite au Festival de Cannes



you wish to discuss shooting in Thailand with one of our representatives. You can email us at [film@thailandfilmoffice.org](mailto:film@thailandfilmoffice.org).

While our stay in Cannes is a short one, we hope to meet with as many of you as possible. And please don't forget to stop by our Booth to get the complete line-up, times and locations for the Thai Film Screenings which will be held May 13-18.

Another popular event every year is Thai Night, this year to be held at the Majestic. Again, visit our Booth for an invitation which will have listed the exact time for the event.

The Thai Reception will be held at our Booth on May 14th at 15:30 while the Thai Film Pitching Project III will also be held on the 14th from 10:00 – 15:00. Visit the Booth for details of this interesting introduction to Thai film projects.

Rounding out Thai participation at Cannes this year is the Thai Extreme Action Show, planned for May 14 on Palm Beach: check at the Thailand Booth for exact timing of the event.

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It is hard to believe that the Cannes International Film Festival is here again. It seems like just yesterday the Department of Tourism, Thailand Film Office, Ministry of Tourism & Sports, Thailand Ministry of Culture and others met and greet visitors from around the world at the Thai Pavilion.

This year, please visit with us in the International Riviera Village, Pavilion 139, Booth G 13-14. Many folks have already emailed us setting up appointments and we encourage you to do the same if

## Who's Saying What

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CHENNAI India, 23 March 2011: A hero proposes to his girl, and the latter accepts. Cut to the picturesque beaches of Thailand, and both romance and dance around the white sandy coast line. Then back to their routine life in Chennai or elsewhere in India.

While Tamil films go international, both content and technique wise, choosing exotic locations is not a new trend. However, the latest craze of Kodambakkam is Thailand. Three big films — Ajith's *Mankatha*, Suriya's *7am Arivu* with AR Murugadoss and Jeyam Ravi's *Aadhi Bhagavan* with Ameer — have been shot in Thailand. While Ameer with his crew are in Thailand for the shoot, the crew of *Mankatha* and *7am Arivu* have returned from Thailand recently.

Speaking to Expresso from Thailand, Neetu Chandra, the heroine of *Aadhi Bhagavan* says, "I love this place, and this is the first time I'm visiting Thailand for a shoot. I'm also enjoying the Pattaya Beach and the water sports here. It's time for Tamil films to explore different parts of the world as per the demand of the script."



photo courtesy Express News Service

Director Venkat Prabhu, visited Thailand recently to shoot a song for *Mankatha*, says, "We needed an indoor club to shoot a song for *Mankatha*. Since all the clubs in Chennai have been used, we decided to go to Thailand." The director visited the country earlier to shoot two songs — "Un Parvai" and "Oh Oh Ennamo" for Chennai 28.

**The big question is, why does Thailand seem to be on every director's list of favourites?** Apparently it all comes down to the moolah, and as is expected, cost-cutting happens in film sets as well.

Venkat Prabhu shares, "The cost of labour is also comparatively low. When we shoot in Ooty or in any other place in India, we take a heavy crew along with us. But when it comes to a foreign shoot, we're restricted to take along 15 or 20."

Another big film that's in the making is Suriya's *7am Arivu*. The film's crew went to Thailand twice for the shooting. And Senthil Kumar, production executive, Red Giant Movies shares, "**We erected a set in Thailand that resembled a Chinese landscape, and shot an important scene that was actually supposed to happen in China.**" He also mentions that the stay is cheaper there, ranging from Rs 1,500 (US \$34) to Rs 2,000 (US \$45) for a lower budget room to a more up-market 6,000 (US \$135) per day for the stars.

With a number of Tamil films being shot in Thailand, audiences can look forward to some visual treats in the near future.

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## What's Up Private Sector?

### You Don't Choose Your Family (feature film)

A production service house established in Bangkok in 2006 which specializes in TVC production, Ta Productions has continuously produced TVCs for the European and Asian markets.

Presently the company is producing a feature film *You Don't Choose Your Family (On ne choisit pas sa famille)* directed by well-known French actor and first time director, Christian Clavier.



photo of director Clavier courtesy of Ta Productions

The movie stars internationally known actor Jean Reno and famous French comedians Muriel Robin and Helena Nogueira. Preparation for the shoot started in April 2010 with shooting now taking place in Thailand over a 7 week period Principal shooting should be completed by the end of April 2011.



photo of Jean Reno and female comedians, Muriel Robin and Helena Nogueira courtesy of Ta Productions

[tom@taprod.net](mailto:tom@taprod.net)



### O<sup>2</sup> Robots (commercial)

Czar Films GmbH of Germany wanted to film a commercial in Thailand for O2, but they had only 3 days to shoot at several locations in Phuket and Bangkok. These locations included a golf course, the Phuket Aquarium, a beach at sunset, an island with coconut trees, a temple, a typical home and a busy street in a tuk-tuk.

They chose Phenix Films Asia to be the local production house which had only 5 days to prepare authorisations and secure locations as the German crew had already booked their flight to Thailand.

The German producer Thorne Mutert contacted Erwan Martineau, the in-house line producer at Phenix, and we managed to get all the locations needed and even some extra ones at the last minute. The Czar Films team flew in from Germany where they had already shot some parts of the commercial and were scheduled to fly to Los Angeles 4 days later, which did not give Phenix much flexibility. All the work had to be done on time, at all the given locations.

The 'talent' for this spot arrived inside the crews luggage, literally.....but don't worry, no humans were hurt during this shoot, the talent were all robots!



In Phuket, over two days, the crew shot at the Blue Canyon golf course, the Phuket Aquarium, Surin beach, the Grand Hyatt Phuket, Bamboo Island and another tiny island near Koh Phi Phi.



Back in Bangkok, the locations were, at Wat Bung Thong Lang, a private house off Sukhumvit Road, the BTS Skytrain and Yaowarat (Chinatown) in a tuk-tuk. The film was processed everyday and the dailies transferred to DVD for the director Lieven Van Baelen.



The German team were delighted with how smooth and efficient the shoot was, thanks to the organization and professionalism of Phenix Films' crew. They were grateful that they got to shoot more locations than they initially requested, due to the diversity of locations in Thailand.

photos courtesy Phenix Films Asia

[producer@phenixfilmsasia.com](mailto:producer@phenixfilmsasia.com)



## Film Me & Pitch it to Me

### **Nan Province**

A quiet and tranquil province, Nan, once an independent kingdom, is nestled in a verdant valley in northern Thailand along the border with Laos. Because of its relative proximity to Luang Prabang, the historical capital of the Laotian Lan Xang kingdom, the earliest settlers in the area were Lan Xang's Laotians, ethnic Tai who are distantly related to the Tai people who settled in central Thailand.

About 700 years ago early settlers established themselves around present-day Pua district, which is rich in rock salt deposits. The earliest Nan rulers allied themselves with neighboring principalities to establish the kingdom of Lan Na. The center of power in Nan eventually moved south to the fertile Nan River basin, where the capital of Nan exists to this day.

Nan's history, development, and architecture were greatly influenced by various neighboring kingdoms, in particular Sukhothai, which played important political and religious roles in shaping the development of Nan.

Over the centuries however, Nan alternated between being an independent principality under the control of Lan Na, Sukhothai, Burma and Siam in that order.

In 1558, the town was conquered and depopulated by the Burmese. By the late 18th century Nan forged an alliance with the new Bangkok centered Rattakosin Kingdom and existed as a semi-autonomous kingdom with a line of monarchs that ruled from 1786 until 1931. Today, Nan is still the home of numerous Thai Lue and other hill tribes who retain many of their fascinating customs and traditions.



photo of Wat-Ming-Muang mythical temple courtesy of Tourism Authority of Thailand

Nan features six national parks, including the stunning Doi Phukha National Park, which contains mountains nearly 2,000 m high. The rich natural beauty of Nan makes it an ideal destination for trekking as the remote province sees far fewer visitors than neighboring Chiang Rai and Chiang Mai.



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### **Boat Racing**

For centuries, long-boat races have been held annually in provinces with a major waterway running through. Long-boat racing is one of the traditional rites which commemorate the end of the Buddhist Rains Retreat. It takes place mainly in the 10th and/or 11th lunar months (around September/October) when the water level is at its peak. At present, long-boat racing is considered as a Thai national sport. Its history can be traced back to the Ayutthaya period, some 600 years ago. In that time, boat racing however was only a way to keep boats fit for national defense.

Racing boats are usually made from dugout tree trunks and can accommodate up to 60 oarsmen (commonly dressed in the same color) in a double row. The festival event attracts several thousand spectators. Trophies and prizes are awarded to the winning teams. The races on the Nan River are colorful and unequalled because the racing boats are brightly adorned with imaginatively designed prows. The cheering squads on the river bank are usually rambunctious.



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**Now you know so Unleash Your Imagination in Thailand!**

