

FILM IN THAILAND

Volume 2 Issue 4 May 2010

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SPECIAL CANNES ISSUE



Within the Festival de Cannes, the Village International represents the world of international cinema. Place of discoveries and meetings, it allows motion picture-producing countries to showcase their culture, their institutions and the diversity of their creations. Since its beginnings in 2000 the Village International extended and expanded from fifteen pavilions to about sixty today.

This is the 6th year the Thailand Film Office, Office of Tourism Development is honored to represent the Thai film industry. The Film Office is looking forward to exchanges with professionals from all over the world.

This year, joining Thailand in the Village International are Albania, China, Cyprus, Macedonia, South Africa, Germany, Argentina, Belgium, Bosnia- Herzegovina, Bulgaria, Canada, Colombia, South Korea, Croatia, Egypt, the United Arab Emirates (Abu-Dhabi), the United States, Georgia, Greece, Hong-Kong, Hungary, India, Ireland, Italy, Japan, Jordan, Lebanon, Luxembourg, Morocco, Nigeria, the Netherlands, Poland, Portugal, Quebec, the Czech Republic, Romania, the United Kingdom, Russia, Serbia, Slovakia, Slovenia, Switzerland, Tunisia, Turkey, and Ukraine.

Additionally, the Festival de Cannes in its desire to serve and promote the dual nature of film, as both a cultural and economic enterprise, created the Film Market (Marche du Film) in 1959, so as to promote the sale of film to the international film industry.

From June 14th, we will be holding seminars at our booth #136 in the Village International and at our booths G13, G14 and G16 at the Marche du Film. Please check at the booths for exact times and topics.

And please join us for the Thailand Reception on May 15 4:30 - 6pm at our booth.

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What's News?

AFCI Show a Great Success



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This year, for the 7th year in a row, the Thailand Film Office, Office of Tourism Development joined 240 exhibitors from 30 countries, exhibiting at the Show, which ran April 15 – 17. Over 300 people visited the Thai booth, many to chat about how much they love Thailand (some even how they love to eat Thai food) but most to discuss Thailand as a premier film production center in Asia. Overall, more than 3,800 film professionals visited the three day Show.

The one question almost all asked (which seemed to be an unofficial theme at the Show) was what kind of incentives Thailand offered filmmakers.

Unfortunately there is no clear cut answer to that question as the Thailand Film Office has proposed several incentives to the Thai government and is awaiting final results. What is clear however and agreed on by all, Thai film crews are diligent in their work, that along with lower overall costs of production in Thailand make for overall savings.

An invitation only reception was held on April 15th in West Hollywood at Talesai, Thai restaurant hosted by the Thailand Film Office, Office of Tourism Development in association with Benetone Films and The 6th Element.

Dr. Seksan Narkwong, Director General of the Office of Tourism Development welcomed the over 70 people that attended thanking them for their support of Thailand as a major film location and production destination.



What's Up Private Sector?

7 days from start to finish

Russian MEGAFON (Telco Network) came to Thailand on short notice to shoot a TVC reflecting – “no matter where you are – you will always have phone network coverage”. The brief started in January and quotes and locations were offered from Florida, Turkey and South America. Thailand was again chosen for dollar cost averaging and beautiful locations. Location Thailand Co Ltd was chosen as the local co-ordination company.

Locations had to be remote but accessible. A young adult audience was the target market and corporate colors had to reflect green, white and silver. Everything from props to wardrobe and film cars/motorbikes had to reflect the colors.

A truly international shoot, Director Jeff Kennedy was flown from New York, DP Tony Luu was flown in from Australia. Client with agency (McCann Ericson) and Russian Production House Yarche! also flew in from Russia.

Logistics of having to cast 8 'European' people with young adult age-bracket, all good looking with acting experience, meant models were out. In addition the Phuket Fashion Festival was running simultaneously to the shoot dates and flights and accommodation were full and many talent unavailable. Producer Ric Lawes had 3 days to cast, short list and video, uplink and get client/directors approval. Some 200 'European' people were interviewed. 100 extras had to be sourced locally at Phuket to avoid travel, accommodation and per diem costs. Phones also had to reflect corporate colors in the party scene.

A quick 'recce' trip to Phuket by the production services team, extras identified, location photos were uplinked to Russia and approvals were issued. Camera was changed from 35mm to HD and had to shoot 100 frames so two RED's with a range of lenses were supplied.

The Rawai Pier was first location and some Thai ingenuity 'modified' a golf cart for a tracking vehicle due to narrowness of the pier.



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Ric Lawes, producer from Location Thailand, said: “We always enjoy the challenge of being able to do the impossible within budget and time frames. Thailand crews and equipment houses are second to none globally and again able to 'come to the party', “.

Local companies involved in the shoot were Location Thailand, Siamlite, Freeland Films, Van Team, I-Sea Productions, Biz-Art, Lek Lighting, Moon Beam Studios & Star Filmmakers. Local airlines used were Thai Airways, Nok, 1-2Go and Bangkok Airways. Accommodation was supplied by Marina Phuket, Bamboo House and Phuket Town Hotel.

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Hollywood movie star, Elliot Gould (Ocean's Eleven, Mash), with Jeff Ryback, long-time Bangkok resident and screenwriter, at the Beverly Hills International film festival awards ceremony.

Mr. Ryback's screenplay, The Wind Riders, was chosen as a film festival finalist. He is currently in discussions with Thailand film producer-CEO, Ric Lawes, regarding producing the film in Thailand in the near future.

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Film Me

One can film traditional agricultural lifestyles on the Khlong Maha Sawat waterfront. Created by King Mongkut, Rama IV, from 1857-1860, to link the Nakhon Chai Si River with the Chao Phraya River, opening up a route for his pilgrimage to the Great Pagoda, Phra Pathom Chedi, and for planters of sugar cane to transport



their produce to sugar factories. Khlong Maha Sawat has largely retained its tranquil beauty. The lush green plantations and orchards are mirrored in the clear water of the canal. Early in the morning, food is offered to Buddhist monks in their boats.

Some highlights:

Lam Phaya Floating Market

Located at the boat landing of Wat Lam Phaya, Lam Phaya Sub-district, Bang Len District, food rafts are found offering rice dishes, noodles, and other Thai favorites as well as desserts and other boats peddling coffee, food, fruit and vegetables along the river. On the bank, there are stalls selling commodities and traditional Thai massage services. Boats are available for pleasure rides, taking visitors along the canal, passing lush rice-fields, lotus fields, fruit orchards, Thai-style houses, old rice mills, marketplaces, and temples where food crumbs can be given to fish especially at Wat Bang Phra and Wat Bang Phasi. In winter, open-billed storks can be spotted on the waterfront.

Lotus Field



A field of 20 rai, about 8 acres of lotus flowers is the property of Uncle Chaem Sawatto. In summer, lotus flowers can be seen throughout the vast field.

Farm Housewives Group of Maha Sawat

This group of local housewives specializes in health food, such as whole-grain rice crackers, iodized preserved eggs, and sun-dried fruit and vegetables, such as olives, mango, star gooseberry, papaya, and guava.

Uncle Bunlert's Fruit Orchard

An integrated organic fruit orchard, featuring pomelo as the main plant, bearing fruit in late July to August, Thassanee Orchid Farm



The farm belongs to Uncle Chub and Aunt Chuk Khotchawet. The distinctive feature of the farm is a new variety of the Dendrobium Orchid, successfully crossed by Uncle Chub for the first time, and named Thassanee, after their daughter.

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