

NAMASTE

A film by
director *Priyanka Sarkar*



EXPERIMENTAL SHORT FILM | FASHION | ART | AVANT GARDE

A Unique Opportunity for Those Interested in Supporting Independent Film

NAMASTE is an upcoming short-film based on the original screenplay by Priyanka Sarkar, directed and produced by Priyanka Sarkar. This document outlines the opportunities for organizations and individuals who are considering contributing to the film.

12.1 Project Summary

Based on a screenplay by Priyanka Sarkar, *Namaste* is an experimental short film, which is about an artist facing issues in life, and reconnects with herself after a short episode.

Independent director Priyanka Sarkar has taken on the project along with producer Kabita Sarkar. Given current economic conditions and the state of independent film, the optimal budget for a movie of this nature is INR 25,000/-. To that end, *Namaste* is being self-produced by an independent production house called "Laidback Productions" in collaboration with "Chitra Saga" as principle photographer under the mentorship of "Pearl Academy" and "Mummy Daddy Media Pvt. Ltd."

No independent film project is guaranteed to be successful either critically or commercially. But *Namaste* has a tremendous amount going for it, being a fashion and art film gathering more scope in the target market. The following pages should give you a general idea of what investors and contributors have contributed in involved with *Namaste*.

12.2 Synopsis

Anna, a 24-year-old artist goes through basic problems in life, has anger issues and suffers from a creative block and decides to go into isolation and indulges herself in art while feeling empty from inside, angry and grieved at the same time. Due to frustration she spills blue color all over the canvas and goes through an episode/flashback sequence where she is drowning in pain and then goes through weird and absurd experiences or a "Bad Trip" and also encounters with her alter ego. Her "Bad Trip" neutralizes a bit and she has gotten rid of her alter ego and starts to finally enjoy her own company. It changes into a "Good Trip" when she is in the nature and sways with the flowers and trees and finds herself in the middle of a flower field before she opens her eyes in her art studio.

12.3 Marketable Elements

Indie Flick

Independent films fit into a niche market and are seen more as "art films". *Namaste* can be shown at independent film festivals and can begin its popularity at an underground level.

Hippie Culture

Highly inspired from the psychedelic 60s and hippie culture, in terms of fashion and aesthetics, a piece of art in the form of a film. The counter-culture is longest lasting. People still listen to the music produced by counter culture bands, still read *The Electric Kool Aid Acid Test*, still watch *Easy Rider* and the numerous other movies that came from the period as well as, the fashion from the sixties is still in their charm and growing and gaining popularity in the contemporary era.

12.4 Target Audience

Namaste will appeal to both adolescent and adult male/female audience. And a target market inspired with Hippy culture and fashion, fans of Rock music, and preacher of bands like The Grateful Dead, Beatles, Jimi Hendrix, etc. and people who still read *The Electric Kool Aid Acid Test*. Also, people from the creative field fall majorly under the category of target market. The counter-culture is longest lasting. These people will enjoy *Namaste*.

12.5 Director's Statement

Filmmaking is never easy and each film has its own voyage. The voyage of *Namaste* began with the influence of hippie culture since 2011. Having spent almost seven years in close contact with a subculture that proved to be one of the most influential and pro-active groups in American history, influencing fashion, shaping the face of music, culture and beyond. The trekking in the villages of Parvati valley and interactions with the local groups influenced by the psy-trance and hippie culture in Goa nurtured this story for over two years.

Ankit (Director of Photography for *Namaste*) came into the picture maybe around one year ago, when we started working together as co-founders of Chitra Saga and entrusted him with the job of producing the film. Ankit and I go back a long way, almost 15 years I think, when we were in school together.

The name *Namaste* is inspired from Vini Vici's song *Namaste*, it's the voice-over: "I humbly bow down to the true you. The true you that's inside this body. The true essence of your atman, your true self. I bow down and I honor that. And as I look at you, I see that true you through your eyes into your soul and I let you see me. It's *Namaste!*" This particular line explains one's acceptance of himself or herself in every version, be it bad or good. Additionally, the voice-over appears at the end of the film.

Namaste is not just an experimental film, but a story through my eyes about an indecisive girl (Anna, the protagonist), who is usually troubled by her own subconscious and thoughts. This is a story about Anna, who becomes content as the film precedes with an experimental narrative perspective, meaning the imagery and visual language will be an experiment in itself which I have been inspired from the famous liquid light shows in the 60s, which altered the consciousness of one's mind and connected one to the new ideas and ways of seeing the world that were outside mainstream media.

Additionally, the narrative will be fiction but, the narrative will be very minimal. Moreover, the minimal idea of narrative is inspired from Gene Youngblood, who is a theorist of media arts and politics, and a respected scholar in the history and theory of alternative cinemas believes that *synaesthesia* is "the harmony of different or opposing influences produced by a work of art," and that *synaesthetic* cinema is "the only aesthetic language suited to contemporary life." For Youngblood, *synaesthetic* cinema meant the end of narrative: a time when film becomes purely a language of light, space and sound. There will be less dialogues or no dialogues at all which is now called minimalist music, combined with lush visuals, in an attempt to guide viewers toward hypnotic states. In Youngblood's taxonomy, "*synaesthesia*" and "*psychedelic*" are synonymous.

The film moves forward with fashion attempts and aesthetics of the subculture along with the subjects in the film being accustomed to the psychedelic fashion and styling. The status of fashion as a designed object is foregrounded. Hair, makeup and styling supports the character which also supports the key fashion

objects featured. Creative and innovative hair and makeup designs complements the avant-garde representation.

Paul Clipson, San Francisco based Experimental Filmmaker who passed away at the age of 52 on 3rd February 2018, I channeled my inspirations from his mastery of analogue film techniques into an appealingly improvisatory filmmaking style; most of his work was shot on Super8 or 16mm. 'When I had a chance to watch Paul while he was filming, how he made his films, it felt like a silent dance,' says the renowned musician Tashi Wada. 'It was clearly about the gesture and the rhythm, and this translates directly onto the screen, the image. It was as if Paul was tracing the motion of his eye with light, one shot after another like strokes of a brush.' New footage would be often overlaid with older footage, in a constant process of adding and subtracting.

Namaste, is not just a tribute to Paul Clipson, it is also an inspiration from remarkable counter culture celebrities like Timothy Leary, Ken Kesey, Aldous Huxley, Ram Dass, The Beatles, The Grateful Dead, etc. In the end, *Namaste* is not simply an experimental short which tells us about Anna's finding herself amidst chaos and confusion in her subconscious or a subculture but, it tells us something about our own selves.

12.6 Why support Independent film?

Every year, the independent film world produces these little darlings of art and fashion that become huge cross-over successes and strike a nerve with the national zeitgeist. Stars are born, filmmakers elevated to cult status, and investors catapulted to tax brackets they never knew existed. Premiere parties in Hollywood, walking the red carpet in Cannes, and telling the Fashion Police who you're wearing on Oscar night? Yes! All this and more could happen with *Namaste*.

But probably not.

The harsh reality is that there are over 2,500 low-budget, independent short films made annually. Of these, only about 40 will get any noticeable theatrical distribution or in festival circuit. And of those 40, at most only about 5 will ever turn a profit for their investors – and they probably will be horror films like *Blair Witch* or *Paranormal Activity*, or maybe teen comedies like *Naman Bhraman*.

So why consider supporting the film at all?

Financially speaking, there are not a lot of other great options right now: The stock market is extremely volatile and far from a safe bet for investors in bubbles like BitCoin. Real estate's still a crapshoot. And interest rates are at all-time lows, so interest-bearing investments are not too exciting, either.

But at the end of the day, you should not invest in *Namaste* because you think you will make money. Instead, you should invest in *Namaste* because independent films are a vital art form and making them is fun.

That's right: Fun

- You'll get to tell your friends you're a glamorous Film Industry investor
- You can have a non-speaking role in the film, and travel to different scenic destinations to film your scene
- You'll get to go to premieres and film festivals (maybe not Cannes, but probably somewhere

a little closer to home - where they speak Hindi, even!)

- Your name will be listed in the credits
- Your company's products or services might be seen as "product integration."
- You'll flip through the Social Media or look in your Vimeo queue, see your film and feel a unique sense of pride and ownership
- Your peers will respect you in ways you never thought possible
- At the end of the day, you'll get your very own DVD of the film to impress your friends for years to come
- You will be a part of art and its history

And if you never make a single rupee on the film, eventually you'll be able to deduct your investment and amaze your accountant by how you invest.

Even Better: Don't Invest!

How many of you have happily contributed to plays, operas/musicals, community theaters or events? You get tickets, a tote bag and the pride of calling yourself a modern-day Medici – a patron of the arts!

A short Film is no different. It is a unique art form that combines almost every other artistic medium: Writing, acting, photography, set design, music and fashion trends.

Whether it's a direct investment, a donation, backing the film, product integration or corporate sponsorship, the main benefit will be the same: You get to be a part of film history!

12.7 Financing options

As an Independent filmmaker, the financing options will be:

- I. Private Investment
- II. Collaboration and Product Integration

I. Private Investment

Individuals or organizations can invest directly in Laid-back Productions. There is no minimum to the number of unit's investors can invest.

Namaste is taking a unique, approach to profit-sharing: The investors will share equal in the risk and reward along with the creative team (the writers, director, producers, etc.)

Advantages:

- Will share in all profits
- All investors will get regular updates on the progress of the film
- If there are no returns, the investment can be written off taxes over time
- Will be listed in credits, press releases and website, in addition to any other product placement arrangements
- "Executive Producer" credits may be available
- Invited to all premieres, festivals and other special events
- Get a finished copy of the film on DVD

II. Collaboration and Product Integration

Companies or organizations/individuals can contribute money either as direct marketing expenses, as an investment in Laidback Productions, a charitable donation made to the film, collaborative in support of Namaste.

The decision is yours. In any case, the primary advantages will be:

- All donations are immediately tax deductible
- All donors will get regular updates on the progress of the film
- Product or service to be featured in the production design of the movie, as props, background signage, etc.
- Sponsor our festival or award campaign with high profile signage at screenings, parties and events
- Screen Credit - Your company name can be included in the credits along with all other investors and underwriters (under the heading "This film made possible by the generous support of...")
- Piracy Proof – Even if the film is ultimately pirated or otherwise distributed noncommercially, your product or service will still be featured in the film. The more the film is seen, the better it is for you, even if it doesn't make any money
- Your colleagues will be jealous that they're not involved

Key Production Team

Priyanka Sarkar - Director, Producer and Screenplay Artist

Founder of Laidback Productions, Priyanka Sarkar has made few shorts, including Lollipop, inspired from film-noir, a fictional storyline based on the screenplay by Priyanka. It was made on a shoe string budget and as her second short, it got a lot of appreciations.

On her first film, Reverie (a short film), Priyanka was mentored by Christina McGillivray, who runs a successful film production house based in New Delhi – Mummy Daddy Media Pvt. Ltd. This was again a shoe string budget film, based on the screenplay by Priyanka and inspired from fairytales and purely fiction.

Kabita Sarkar – Executive Producer

Mother to Priyanka Sarkar, an art enthusiast always on a lookout for music, theatre and dance. She has supported many endeavors with Laidback Productions and will be a potential Executive Producer for this short.

Mummy Daddy Media Pvt. Ltd. – Broadcasting & Media Production House

Mummy Daddy is a New Delhi based film production house since 2012, co-founded by *Christina MacGillivray* and *Amrish Kumar*. The company creates beautifully crafted videos through immersive digital storytelling. They use sharp, emotive, out of the box approaches to engage a quickly evolving online audience on Youtube, and conceptualize content, produce video and deliver marketing strategies. Their vision is "India is the fastest growing online video market in the world. Video is now a necessary strategy for reaching online audiences." *Mummy Daddy* is a potential collaborator in *Namaste* as they support independent filmmaking and are from the same industry.

Ankit Aggarwal – Director of Photography

Founder of Chitra Saga, Ankit is a Delhi-based Director of Photography with over five years' experience as a Visual Artist. Though his profession covers a wide range from Event to industrial, Fashion to Lifestyle, Travel to art, but he never leaves an opportunity to experiment! Ankit Aggarwal lies in the target market who are also in the film industry who will be a potential collaborator in *Namaste*!

Nayana Keswani – Artist

Artist and founder at The Bayless Ray, a one-gal art factory predominantly making clothes and paintings, based in South Delhi. *Nayana* is a Delhi based artist, studied from Pratt Institute, Brooklyn, New York. For her “Clothes are a piece of art”, that’s what she tries to incorporate in each of her hand-made and hand-stitched piece of clothing inspired from psychedelic 60s, with a lot of tie-dye, neon, bright patterns and prints, embellishments, flowers and what not! Also, organizes art events. *Nayana Keswani* lies in the target market and will be a potential collaborator in *Namaste*!

Vinny Bhagat- Sound / SFX artist

Vinny Bhagat (b,1980 India) is an experimental artist, composer & performer, working with the medium of live sound design, generative video, film & interactivity among media, technology & perception. <http://vinnybhagat.com/>. Founder & Director - Shivnakaun MediaArts / Studio, an audio-visual curatorial arts project & label, exploring innovative possibilities of expression in the field of new media art creation via compositions, performance, installations and online broadcasts (LiveRoom). Vinny has been working towards representing what we hear as not merely auditory cues to reference memory and moment, but also what we see, enriching the experience of sound by merging it with the visual using real time generative & synthesis tools, custom software, tailored algorithms creating vivid cinematic experiences for his audience. A graduate in Music Technology from The Elder Conservatorium of Music, University of Adelaide, his current research is based on Human Computer Interaction, virtual spaces & transferring artistic knowledge to intelligent Machines. He is a potential collaborator in *Namaste* due to his similar interests.

Cast & Crew

Sreyashi Roy – Artist

A design student in Indian Institute of Art & Design (IIAD), aspiring model and actor, *Sreyashi* aka *Yoshi* is a Delhi based artist born and raised in California. Her world revolves around artforms like hand poked tattoo, graphics and illustration. She is highly inspired by the hippie culture in terms of fashion and lifestyle as well as her pink hair being the highlight which made her perfectly fit in the protagonist of the film.

Sebastien Lezcano – Artist/Music Producer

Born and raised in Paraguay, Brazil, *Sebastien* aka *Katu* is a music producer/DJ based in Delhi, a design student from IIAD, and an art enthusiast. He also co-founded “Reefer” along with *Sreyashi Roy*, a weekly podcast mainly on techno music. He also has a guest appearance as the alter ego in the film.

Styling Team

Styling was the major part of the film, where *Sreyashi*'s pre-existing hippie characteristics helped the styling team in getting more depth into Anna's character where, *Priyanka Sarkar* and *Pallavi Sen* (a design student from NIFT, Kolkata) developed her different looks throughout the film, be it soft pastels on her eyelids to neon artwork on her face and the pairing of wardrobe from *Nayana*.

Make-up

Kanika Paul, a marketing professional and make-up enthusiast helped in creating Anna's looks along with the styling team.

Lighting

Pallavi Sen and Ankit Aggarwal

Analog Visuals

Janes de Mür, an art craft worker and a light artist from Kevelaer - Germany, who produces lamps and light objects, which consists of wood and liquid plastics. He is rigorously into experimental light installations. He was inspired of the liquid lightshows of the 70's, and projects with modiflicated overhead-and dia projectors, with moving liquids on canvases or buildings. Also, an educated glass painter and also developed a fashion label for customized clothes, hand painted T-shirts, caps and sneakers

Voice-Over

Antara Dey, alumni from NIFT Delhi, working in a creative digital platform currently based in Delhi gave voice for Anna's subconscious mind

Special Thanks

Arindam Bose, Neha Das and Utsav Garg

Short Film Budget

Summary Page

Title: Namaste – An Experimental Short Film	Length: 4 minute 21 seconds
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Formats:	<i>Shoot: Digital</i>	<i>Post: Digital</i>	<i>Distribute: NA</i>
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PERSONNEL:	PHONE #:
<i>Director: PRIYANKA SARKAR</i>	9999397460
<i>Producer: LAIDBACK PRODUCTIONS PRIYANKA SARKAR KABITA SARKAR</i>	9958561666
<i>Prod. Manager: PRIYANKA SARKAR ANKIT AGGARWAL</i>	9650321436
<i>Dir. of Photog.: ANKIT AGGARWAL CHITRA SAGA</i>	9650321436
<i>Art Director: PRIYANKA SARKAR</i>	9999397460
<i>Sound:</i>	
<i>Editor: PRIYANKA SARKAR</i>	9999397460

BUDGET SUMMARY:

- 1) Preproduction Total **1050 INR**
- 2) Production Total **16,175 INR**
- 3) Postproduction Total **5,500 INR**

GRAND TOTAL

INR 22,725/-

PROJECT TIMETABLE:

	<i>Begin:</i>	<i>Complete:</i>
1) Preproduction	14 th Feb'2018	22 nd March 2018
2) Production	23 rd March 2018	2 nd April 2018
3) Postproduction	3 rd April 2018	30 th April 2018

Table 12.3 Project Timetable

PROJECT DESCRIPTION:

Short Film Budget Breakdown

Title: NAMASTE – EXPERIMENTAL SHORT	Dir: PRIYANKA SARKAR
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Formats:	<i>Shoot:</i> DIGITAL	<i>Post:</i> DIGITAL	<i>Distribute:</i> N/A
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Length: 4 minute 21 seconds	Shooting Ratio: 16: 9	Shooting Days: 5
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1) Preproduction Breakdown:

Item/Service/Personnel	Unit Price/Rate	Cost:
Transportation (scouting)	500 INR	500 INR
Photocopying	250 INR	250 INR
Hospitality	300 INR	300 INR
PREPRODUCTION TOTAL		1050 INR

2) Production Breakdown:

Item/Service/Personnel	Unit Price/Rate	Cost:
<i>SUPPLIES:</i>		
Video record media	CANON EOS 5D MARK IV	Chitra Saga
Audio record media	ZOOM AUDIO RECORDER	Chitra Saga
Batteries	LP-16	Chitra Saga
Gels & diffusion	8 x 10 INR	80 INR
<i>EQUIPMENT RENTAL:</i>		
Camera/lenses	Sigma 24 MM ART lens F 1.4	1000 INR
	Canon 100 MM Macro F 1.8	1000 INR
	Canon 50 MM F1.8	Chitra Saga
	Sigma 35 MM ART lens F 1.4	Mummy Daddy
	Go Pro Hero 5	1000 INR
Camera support	Tripod and Manfrotto Monopod	Chitra Saga
Lighting	FX 400 Elinchrome	1000 INR
	KINO Light	1500 INR
	Yognou LED bar	500 INR
Grip and Stands	Backdrop and stands	500 INR

<i>ART DEPARTMENT:</i>		
Prop (Purchase)	Glitter Packet	50 INR
	Flowers	200 INR
	Highlighters	100 INR
	Acrylic Paints	160 INR
	Clock Concave Glasses	500 INR
	Photo Transparent Ink	500 INR
	Acrylic Sheets	300 INR
	Gateway Sheets	100 INR
	Oils	150 INR
	M-seal	100 INR
	Food Coloring	40 INR
Wardrobe (Collaborated)	The Bayless Ray – Nayana Keswani	
Hair & makeup (Collaborated)	Kanika Paul, Pallavi Sen and Priyanka Sarkar	
<i>LOCATION EXPENSES:</i>		
Location fee	The Pokebar India	2195 INR
Fuel	2000 INR	2000 INR
Studio rental (Collaboration)	Mummy Daddy Media PVT. LTD.	
Parking	200 INR	200 INR
Meals and Misc.	3000 INR	3000 INR
2) PRODUCTION TOTAL		16,175 INR

3) Post-Production Breakdown:

Item/Service/Personnel	Unit Price/Rate	Cost:
<i>MASTERING & DISTRIBUTION:</i>		
DVD / Blu Ray copies	30 x 10 Copies	300 INR
Packaging	20 x 10 DVD box	200 INR
Promotion & fest. fees		5000 INR
<i>POST PERSONNEL:</i>		
Editor	NA (Self) – Adobe Premiere Pro CC 2018	
Sound designer/mixer (Collaborated)		
3) POSTPRODUCTION TOTAL		5,500 INR

Disclaimer

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If you are interested in getting more information on NAMASTE, please contact:

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