



ITSY

a short film on kindness

PRESS KIT

For More Information, please contact:

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Technical Specifications

Country of origin: United Kingdom

Production Year: 2018

Running time: 12:00 minutes

Mastered Format: 1998x1080 / 25 fps

Available in: ProRes 444 / H264 QT / DCP

Aspect Ratio: 1:85

Sound: Stereo

Filmed on: Arri Alexa and Sony

Language: English

Links

Official website: www.itsyfilm.com

Official facebook: www.facebook.com/itsyfilm

IMDB: https://www.imdb.com/title/tt6856452/?ref_=fn_al_tt_1

Twitter: @premilapuri

Instagram: @premilapuri

Hashtag: #itsyfilm
#standforkindness

Film Festivals Awards

The Monthly Film Festival
Glasgow, United Kingdom
October 31, 2018

Best Actress, Audience and Best Trailer Awards

A Show For A Change
California, United States
November 1, 2018

Creativity Award

Direct Monthly Film Festival
31 December, 2018

Best Female Director Award

Feedback Female Film festival - Canadian Premiere
Toronto, Canada
January 17th, 2019

Winner Best Performances Award

Official Screenings

29th Istanbul International Film Festival - World, International Premiere
Istanbul, Turkey
December 14, 2018

Golden Earth Film Award
Nominee for Best Short Film
January 7, 2019

Women's Film Festival - USA, North American Premiere
Vermont, USA
March 22, 2019, US

Chennai International Short Film Festival - Indian Premiere
Chennai, India
February 16, 2019

Social Short Film Awards - European Premiere
Portugal
Dates tbc 2019

Jellyfest and Post Alley Film festivals 2018 and 2019 (US)
Selected as a Semi-Finalist

Industry film reviews:

<https://www.indieshortsmag.com/reviews/2018/09/itsy-tells-you-how-an-act-of-kindness-can-set-a-soul-free/>

<https://www.itsyfilm.com/wp-content/uploads/2018/10/ITSY-TMFF-Short-Critique.pdf>

<https://www.itsyfilm.com/wp-content/uploads/2018/10/ITSY-TMFF-Short-Critique.pdf>

<https://closeupculture.com/2018/09/11/short-film-watch-11/>

Logline

ITSY is a fictional narration of two neighbours and an unsuspecting friend who forges their unique bond.



The scene that is a catalyst in the film played by actors Ellie Rose Boswell (Alice) and Rez Kempton (Milan)

Short synopsis

ITSY is a story about a lonely and anxious woman who gets befriended by a spider who helps her to see herself and the world differently and ultimately to find a friend in a stranger, her next door neighbour, who she is initially suspicious of.

Long synopsis

ITSY was prompted by a true incident between my husband and a spider in his car on his journey to work one summer. In choosing not to kill the spider, what followed was a beautiful journey of compassion and companionship. We juxtaposed the partly true story of the spider within the fictionalised setting of the protagonist's world to depict a strong character arc and narrative

inventiveness. Through Alison's initially reluctant interaction with the spider we journey with her as her bigoted and ignorant view towards her neighbour eventually transforms positively when a hand of Kindness is extended towards her. The spider in our story inadvertently becomes a teacher and we see a more harmonious balance between nature and human being. The themes of Kindness and Compassion reverberate through the story as does harmony between Man and Nature.



Actors Ellie Rose Boswell (Alice), Houda Echouafni (Fatima) and Munir Khairdin (Mustafa)

Team Biography:

Producer/Director

Premila Puri's involvement in films started as Executive Producer on her micro-budget feature Delhi Boom! ITSY is Premila's debut short film as a producer and director. She recently worked as a Line Producer on a feature titled Nine Nights and her development slate includes two high end tv series and 6 episode webseries. She was selected to attend The International Rotterdam Film Festival's (IFFR) prestigious Lab Programme in January 2014 as one of 8 UK emerging producers. Director

Amy Mathieson is a film director and videographer born & raised in the UK. Her first feature length documentary, BMX Club; 1 Way Up, shot in native 3D was made with Academy Award Winners Shine Global and theatrically released in 3D before airing on MTV and Pivot in the US followed by a Netflix and iTunes release. Amy also works as an audiobook director, most recently directing the Mortal Engines audiobook which Peter Jackson is currently turning into a 200 million dollar movie.

Writer

Sameer Puri is a writer, director and fashion photographer. Technically and creatively gifted, he established an art and design lab in The Hague with clients such as the Dutch television giant Veronica. Teaching himself cinematography, scripting, and film production, Sameer endeavours to write films that motivate people towards happiness and inspiration.

Editor

Natasha Westlake is a Film Maker, Theatre Practitioner and Artist. As a film editor, she has worked on Batman Begins, The Imaginarium of Dr Parnassus, and The Women in Black amongst many others. She has also edited documentaries, art house feature films, Commercials and Music Videos. As a theatre practitioner she has written and directed over 32 plays and as an artist, she has collaborated with music producer William Orbit to create a portfolio of audio visual installations. Her visuals have supported various musical acts including Massive Attack and The Beaufortscale.

Director of Photography

Phil Humphries has worked in the UK film industry for twenty years and has an extensive knowledge of every aspect of the camera department. Itsy is his latest collaboration with Amy Mathieson. Credits while working as a Stereographer, camera assistant and digital workflow specialist include High Rise, Dredd, The Descent and 28 Weeks Later.



Behind the scenes: Director Amy Mathieson, Director of Photography Phil Humphries, Hair & Make up Kelle Scott and Producer & Director Premila Puri

'Itsy offered a poignant message to me: solidarity & kindness. Alison takes a journey through the film and, by the end, reaches a revelation about herself and her way of life for the better. In truth, that wasn't wildly unfamiliar to me and I recognised that this could be the same for many others too.'

Ellie Rose Boswell, protagonist

'Kindness is an innate human trait, an ability that our race needs to be reminded of.'

When I read the narrative of Itsy, I felt I needed to get involved.'

Smirti Kotecha, executive producer

FAQs

Premila Puri - Producer/Director

Amy Mathieson - Director

What was the inspiration behind ITSY?

PP: When my husband narrated his experience with his 'buddy' the spider, I was incredibly moved that a tiny spider had stirred something within an adult which eventually stopped him from killing the spider and destroying the web on his wing mirror. The kindness shown towards a tiny vulnerable creature inspired me to share this sweet touching story with the world and produce this as a short film on behalf of my charity Be Kind Movement which my production company, Ariana Ventures, has produced. Ignorance or fearing what we don't understand can breed prejudice and intolerance. If we can be kind and compassionate to animals, with whom we have little in common, then is it not possible to extend the same courtesy to each other, to overcome strife, violence and war and create a peaceful and kind world.

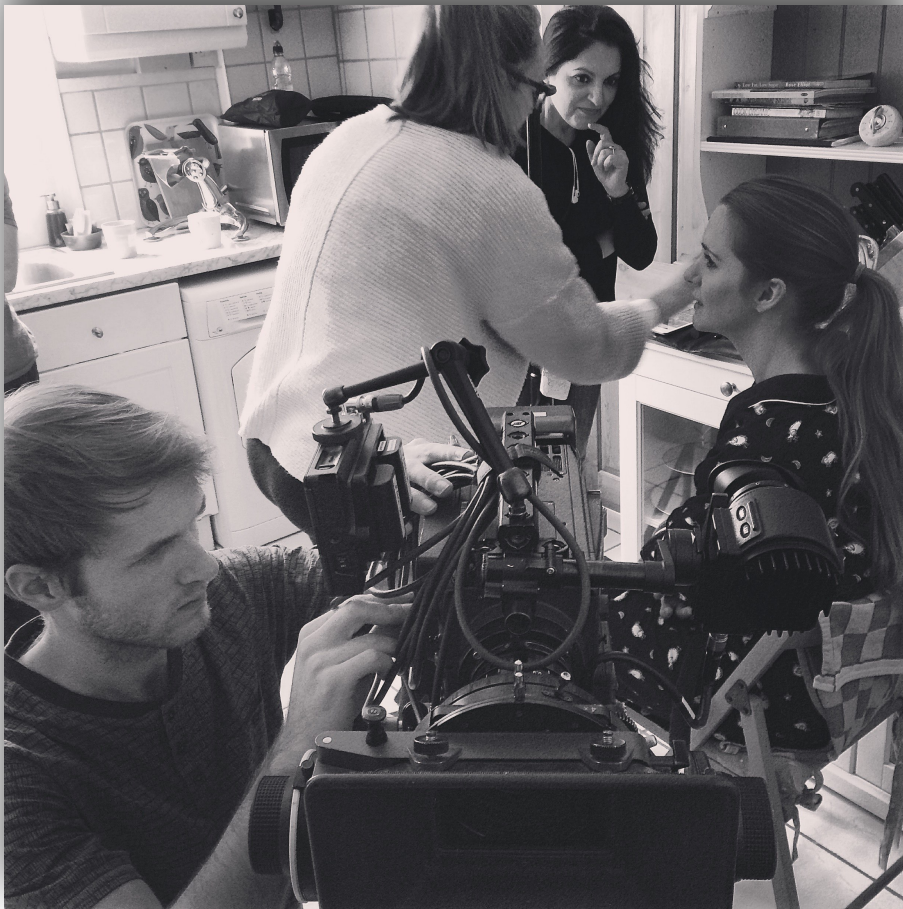


By the end of the film, Alison's (actor Ellie Rose Boswell) perspective about herself, her neighbours and nature are transformed for the better.

How did you assemble the team of actors and crew?

AM: I was completely drawn to the fantastic and heart-warming script written by writer, Sameer Puri who took the brief of a man and a spider in a car and reimagined the story with many layers and nuances in introducing the characters of Mustafa, Fatima and Milan. As a director, it was very important to find authentic actors and we have assembled a talented team excellent at improvisation and scripted work but who were equally passionate about the story, it's message and how we chose to present it. Working with editor, Natasha Westlake, and Sound Designer, Emma Butt, we have used sound and cutting techniques to heighten Alison's anxiety and illustrate her lonely state of mind whilst gradually building her connection with the spider. The opening of the film is bleak and darker to reflect Alison's frame of mind however as her relationship with the spider develops, we begin to see a change in her personality and that is reflected in the more vivid colour palette we used to drive the story forward.

Equally as the story progresses, our composer Segun Akinola's beautiful blend of classical music with Arabic themes has given our spider an authentic and cinematic quality that transcends Alison's world and that of her neighbours and finally allows them to connect.



Left to right: Producer and director Premila Puri, Actor Ellie Rose Boswell, Camera Operator Tomas Frigstad and Hair & Make up Kelle Scott

What was your approach to shooting ITSY?

AM: I approached the film as though it were under a microscope. Often the truth that is right in front of us is what we are most afraid of addressing. In the case of ITSY our protagonist, Alison, is an anxious hard working and focused career woman who's ill at ease with her Muslim neighbours, a combination off her biased perception towards them and the noise from their renovations which Alison finds to be a nuisance. Filming on an Alexa, we used the world of extreme close ups and Macro to blend the spider's world with Alison's attention to detail. A closeup of her applying lipstick, our spider creeping into her view as she looks into her wing mirror. Its about capturing humanity as we move from focusing on objects to people and emotions.

We film Alison in her car driving to work as she visits sites for client meetings and though she interacts with businesses, she doesn't have the camaraderie associated with office colleagues so often feels like she doesn't belong and so is out of place socially. We have shot on the streets of Newham in London (UK) with local actors to reflect the diversity in our story and also in Wandsworth where the story is set. Using a mix of hand held, static and a slider along with dash cam footage of the industrial world along with the CGI images of our spider and it's web on the wing mirror, our story seeks to not only entertain but most importantly to ask the question Does Kindness Matter? and to serve the craft of filmmaking as an art.

Tell us something about Itsy, the spider?

PP: During Alison's daily trips to work she encounters a tiny spider in her car who manages somehow to weave a place into her life. Acting as a catalyst, this little creature helps Alison break out of her cocoon and not only appreciate herself but eventually to bridge two cultures and strangers together. Our spider liberates Alison making this a key component of our story and at the



same time, we are also able to appreciate the importance of Nature and Man's relationship with it.

We worked with a high skilled VFX team out of India who have done a marvellous job in modelling and creating a believable yet magical creature whose warmth has been CGI'd from the colour of the skin tones from all the actors in the piece.

What are you especially proud of?

PP: Proud of many things actually! The story of ITSY is a celebration of diversity within our community, a 'coming together' (as Milan the character voices) that reflects multi-cultural Britain. And I'm proud to be a part of a vibrant city like London for over 20 years as a European Asian. We are also incredibly proud to represent the female voice whether in our lead protagonist, directors or in our heavy centric female crew. As we were keen to encourage women from BAME communities to enter the film industry, we provided practical working opportunity to a talented, young disadvantaged girl who worked with us as a runner. She penned a beautiful poetry for the film which we are excited to showcase at our film's premiere and are super proud of her journey to date. Finally, ITSY would have been impossible without the passionate commitment of our cast and crew who worked with us on modest rates whilst others forego their fee entirely, all for a good cause. It's been a humbling experience and the film is a testament to the Kindness shown by all of them. I hope they all are as proud of the final product as I am because without them and the support of our sponsors, donors and partners, ITSY would still have just been an inspired idea.



What do you hope to achieve with this film?

PP: The production company's goal is to showcase ITSY at film festivals and eventually on digital and other distribution platforms globally. Post the festival run, the charity is excited to showcase the film in local boroughs and educational institutions in the UK as part of its social impact strategy in 2019.



Ellie Rose Boswell playing the character of Alison

Full Production Credits

Cast:

Alison: Ellie Rose Boswell
Mustafa: Munir Khairdin
Handy Man 1: Shavy Makh
Radio caller: Amy Mathieson

Fatima: Houda Echouafni
Milan: Rez Kempton
Handy Man 2: Farhan Siddiqui
Radio announcer: Barnaby Edwards

Crew:

Co-directors: Amy Mathieson & Premila Puri
Written by: Sameer Puri
Director of Photography: Phil Humphries
Executive Producers: Shavy Makh & Smirti Kotecha
Sound Recordist: Grant Studart
Grip: Graham Trefler & Matt Orlowski
Digital Film Services: Mission Digital
Camera Transport: Karl P, Bartholomew B
Compositors: Stefan Susemihl, Fabio Tavares
Production Assistant: Katya Kan
Costume Designer: Jenny Anderton
Stills Photographer: Bunshri Chandaria
Dubbing Mixer: Emma Butt
Titles: Natasha Westlake
Graphic Designer: Kiira Smith
Design Agency: Sygmaa HC Solutions
Recorded at: Tileyard Studio
Solo Lavta: Kalia Lyraki
Website Development: Solution17
Restaurant rental: Abigail's Cafe
Insurance: IMS (Film & Media Insurance)
Social Enterprise: Fully Focused
Marketing & Campaigns Manager: Suzanne M

Produced by: Premila Puri
Editor: Natasha Westlake
Production Designer: ValentinaTurtur
Co-Producer: Veronica McKenzie
Music by: Segun Akinola
Camera Operator: Tomas Frigstad
Camera rental: Adam Etherington
Battery Rental: Hire a Camera
Vfx India: Charuvi Design Labs
Spider Modelling: Trace Vfx
Runner: Ruvimbo M & Alex Tawney
Hair & Make up Artist: Kelle Scott
Storyboard Artist: Ranjith.T
Colour Correction: Susumu Asano
Sub-title & Translation: Zoo Digital
Trailer: Rasika Chomkwang
Sound recordist (studio): Adam Helal
Jingle by: Lino Rise Media
Catering: The Gutsy Chutney
Refreshments: Eden Springs
Accountants: Farrar Smith
Printing: Vistaprint
Social Media Interns: Tatum & Che,
Social Impact Strategist: Trupti M,
Bevali M and Tia J

Sponsors:

Sponsors: Park Bakery, Coop Food, Egg
Free Cake Box, Trousseau Jewels, Lucy Choi
London, Haute-Elan

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Aleksandra King, Essential Surrey,
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