

Into Studio Masr

في ستوديو
مصر

(FEE STUDIO MASR)



a film by Mona Assaad



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After decades of public sector management, Studio Masr is offered for privatization in 2000. A team of young cinema devotees embarks on the studio's modernization adventure. Fifteen years later, they look back on their feat.

Fee Studio Masr (Into Studio Masr) is a tribute to the magical world of cinema where the illustrious studio takes us in a journey in time and space, fiction and history, friendships, aspirations and dreams.

CREDITS

Written and Directed by: Mona Assaad
Producers: Mona Assaad, Karim Gamal El Din
Camera and Sound Recording: Waheed Nagy
Editor: Reem Farid
Sound editing: Moataz Al Kamary
Sound mixing: Ahmad Gaber
Graphics and Credits: Ahmed Abdel Maksoud

In order of appearance:

Hatem Taha, Aly Mourad, Karim Gamal El Din,
Samir Farid, Gaby Khoury.

TECHNICAL DATA

Feature-long documentary
95 minutes, Color & B/W, 16/9
Stereo & 5.1

Language: Arabic
English Subtitles

DCP, BD & DVD copies

Production company:
Studio Masr (Elixir Artistic
Services)
Egypt

WORLD DISTRIBUTION

Studio Masr
(Elixir Artistic Services)

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SYNOPSIS

Studio Misr (or Masr as we Egyptians say – meaning Egypt) was inaugurated in 1935. It was the giant cinema project of Banque Misr, the first national bank in Egypt – a monarchy under British occupation back then. It is Studio Masr that transforms cinema into a real industry in Egypt and marks the beginning of the Golden Age of Egyptian cinema.

Nationalized under Nasser's socialist regime in 1960, the illustrious studio is offered for privatization in 2000 after four decades of public sector management. Despite the dismal condition of the studio, a team of young cinema devotees working in post-production embarks on the Studio Masr modernization adventure, signing a 20-year lease with the state. Fifteen years later, the three protagonists look back on their adventure and tell their stories.

The handing over of the studio at the turn of the millennium, the buildings restoration and renovation, and lab installation documented in 2000 are today archives. In fifteen years, a lot has happened: notably a revolution in Egypt and another in cinema industry worldwide since we are living the end of the celluloid era.

Through the history of Studio Masr and the story of our adventurous team, several narration layers lead us to discover more about Egypt and Egyptian cinema. Clips from Egyptian films shot in Studio Masr lead us to explore this illustrious place. Clips from other films are interspersed throughout the documentary, relating history or testifying to the lifestyle of Egyptians along the years, while magically shedding light on the history of a more than a hundred-years-old Egyptian cinema.

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MONA ASSAAD

DIRECTOR & PRODUCER

Born in Egypt in 1956, Mona Assaad studies medicine at Cairo University and works in medical research. Cinephile and active member of Cairo Cineclub since the '70s, she discovers the world of filmmaking when she works as medical support on location during the shooting of Youssef Chahine's *Wada'n Bonaparte* (Adieu Bonaparte) in 1984, and Yousry Nasrallah's *Sarikat Sayfeya* (Summer Thefts) in 1987. Starting 1996, she works as assistant director on feature and documentary films with Egyptian directors Radwan El-Kashef and Yousry Nasrallah.

In 2000, she joins Elixir Artistic Services company's team that takes over Studio Masr. When Studio Masr starts producing, she acts as the executive producer of its documentary productions, namely *El-Banate Dol* (These Girls) by Tahani Rached (Cannes 2006 Official Selection). She is the co-director on Rached's feature documentary *Giran* (Neighbors) 2009.

Assaad was also a jury member of the documentary competition at Tetouan International Festival for Mediterranean Cinema, 2011.

She directs and produces the documentary *Fee Studio Masr* (Into Studio Masr), her first film, released in 2018.



Executive producer:

Nafass Taweel (A Deep Long Breath) documentary by Tahani Rached, 2012.

Giran (Neighbors) documentary by Tahani Rached, 2009.

El-Banate Dol (These Girls) documentary by Tahani Rached (Cannes Official Selection – Out of Competition), 2006.

Co-director:

Giran (Neighbors) documentary by Tahani Rached, 2009.

Assistant director:

Baad Al Mawkea (After The Battle) feature by Yousry Nasrallah (Cannes Official Competition), 2012.

Genenet Al-Asmak (The Aquarium) feature by Yousry Nasrallah, 2008.

Bab El-Chams (Gate To The Sun) feature by Yousry Nasrallah (Cannes Official Selection – Out of Competition), 2004.

Nissaa men al-Zaman al-Saab (Women In Trying Times) documentary by Radwan El-Kashef, 2000.

El-Medina (La ville) feature by Yousry Nasrallah, 1999.

Arak el-Balah (Date Wine) feature by Radwan El-Kashef, 1998.

KARIM GAMAL EL DIN

PRODUCER



Born in Egypt in 1964, Karim Gamal El Din joins the American University, Cairo. In 1987, he graduates as a Bachelor of Mass Communication from Menlo College (Paolo Alto, California).

In 1988, he founds the company ORKA for Digital Special Effects, and in 1990, the company Elixir for Film Production and Distribution.

In 1997, Elixir is the first to introduce off-line editing in Egyptian cinema.

In the year 2000, Elixir expands by landing lease on the illustrious Studio Misr. Since then, the name was slightly transformed to become Studio Masr of which he is the CEO (Misr - or Masr as pronounced by Egyptians - meaning Egypt). But the real transformation of the studio lies in restored buildings, modernized equipment and new technologies introduced.

As a filmmaker, we owe Gamal El Din *Hassan wa Aziza: Kadayat Amn Dawla* (Hassan and Aziza: A State Security Case) in 1999, as well as a number of short documentaries.

He distributed in Egypt the long documentary *Quatre femmes d’Egypte* (Four Women From Egypt) by Tahani Rached (ONF production, 1997), of which he was the local producer in Egypt.

As a producer, in addition to *Hassan wa Aziza: Kadayat Amn Dawla* (Hassan and Aziza: A State Security Case) that he also directed, we owe Gamal El Din:

El-Banate Dol (These Girls) by Tahani Rached in 2006,

Ehna Etkabelna Qabl Kedah (Have We Met Before) by Hisham El Shafei in 2008,

Giran (Neighbors) by Tahani Rached (2009),

Nafass Taweel (A Deep Long Breath) by Tahani Rached, that he produced together with the film’s director in 2012,

and he co-produced with IPS Co. *Electro Chaabi* by Hend Meddeb, 2014.

Fee Studio Masr (Into Studio Masr) by Mona Assaad in 2018 is his latest production.

ARTICLES

All films lead to Rome

Soha Hesham – Al-Ahram Weekly

<http://weekly.ahram.org.eg/Portal/23/CULTURE/2317/0.aspx>

Festivals: Cairo

Giovanni Vimercati – Film Comment

<https://www.filmcomment.com/blog/festivals-cairo/>

Into Studio Masr: Tribute to magical world of Egyptian cinema

Mohamed Tarek – Daily News Egypt

<https://dailynewssegypt.com/2018/12/10/into-studio-masr-tribute-to-magical-world-of-egyptian-cinema/>

منى أسعد "في ستوديو مصر": سينما تروي حكاية السينما

Mona Assaad "Into Studio Masr": Cinema Telling the Story of Cinema

Nadim Jarjoura – Al-Araby Al-Jadid

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منى أسعد «في ستوديو مصر»: مرثية للأربعينات

Mona Assaad "Into Studio Masr": Elegy of the Forties

Essam Zakaria – Al-Akhbar

https://www.al-akhbar.com/Literature_Arts/266408/منى-أسعد-في-ست

حكاية استوديو مصر!

The Story of Studio Masr

Ahmed Mahmoud – Mobtada

<https://www.mobtada.com/details/791862>



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