



EID MUBARAK

AN OSCAR® QUALIFIED SHORT FILM





WINNER
 NEW YORK INTERNATIONAL
 CHILDREN'S FILM FESTIVAL
 2023 JURY AWARD



E I D

M U B A R A K

FILM INFORMATION

English Title	EID MUBARAK
Genre	Comedy Drama
Country of Production	Pakistan, USA
Language	Urdu, English
Production	Creator+ & Nehr Ghar Films
Production Year	2022
Running Time	16 minutes
Aspect Ratio	16:9
Shooting Format	Prores HQ 4444



LOGLINE

A privileged six-year-old Pakistani girl embarks on a mission to save her beloved pet goat from being eaten on the Muslim holiday of Eid al-Azha, only to learn the meaning of sacrifice.

SYNOPSIS

Iman, a privileged Pakistani girl, goes with her family to buy a goat, as is the tradition in Pakistan before the Muslim holiday of Eid al-Azha. She picks the cutest one, and takes it home. She spends all of her time with the goat, whom she names Barfi, after her favorite Pakistani dessert. Soon, however, she realizes that Barfi is not a pet, but a goat being raised for slaughter. She makes a plan to save Barfi's life before he can be sacrificed on Eid. Along the way, through the help of her family and friends, she learns the true meaning of sacrifice, and the reason behind Eid al-Azha.



Writer and Director, Mahnoor Euceph (right) with her sister Misha (left) and her family's beheaded goat on Eid al-Azha in Karachi, Pakistan in 2000.

DIRECTOR'S STATEMENT

Would that you could live on the fragrance of the earth, and like an air plant be sustained by the light.

But since you must kill to eat, and rob the newly born of its mother's milk to quench your thirst, let it then be an act of worship.

And let your board stand an altar on which the pure and the innocent of forest and plain are sacrificed for that which is purer and still more innocent in man.

When you kill a beast say to him in your heart,

"By the same power that slays you, I too am slain; and I too shall be consumed.

For the law that delivered you into my hand shall deliver me into a mightier hand.

Your blood and my blood is naught but the sap that feeds the tree of heaven."

- Kahlil Gibran, *The Prophet*

I made this film as a love letter to the country I once called home, to the religion that taught me how to be a human with humanity, and to my family who are the beginning and end of everything.

For non-Muslims, I hope this film is educational. For Muslims, I hope it is reflective.

And I hope, for everyone, it is a reminder of childhood, and that magical, wondrous world we leave behind when we grow up.



MAHNOOR EUCEPH

Writer and Director

Mahnoor Euceph is a Pakistani-American writer and director. She immigrated to Los Angeles from Pakistan at age eight and quickly learned that nobody else cared about cricket. Mahnoor graduated Summa Cum Laude from UCLA in 2017. In 2021, she received her Master's of Fine Arts from USC's School of Cinematic Arts in Film and Television Production. During her MFA, she worked as Art Director on *American Eid*, Disney's first ever Muslim story. In November 2022, she was a fellow in the Islamic Scholarship Fund's inaugural Muslim Centered Writers' Lab with support from Extracurricular and The Black List, for her feature film, *Queen of Diamonds*. Her professional directorial debut, *Eid Mubarak*, won the Jury Award for Live Action Short at the New York International Children's Film Festival, making the film Oscar-qualifying. Mahnoor is interested in exploring entertaining stories about the South Asian diaspora through the female gaze. Her work is injected with humor and features a hyper stylized feminine sensibility informed by design and fine art. With her films, she seeks to decolonize the mind.



KAMIL CHIMA

Producer

Multi-disciplinary Pakistani filmmaker Kamil Chima graduated from Harvard College in 2015. He is best known for his debut feature film *Laal Kabootar* (2019), which he co-wrote and produced. The film was Pakistan's Official Selection for the Academy Awards 2020 and played at Palm Springs International Film Festival.

Born and raised in Pakistan, but molded and shaped in college in the US, Kamil is at home in two worlds. Through *Eid Mubarak* he aspires to bring these two distinct worlds closer together. Kamil is currently signed on with Stage 13 (Warner Bros.) for his next project.



BEN O'KEEFE

Producer

Ben O'Keefe is a Forbes 30 Under 30 award-winning filmmaker, social change activist and multi-hyphenate leader on the frontlines of the progressive movement, navigating the intersections of entertainment, politics, and social impact. O'Keefe served as a producer across the new studio, Creator+'s feature films. In 2021, Ben launched The FLIP THE SCRIPT Short Film Fund, in partnership with The Kennedy/Marshall Company, NAACP Hollywood Bureau, and advisors such as legendary producer Frank Marshall, 6x NBA All-Star and co-founder of Mortal Media, Blake Griffin; Emmy-nominated actor MJ Rodriguez ; Producer & Director Lulu Wang, actor & activist Kendrick Sampson; and Showrunner Elle Johnson. Ben served as a producer on the Amazon Studios film All In: The Fight for Democracy featuring Stacey Abrams, which was nominated for a Primetime Emmy Award. O'Keefe was also head writer and guest host of the Webby and Shorty award winning MTV program DECODED and recently served as a Senior Advisor to Senator Elizabeth Warren's presidential campaign.



SELENA LEONI

Producer

Selena Leoni is an award-winning transnational producer from Italy and China. She is a BAFTA Newcomers member and a Film Independent's Project Involve Producer Fellow. Selena has been creating content on social advocacy and humanistic storytelling since her early career as a multimedia producer in Hong Kong and later transitioned into film and television. As a film, television, and multimedia producer with over 10 years of interdisciplinary experience, Selena developed and produced many acclaimed projects, including feature films, short films, VR scenarios, and documentaries. She also served as the program director of Flip The Script Short Film Program, where her leadership and mentorship helped emerging filmmakers tell their stories in a compelling way. With her passion for globalized character-driven stories and her experience in production, Selena continues to champion social inclusion and give a platform to those who have been historically marginalized in the film and television industry.



ARLENE MÜLLER

Director of Photography

Arlene Müller is a cinematographer living in Los Angeles, CA. Her primary focus is narrative content. She seeks out work that pushes the boundaries of conventional filmmaking and embraces experimentation. Arlene is a graduate of the American Film Institute, where she completed her MFA in Cinematography. Arlene has shot features, shorts and series which have shown at many festivals including Sundance, SXSW, Tribeca, Clermont-Ferrand, TiFF, and the Berlinale.



HASHIM ALI

Production Designer

Hashim Ali is a graduate of the prestigious National College of Arts (NCA), Lahore in Visual Communication Design. Describing himself as a "total and utter nerd" he was the recipient of both the Chughtai Award (Excellence in the Field of Design) and the Saadat Hassan Manto Award (Excellence in the Field of Performing Arts). Starting with his first project in 2010, Hashim Ali has made a huge impact in the world of fashion in Pakistan, especially in the way shoots are conceived and executed. In a growing portfolio, consisting of some of the biggest clients of the fashion, film and TV industry in Pakistan, Hashim strives for perfection and excellence.





FILM STILLS





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CREDITS

Written and Directed by **MAHNOOR EUCEPH**

Starring **RUBAB RASHEED, MOMINA SALMAN, BARFI,
ZOHARAHMAN, EMMAD BUTT**

Executive Producers **JABER MUHAMMAD HUSSAIN, ADAM WESCOTT,
SELENA LEONI, NICK PHILLIPS, MCKENNA
MARSHALL, AZHAR & FARAH HAMEED**

Producers **MAHNOOR EUCEPH, KAMIL CHIMA, BEN O'KEEFE**

Associate Producers **LISA ZHANG WHARTON, SAMINA MASOODI
& SHAFAT QAZI, MISHA EUCEPH, ANTHONY LI**

Director of Photography **ARLENE MÜLLER**

Production Designer **HASHIM ALI**

Edited by **RILEY SWEENEY LYNCH**

Music by **THE SKETCHES (LAHOOTI)**

Costume Designer **IQRA SHEIKH**

Sound Design **THIS IS SOUND DESIGN STUDIO**



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