The Magic Has Begun

Currently eight weeks into principle photography, Wuji – The Promise is the magical fantasy epic tale written and directed by Oscar-nominated and Golden Globe-winning helmer Chen Kaige. Ernest “Etchie” Stroh, producer on the USD $35 million dollar picture flew into Cannes for a few days and returns immediately to China having shown behind-the-scenes images of the production and its construction dynamics to distributors worldwide. The film, although shot in the Mandarin language, is an Asian production combining top cast and crew talent from China, Japan, Korea, and Hong Kong. The production combines the expertise and award-winning skills of The Academy Award-winning team of Crouching Tiger, Hidden Dragon with Cinematographer Peter Pau and Production Designer Tim Yip heading the production and filming crews. “The scope of this piece is incredible,” commented Stroh. “At present, we are shooting in Yammouh, in the Yunnan province, with 2,000 extras, 2,00 buffalo, and 50 horses, all in 43 centigrade heat. We recently shot scenes in Hengdian on sets that took five months to build, and of course were destroyed immediately. The production now moves to 12,000 feet above sea level to Shangri-La for six weeks, where the filming will take advantage of the unique flowers that blossom at this time of the year to add to the magical look of the three special sets that are being created. Then it’s back to Beijing for a six to seven week shoot on four different sets. The production wraps in Inner Mongolia where, at the end of August, an unprecedented battle scene takes place with over 1,000 horses and 2,000 extras.”

Japanese master Kimiya Masago has created dramatic designs for the costumes, weapons, and props needed for the large-scale production. The ground-breaking martial arts and battle sequences are being choreographed by Dion Lam, fight choreographer and stunt coordinator of Spiderman 2, The Matrix Revolutions and The Matrix Reloaded. Working with a crew of top stuntmen from Hong Kong and China, a 10-man special effects team led by Frankie Chung (Kill Bill 1 & 2) from Centro Studios Hong Kong is helping create the magical vision of Chen Kaige. The Promise is the single largest-budgeted film to be undertaken in Asia, and is a co-production between China Film Group, Shengkai Films, and Moonstone Entertainment with actress/producer Chen Hong and Etchie Stroh producing. Moonstone Entertainment is handling worldwide distribution. Filled with allegorical imagery and larger-than-life characters, The Promise, a magical tale set “3000 years ago in the future,” follows the story of a pompous general (Sanada), a beautiful, headstrong princess, Cecilia Cheung, a sardonic, black-hearted duke Nicolas Tse, and a courageous slave Jang Dong Gun, who are all entangled in war, love, and destiny somewhere in Asia.

The Promise marks Stroh’s second outing with Chen. Moonstone Entertainment represented the director’s most recent feature film, Together, for worldwide sales.
**In Retrospective**

SOUTH AFRICA @ CANNES 2004

CELEBRATING 10 YEARS OF DEMOCRACY

website: www.nfvf.co.za

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**Story Of An African Farm**

Director: David Lister

Producer: Bonnie Rodini

In a harsh, windswept landscape of searing heat and arid rolling hills, in a land of brilliant blue skies and dry cracked earth, into a farm isolated within the vast African Karoo, comes a stranger...

**Screening Today Star 4 at 12:00**

During Cannes
South African Pavilion n°12
International Village
Jackie Motsepe 06 67 07 02 82 • jackiem@nfvf.co.za

**FILMS IN RETROSPECTIVE**

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**BRIEFS**

Quick Recap on Deals @ Cannes 2004 May 13th – 16th

**Lions Gate Films International**

is handling international sales for Andy García’s *The Lost City*. The dramatic Cuban love story will be directed by García with principal photography beginning in June 2004 in the Dominican Republic and filming also scheduled to take place in Miami and New York.

**Equator Films.**

US rights to the UK theatrical hit *Charlie* have been acquired by The Syndicate and Twentieth Century Fox Home Entertainment. *Charlie* will be theatrically released in the US by upstart production and distribution company, The Syndicate, which is owned by Gareth West and James Henney. The move marks The Syndicate’s first theatrical release. Twentieth Century Fox Home Entertainment will distribute the film on video and DVD.

**Myriad Pictures**

has sold Australian and New Zealand rights for the drama Kinsey, written and directed by Bill Condon, to 20th Century Fox International. Fox previously acquired rights to the UK, Italy, Latin America, and Germany. Fox Searchlight has the North American rights. A late 2004 release is scheduled.

**Lions Gate Films International**

acquired worldwide distribution rights (excluding Japan) to producer Taka Ichise’s newly announced horror package J-Horror Theater.

**Optimum Releasing**

acquired all rights to the Oscar-nominated Dutch film *Twin Sisters* from High Point Films.

**The Asylum**

the Independent production and distribution studio that announced financing to produce twenty films over the next two years, secured territorial distribution partners for the first package of ten horror and thriller titles. Home Entertainment Corp. has taken the package for the UK. Mexico and Central America have been sold to Cine Video y Televisión. Other Horror Collection partners include New World Pictures in Thailand and Multi Vista Film for Indonesia.

**Atlas International**

has sold *A2 Racer* - produced by Constantin Film, Movie-the art of Entertainment, and Deluxe Productions – with theatrical release scheduled for this summer, to more than 50 territories globally, including France (Metropolitain), Italy (Media Network), Spain (TotMedia), Holland (Media Sales), Turkey (Cinemedy), Thailand (Jiants), Eastern Europe (Peekshill), Russia (Beliven), Latin America (Investment Media Group), Japan (Presidio), Indonesia (P.T. Menara), and French Canada (Videoville). *A2 Racer* is based on a bestselling videogame by Dutch software company Davilex. All film distributors plan cross promotions with the videogame distributors in their respective countries.
AMERICAN FILM MARKET
3-10 November 2004

Confirmed Exhibitors—More Than 200 and Counting

Action Concept • Alain Siritzky Productions • Allied Entertainment • Alpha Film Group • Alpine Pictures International • America Video Films S.A. • American Cinema International • American World Pictures • Andrew Stevens Entertainment • Archlight Films • Ardustry Home Entertainment • Armada Pictures International • Art Mood Entertainment • Artist View Entertainment • The Asylum • Atlas International Film • Aura Entertainment • AV Pictures Limited • Award Pictures LLC • Banana Films • Bauer Martinez Studios • Becker Films International • Beyond Films • Birch Tree Entertainment • Blue Star Movies • Bristol Media International • BV International Pictures • Canadian Producers Group • Capitol Films • Castle Hill Productions • Celluloid Dreams • Cinamour Entertainment • Cine Excel Entertainment • Cineclick Asia • Cinema Arts Entertainment • Cinema Service • Cinemavault Releasing • CineTel Films • Conquistador Entertainment • Content International • Cori MovieVentures • Creative Light Entertainment • Crown International Pictures • Crystal Sky Worldwide Sales • Curb Entertainment International • Cypress Moon Productions • David Heavener Entertainment • Daybreak Pacific Limited • Distant Horizon • Dream Entertainment • Echelon Entertainment • Echo Bridge Entertainment • Entertainment 7 • Export-Union of German Cinema • Fantastic Films International • Filmax International • First Look International • FirstupFilm International • Focus Features • Fortissimo Film Sales • Franco Columbu Productions • FremantleMedia Enterprises • Fries Motion Picture Company • Fusion International Sales Corp. • Gaumont • Girij Entertainment • Global Cinema Group • Gold Circle Films • Goldcrest Films International • GoodTimes Entertainment • Gorilla Pictures • Green Communications • GreeneStreet Films • Grupo Novo de Cinema e TV • H3O Filmed Entertainment • Hallmark Entertainment • Hannibal Pictures • HanWay • Harmony Gold • HBO Films London • Hollywood Wizard • Horizon Entertainment • IAC Film • Icon Entertainment • IFD Films and Arts Limited • IFM World Releasing • ImageWorks Entertainment • Imagination Worldwide • IndustryWorks Distribution • Inferno Distribution • Inferno Film Productions • IN-motion Pictures • Intandem Films • Intermedia Film • I.S. Film Distribution • ITN Distribution • JETRO • Kang JeGyu Films • Kanzaman S.A. • Karlin-Green Media • Kathy Morgan International • Keller Entertainment Group • Keystone Entertainment • KM Culture Company • KWA • Lakeshore International • Lee Daniels Entertainment • Lightning Entertainment • Lions Gate Films • Lolafilms • M6 Droits Audiovisuels • Mainline Releasing • Mar Vista Entertainment • Maxim Media International • Media 8 Entertainment • Media Blasters • Media Luna Entertainment • Mexican Film Institute (IMCINE) • Mindfire Entertainment • Miramax International • Mirovision • Mobius International • Modern Entertainment • Moonstone Entertainment • Morgan Creek International • Motion Picture Corporation of America • Moviehouse Entertainment • Myriad Pictures • NFDC - India • New Concorde International • New Films International • New Line Cinema • North by Northwest Entertainment • Nu Image • NZ Film • Oasis International • Odyssey Entertainment • Paragon Film Group • Pathé International - France • Pathé International - U.K. • Peace Arch Films • PFG Entertainment • Pony Canyon • Porchlight Entertainment • Portman Film • Quantum Entertainment • Regent Entertainment • Renaissance Films • RexMedia • Rigel Entertainment • Roissy Films • Sci-Fighter Films • Screen Media Ventures • Senator International • Shochiku Co. • Shoreline Entertainment • Showbox • Showcase Entertainment • Signature Pictures International • Silverline Entertainment • Sofi Films GmbH • Spain Trade Commission • SPG Home Video • Starway International • The Steel Company • Stonelock Pictures International • StudioCanal • Summit Entertainment • Svensk Filmindustri • Syndicate Films • 3DD Entertainment/ND DVD • Toei Company • Toho Company • Tomorrow Films • Trans-Pacific Media • Trident Releasing • Troma Entertainment • Tube Entertainment • Ultra Distributors • Unified Film Organization • Unitel Pictures • Vine International Pictures • Vision Films • Vivamore Entertainment • Windline Films • Worldwide Film Entertainment • York Entertainment

Office requests received by 18 June receive assignment priority

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The annual Morgan Creek Brunch was held yesterday at Alain Llorca’s Le Moulin de Mougins. James G. Robinson extended his exuberant hospitality to the gathered leading members of the international film community inviting all to celebrate his return to the independent arena. Director Renny Harlin, currently in the final stages of adding finishing touches to *Exorcist The Beginning* flew in for the Brunch. Regulars to the Cote de Azur know the location as the famous restaurant created by Roger Verge. In the first quarter of 2004, Verge sold the property to this exciting new Chef, Alain Llorca, and his brother Jean Michel, the Chef Patissier. The weather was fabulous, the food exquisite, and once again to everyone’s delight – applause for the skills exhibited by the brothers Llorca – the Morgan Creek brunch was a culinary tour de force and a resounding success.
Jan, Peter and Jule are living out their rebellious youth. They are united by their passion to change the state of the world. Jan and Peter become “The Edukators”, mysterious perpetrators who non-violently warn the local rich their “day of plenty are numbered”. Complications follow when vulnerable Jule ends up falling for both young men. Reckless choices result in danger. An operation gone wrong and what was never intended to be a kidnapping brings the three young idealists face-to-face with the values of the generation in power.

Edukators

The first snow has fallen on Seoul. Munho, a young plastic arts lecturer, meets his friend Hunjoon, a penniless filmmaker just back from the USA. They set off on the trail of a memory: Sunhwa, a young woman whom they were both in love with a few years earlier...

Woman Is The Future Of Man
09:15  Kwaidan: Eternal Love ........................................ Palais B ........ Horizon Entertainment Ltd

09:30  Bailey’s Billions ........................................ Arcades 1 .... Arelight Films
Perfect Strangers ........................................ Arcades 3 .... New Zealand Film
Schultz Gets The Blues ................................ Palais C .......... Mdc International
Perfect Opposites ........................................ Palais D .......... Lightning Entertainment
Sleeping Fortune ........................................ Palais E .......... Latido
The Last Victory .......................................... Palais F .......... Films Transit
Baramarba ................................................ Palais G .......... Tohokushinsha Film Corporation
Lisbela And The Prisoner ............................. Palais H .... Grupo Novo De Cinema E TV

White Skin ................................................ Palais I .......... Seville Pictures Inc
Aftermath .............................................. Palais J .... Nordisk Film International Sales
Hana And Alice ........................................ Palais K “Bory” .... Fortissimo Film Sales
The Birthday ............................................. Riviera 2 .... Arcadia infinity Films
Strange Crime .......................................... Riviera 3 .... Vision Int’l - Vision Group
2001 Nights .............................................. Riviera 4 .... The Legend
Nightmongs ............................................. Riviera 5 .... Bavaria Film International
Moscow Zero ............................................ Riviera 6 .... Valentina Pictures
Ils Se Marierent Et Eurent Beaucoup D’enfants... Riviera 7 .... Pathe International

09:45  Don’t Move ........................................... Olympia 5 .... Capitel Films

10:00  Dope .................................................. Arcades 2 .... Gorilla Films Pty Ltd
Imaginary Heroes ...................................... Olympia 2 .... Signature Pictures International
The Role Of Her Life ................................... Olympia 3 .... TI International
People .................................................... Olympia 4 .... Studiocanal
Big Eyes .................................................. Olympia 7 .... Renaissance Films
The Holy Girl ........................................... Olympia 8 .... Ibo Films London
Un Homme À Femme ................................... Palais G .... Carabte Films Compagnie
Mercano The Martian ................................ Riviera 1 .... The Coproduction Office
Bad Eggs ................................................ Riviera 2 .... Fusion International Sales
The Squealer .......................................... Riviera 4 .... Reeasy Films
The Rashevski’s Tango ................................ Riviera 6 .... Onoma
Emm ..................................................... Riviera 8 .... Ar Pictures Limited
Agas And The Storm ................................... Star 2 .... Adriana Chiesa Enterprises
Blind Flight ............................................ Star 3 .... Moviehouse Entertainment
Prunel ................................................... Star 4 .... Syndicate Films

11:00  Bonnie’s Moment ................................... Palais F .... Ze Monke Tribe Production

11:30  Temporada De Patos ................................ Arcades 3 .... Funny Balloons
Youths .................................................. Palais B .... Brussels Ave
Hardcore ............................................... Palais C .... Greek Film Centre
Women For Sale ...................................... Palais D .... Limelight Films Europe
Red Lights .............................................. Palais E .... Celluloid Dreams
Incident At Loch Ness ............................. Palais F .... Eden Rock Media
Tanger .................................................. Palais H .... Aurum Producciones
Back To Koteluch .................................... Palais I .... Roasy Films
The Pearl .............................................. Promark / Zephyr
The Other Side Of The Street ................... Riviera 3 .... Telepool Gmbh
Passages .............................................. Riviera 5 .... TelemovilGmbH
The Center ........................................... Riviera 7 .... Studiocanal
Casablanca Driver .................................. Riviera 10 .......... Wild Bunch
4 Songs ............................................... Star 1 ....

12:00  Saw .................................................. Arcades 2 .... Lions Gate Entertainment
The Good Shepherd ................................... Olympia 4 .... Peace Arch Films Ltd
Odcz-Esper ................... Grand Théâtre Lumière
C’ Comme L’oiseau .................................. Palais G .... Bicephale Production
The Rocket Post ..................................... Palais K “Bory” .... Kathy Morgan International
The Blue Butterfly ................................. Riviera 2 .... Axxam International
Cold Light ............................................. Riviera 4 .... Media Entertainment Gmbh & Co.kg

Stateside .............................................. Riviera 6 .... First Look International
Je T’aime...mol Non Plus ......................... Riviera 8 .... Onoma
House Of D ........................................ Star 2 .... D Films
School For Seduction ................................ Star 3 .... Av Pictures Limited
The Story Of An African Farm .................. Star 4 .... National Film & Video Foundation Of South Africa

13:00  Mayer Of The Sunset Strip ..................... Arcades 3 .... Lakeshore International
Goose ............................................... Arcades 3 .... Park Entertainment
Begin And Me Dot Com ......................... Palais B .... French Film Foundation
The Loved Gun ...................................... Palais C .... Pony Canyon Inc
Gunnar Goes Comfortable .................... Palais D .... Nonstop Sales AB
Adan Y Eva (Todaviva) ......................... Palais E .... Mexican Film Institute (Imcine)
Detective Psycho ................................... Palais F .... Horizon Entertainment Ltd
Phileine Says Sorry .............................. Palais H .... Fortissimo Film Sales
Football Days ........................................ Palais I .... Soegene & Sogepaq
Process .............................................. Palais J .... Gemini Films
The Promise ........................................ Riviera 1 .... Kevin Williams Associates

Symmetry .............................................. Riviera 3 .... Spi International Poland
My Magical Friend Sams ......................... Riviera 5 .... Beta Cinema / Ess Distribution
Machuca ............................................. Riviera 7 .... Latido
The Pleasure’s All Mine ......................... Star 1 .... Wild Bunch

14:00  Three Steps Dancing – Ballu A Tres Pasos ... Olympia 4 .... Rai Trade
Football Factory .................................. Olympia 5 .... Hanway Films
Hollywood Flies .................................... Olympia 7 .... Peace Arch Films Ltd
Let For Deuce ..................................... Palais G .... Modern Life ?
The Last Sign ........................................ Palais K “Bory” .... Darelight Films
Parsley Days ........................................ Riviera 2 .... Cinemativa Releasing
Three Dancing Slaves ......................... Riviera 4 .... Films Distribution
Producing Adults .................................. Riviera 6 .... Celluloid Dreams
Midsummer Dream .............................. Riviera 8 .... Dygra Films
When I Turned Nine ............................. Star 2 .... Cinema Service
A Man’s Gotta Do ................................. Star 3 .... The Works

Garinchella Lonely Star ......................... Star 4 .... Grupo Novo De Cinema E TV

Brazilian Cinema

15:30  Cell Phone ........................................ Arcades 1 .... Media Asia Group
Three Suns .......................................... Arcades 3 .... Nonstop Sales AB
Tokyo Noir ......................................... Palais B .... Gold View Co., Ltd.
Clara Et Moi .................................... Palais C .... Flach-Pyramide International
The Whore’s Son .................................. Palais D .... Archipel Filmproduktion
Spin .................................................. Palais E .... Curb Entertainment
Japanese Horror Anthology II .............. Palais F .... Horizon Entertainment Ltd.
Sacred Footprint .................................. Palais H .... Fabafi Cinema Foundation
Formula 17 ........................................ Palais I .... Fortissimo Film Sales
Headrush ............................................ Palais J .... Park Entertainment
Earth And Ashes .................................. Palais J .... Mercurie International
You I Love .......................................... Riviera 3 .... Media Entertainment Gmbh & Co.kg

Gun-shy ............................................. Riviera 5 .... Soha Media Gmbh
Lightning In A Bottle ......................... Riviera 7 .... Lightning Entertainment
Trauma ............................................... Star 1 .... Myriad Pictures

IN COMPETITION

The Educators ....................................... Grand Théâtre Lumière 08:30; 19:00
Woman Is The Future Of Man ................ Grand Théâtre Lumière 12:00; 22:30
Fahrenheit 9/11 ..................................... Grand Théâtre Lumière 16:30

DIRECTORS FORTNIGHT

Wall ................................................ Noga Hilton
A Vol’ Bon Courage ......................... Noga Hilton
Kab E’Talks ....................................... Arcades 1
Je Suis Un Assassin ............................. Noga Hilton

46 • The Business of Film
Day 6 • Cannes Film Festival 2004

ON THE BEACH

Dona Flor And Her Two Husbands ........ Plage Mace; 21:30

UN CERTAIN REGARD

Hotel ........................................... Théâtre Claude Debussy; 11:00; 16:30
The Assassination Of Richard Nixon ......... Théâtre Claude Debussy; 14:00; 22:30

CRITICS WEEK

A Casablanca Les Argus Ne Volent Pas .... Salle Buñuel; 08:30
Or ................................................ Miramar; 11:00; 17:30; 22:30
Adieu Philippine .............................. Miramar; 15:00; 20:00
<table>
<thead>
<tr>
<th>Time</th>
<th>Film Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:00</td>
<td>Ae Fond Kiss, Abjad - The First Letter, A Passion Play - Chocker Bali (Trailer)</td>
</tr>
<tr>
<td>18:00</td>
<td>Fracture, Maarek Hob, Marigold, Ginji The Slasher, Silimido, Three Point Six, My Little Bride, September Tapes, Midsummer Dream, Eulogy, Back In The Day</td>
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<tr>
<td>19:30</td>
<td>Head-on, Runaway</td>
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<td>19:45</td>
<td>Akame 48 Waterfalls</td>
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<tr>
<td>20:00</td>
<td>Suburbs, Off The Map, Mister V, Mooalade, Lost Focus, No Regrets, Cleopatra, Strange That Bedfellows, A Passion Play - Chocker Bali (Trailer), Boom, Ajbod - The First Letter, Spider Forest, Spooked, Ace Fond Kiss, Avatar</td>
</tr>
<tr>
<td>20:30</td>
<td>Rain Dogs</td>
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</tbody>
</table>

Diane Kruger & Orlando Bloom stars in Tray by Wolfgang Petersen

The Wooden Camera

The Painting

Emotional Backgammon

El Kotbia

Strings

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Day 6 • Cannes Film Festival 2004
My diplomatic suggestion that Universal Studios should consider correcting their sculpture of the world had fallen on deaf ears. For a moment, I was blinded by the words ‘we have no plans to change it.’ Then I spotted the PR department’s email address and pictured thousands of cyber-surfing Hobbit fans bombarding the studio with petitions of their own. This was a job for the internet. Website construction began at once for www.putnewzealandonthemap.com. I kept the message light, pointing out the famous New Zealand actors and directors, the productions that had been filmed in New Zealand, the awards New Zealand’s sons and daughters had won, the revenue that Universal would be earning in its collaboration with New Zealander Peter Jackson on the upcoming remake of King Kong in New Zealand. I pointed out how many smaller countries are represented on the sculpture. I supplied a letter and asked everyone who visited the site to forward a copy of it to Universal. Then, I sat back wondering how many people would find the site and hoping that at least a few would actually follow through and send an email to Universal.

TO BE CONTINUED…

The Fabulous Buckley

When you are talking insurance, Buckley Norris – the industry’s most experienced insurance broker, is your man. Celebrating 40 years with AON/Albert G. Ruben, the industry’s premier underwriting agents, Buckley Norris has been at the forefront of the international film insurance game since 1964. From the majors to the independents and the smaller independents, Buckley Norris is the man. The value chain of relationships in the international world of film is no better personified than when speaking the name Buckley Norris. In Cannes until May 23th, Norris is looking to talk with the upcoming and emerging film producers from around the world. Contact Buckley at the Hotel du Cap.