



# News Release

For immediate release

## 25 local features to debut at Cannes Film Market

**Singapore, 6 May 2010** – Riding on Asia’s growing presence in the international film scene, the Media Development Authority (MDA) will be promoting a slate of 102 film projects, of which 25 are new titles from both established and up-and-coming local filmmakers at the Marché du Film or Cannes Film Market which runs from 12 to 21 May in Cannes, France. This figure marks a 25% increase in the number of new films headed up to Cannes compared to 2009. Please see the Annex for listings of the new films.

From romantic comedies and adventure flicks to animation features and thrillers, these new film projects cover a wide spectrum of genres as well as storylines and include a mix of both completed and in-production titles. Examples of in-production titles include *Neon Sign*, the first Singapore-China-Korea film co-production funded through MDA’s International Film Fund, and *Bait*, Singapore’s first stereoscopic 3D action thriller co-produced by Singapore’s BlackMagic Design, and the first film under the Australia-Singapore co-production treaty. *Bait*, which is currently in pre-production, has been pre-sold to over 24 territories worldwide.

Commenting on the new slate of films, Dr Christopher Chia, MDA’s Chief Executive Officer said: “As the local film sector matures and the filmmaking community becomes increasingly business-savvy, more of our media players are concentrating on co-producing commercially viable, internationally marketable projects. In fact, of the 25 new titles that we are bringing to the Market, two-thirds are currently in various stages of production”.

Among the slate promoted at Cannes are those supported through the Singapore Film Commission’s New Feature Film Fund (NFFF). They include Boo Junfeng’s *Sandcastle*, which is screening at the Cannes International Critics’ Week and is also

in the running for the Camera d'or or Golden Camera award, a distinction for best first feature film in any one of the Cannes' selections - the Official Selection, the Directors' Fortnight or the International Critics' Week. *Sandcastle's* debut at Cannes marks its world premiere and is the sixth consecutive year that a Singapore film is featured in the Festival. *Sandcastle* is scheduled for release in Singapore later this year.

In addition to *Sandcastle* and the inaugural batch of NFFF films, the SFC will also be promoting four new NFFF projects at the Market, including *Endless Day* directed by Ho Tzu Nyen; *Get Meaty* directed by Han Yew Kwang; *Camera* directed by James Leong and *Causeway* by Alson Ho, for pre-sales. Other films in the Singapore slate include locally released *Love Matters* and *Where Got Ghost*, both co-produced by Neo Studios.

Visit the Singapore Pavilion at the Cannes Film Market at C9, Riviera Hall in the Esplanade Georges Pompidou in Cannes, France.

### **Calls-For-Proposals**

MDA recently announced two calls for proposals: the International Film Fund (IFF) and International Animation Fund (IAF). The IFF, launched at last year's Cannes Film Festival, is now in its second year and is open for worldwide submissions until 12 July 2010. Through this fund, MDA will co-invest up to S\$5 million per project. Selected projects must involve a Singapore company as executive producer or co-producer and will be represented by Hong-Kong based international sales agent, Distribution Workshop.

The International Animation Fund is also open for submissions of new animation content for all platforms from television series to theatrical features. Similar to the IFF, the Animation Fund will see MDA co-investing up to S\$5 million for each qualifying project. Selected projects will be represented globally by FremantleMedia Enterprises. All applications must be submitted by 30 June, 2010. For more information on the calls, please visit [www.smf.sg](http://www.smf.sg).

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**Media Development Authority of Singapore (MDA)**

*Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation-and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit [www.mda.gov.sg](http://www.mda.gov.sg) and [www.smf.sg](http://www.smf.sg).*

**Singapore Film Commission (SFC)**

*The Singapore Film Commission (SFC) is an agency under the Media Development Authority (MDA) that facilitates and assists film development for Singapore. The SFC's key areas of focus are: Funding, Facilitation and Promotion. Its mission is to nurture, support, and promote Singapore talent in film-making, the production of Singapore films, and a film industry in Singapore. For more information please visit [www.sfc.org.sg](http://www.sfc.org.sg)*

## **Annex: New Film Projects at Cannes Film Market 2010**

**Title** : Being Human  
**Genre** : Comedy  
**Producers** : J Team Productions, Scorpio East Pictures, Mei Ah Entertainment Group Ltd; Producers Toong Soo Wei, Sim Wee Boon, Patrick Tong  
**Director** : Jack Neo  
**Language** : Mandarin and English  
**Status** : Completed  
**Synopsis** : Max is a sharp and witty guy who was fired from his job as a branch manager at a slimming centre due to using cheap imitation equipment and products. His wife Zoe wants to have a baby but is unable to due to a weak heart. Together, they decide to open their own slimming centre. But Max's old ways return when he started promoting his unsafe slimming products by organizing a slimming contest. The products are a big success. However, his "conscience", personified, tries to stop him...

**Title** : Cooking Without Clothes  
**Genre** : Romantic Comedy  
**Producers** : Ochre Pictures  
**Director** : Jean Yeo  
**Language** : Mandarin  
**Status** : Completed  
**Synopsis** : When Jeff quit his engineer job in pursuit of his dream as a professional chef, he could never imagine his father's violent objection. By sheer chance, he was discovered by a veteran TV producer, Jia Ying, whose cooking program was facing a crisis after their diva host, Yang Tai, walked out of the production. Jia Ying managed to turn Jeff into an up and coming celebrity chef through professional packaging. In the meantime, Jeff's father joined force with Yang Tai in a plot to stop Jeff's dream and resurrect Yang Tai's dying career.

**Title** : Kidnapper  
**Genre** : Thriller  
**Producers** : Scorpio East Pictures Pte Ltd, RAM Entertainment Sdn. Bhd. PMP Entertainment Sdn. Bhd.  
**Director** : Kelvin Tong  
**Language** : Mandarin  
**Status** : Completed  
**Synopsis** : Lim, a struggling and obnoxious 40-year-old taxi-driver, is a complete failure. His wife left him years ago. And his only son – Wei Siang – is frequently neglected. Mistaken for a rich man's son, Wei Siang is kidnapped at a shopping mall one day and held for an enormous ransom. Thus begins one father's relentless quest to get his son back. With only 36 hours to come up with \$1 million, he had to give up everything in his life, only to discover that the nefarious kidnapper wants even more money. Unable to raise the second ransom, Lim descends into madness as grief and self-doubt overwhelms him. His own morals are threatened when he flirts with the dark side as he becomes desperate.

**Title** : Phua Chu Kang Pte Ltd, The Movie  
**Genre** : Comedy  
**Producers** : Scorpio East Pictures Pte Ltd, Primeworks Studios Sdn Bhd, Hwa Yea Multimedia (M) Sdn Bhd, Ram Entertainment Sdn Bhd, MM2 Entertainment Sdn Bhd  
**Director** : Boris Boo  
**Language** : English, Mandarin and Chinese Dialect  
**Status** : Completed  
**Synopsis** : Phua Chu Kang (PCK)'s mum Ah Ma wants him to pitch for a job renovating the Heaven Can Wait old folks' home. He doesn't know why Ah Ma wants him to get the job so badly, but agrees to do it once he finds out that his arch-enemy Frankie Foo is also

pitching for it. The scheming owner of the old folks' home, Lim Lau Pek, makes the two of them compete, with the winner getting a multi-million dollar contract renovating the chain of Heaven Can Wait old folks' homes that Lim plans to open. PCK and Frankie naturally try to sabotage each other. PCK's neglected wife, Rosie, gets hit on by Lim, and she enjoys the attention. Ah Ma is also secretly meeting an older male resident, Ah Gong, at the home. Soon suspicious deaths occur in the home, and Lim is held suspect for the Heaven Can Wait scandals.

**Title** : The Blue Mansion  
**Genre** : Nil  
**Producers** : Tiger Tiger Pictures  
**Director** : Glen Goei  
**Language** : English  
**Status** : Completed  
**Synopsis** : The Blue Mansion is a quirky murder mystery about a wealthy Asian tycoon who dies suddenly under mysterious circumstances and returns as a ghost to try to uncover the secret of his death. Two eager detectives investigate the death chasing all leads and suspects, including the dead man's three children. The ghost witnesses his own funeral wake, attended by jealous relatives and business competitors as well as the police investigation that unveils hidden family secrets.

**Title** : When Hainan Meets Teochew  
**Genre** : Comedy  
**Producers** : 18g Pictures  
**Director** : Han Yew Kwang  
**Language** : Mandarin/English/Hainanese/Teochew/Tamil  
**Status** : Completed  
**Synopsis** : A romantic comedy usually involves a handsome man and a pretty lady. But what happens when it's a 'manly' woman, and a 'womanly' man? One day, a brassiere drops on Teochew. He immediately wins the lottery and decides to keep it. Hainan begins an arduous search for her precious underwear, distributing hundreds of missing posters around her neighbourhood. Teochew sees one of the posters, and his curiosity is piqued. Bumping into Hainan one day, he asks about the brassiere, although he has no intention of returning it. Unfortunately, he lets slip more than he should, and Hainan becomes suspicious...

**Title** : Where Got Ghost  
**Genre** : Horror-Comedy  
**Producers** : Neo Studios, Big Pictures, Scorpio East Pictures, Primeworks Studios; Producers Toong Soo Wei, Lim Teck, Patrick Tong  
**Director** : Jack Neo  
**Language** : Mandarin, English, Mandarin Dialects  
**Status** : Completed  
**Synopsis** : Story 1: Swindlers Cai, Fu and Shou have a new scam – using a hotline to make random calls to people, promising them fortune. Those who win the lottery are required to pay commission to Cai or be scared into submission. One day, Cai receives a phone call. The caller gives Cai deploying the same hotline trick. Believing it is a copycat of his scam, Cai naturally disregards the call, but goes ahead and tries his luck with the given number anyway. To his surprise, he wins. Mysterious happenings assume... Story 2: Nan and Lei return for army reservists' training. They learn that the place they will be sent is the widely known 'haunted hill', so they take the short cut. Suddenly, the 'haunted hill' seems to come alive - tombstones, red dress spirit and other strange sightings. Then it rains. Nan and Lei seek refuge at Yin Yin's house, a girl they just met. Little do they know their road to hell has been cut short... Story 3: It is the Lunar 7th Month, weird sightings happen at home, children can only think it is the late mother's doings. The truth slowly surface as they begin their road trip only this time it seems to be more than what they bargain for...

**Title** : Bait  
**Genre** : 3D Action Thriller  
**Producers** : Arclight Films, Blackmagic Design, Pictures in Paradise, Story Bridge Films; Producers Gary Hamilton (Arclight Films), Todd Fellman (Story Bridge Films), Ian Maycock (Blackmagic Design); Executive Producers Chris Brown (Pictures in Paradise), Mike Gabrawy (Arclight Films)  
**Director** : Russel Myulcahy (Highlander, Resident Evil: Extinction)  
**Language** : English  
**Status** : In production  
**Synopsis** : In a sleepy coastal resort community, shoppers at an underground supermarket find themselves terrorized by a crazed bandit when the unimaginable occurs - a monstrous freak tsunami swallows the town. Now trapped inside a flooded supermarket with an armed maniac and rushing water threatening to entomb them all in a watery grave, tensions mount, tempers snap, and the imprisoned band of survivors discover the threat from without has ignited an even more immediate threat from within- their own desire to survive whatever the cost. As hostilities reach breaking point the survivors discover they are not alone. The tsunami has brought some unwanted visitors from the depths, and as the waters rise they must overcome not only the threat of drowning and the human menace within their midst, but a threat more deadly than both and far more bloodthirsty - packs of hungry tiger sharks.

**Title** : Tattoo War  
**Genre** : Animation/Action/Thriller/Sci-Fi  
**Producers** : The Creative Room, Chips and Toon  
**Director** : Pok Yue Weng  
**Language** : English  
**Status** : In production  
**Synopsis** : Set in a noir, bleak and decaying future. Story follows 5 individuals seeking revenge who gain superhuman powers after being tattooed. With these newfound abilities, they attempt to set things right, but find a terrible fate awaiting them.

**Title** : Bridge  
**Genre** : Romantic Thriller/Horror  
**Producers** : 13 Little Pictures and Homerun Asia  
**Director** : Daniel Hui  
**Language** : Nil  
**Status** : In development  
**Synopsis** : This is a story told in two acts. The first act: A man is remembering a woman. The woman is from Hong Kong. She finds her way to Singapore in search of her missing twin sister. Only nobody believes this sister exists. Not even her mother. She meets and falls in love with the man who is lost in his memories. In the second act, this woman goes missing herself. The man goes on a search for her, tracking her down to a small town in Malaysia. In Malaysia, he finds out things he never knew about the woman. He starts to question if he really knew the person he loves. Or if he should have even embarked on this search in the first place.

**Title** : Camera [NFFF]  
**Genre** : Film Noir/Thriller  
**Producers** : Lianain Films  
**Director** : James Leong  
**Language** : Cantonese/Mandarin  
**Status** : In development  
**Synopsis** : A surveillance expert takes radical steps to ensure he stays ahead of the game. When hired to follow the wife of a sinisterly powerful man, he begins to fall for her, calling into question a life-long ethic of detachment and sending him on a path that could destroy his very existence.

**Title** : Causeway [NFFF]  
**Genre** : Social Drama  
**Producers** : Wormwood Films; Producer Tay Bee Pin  
**Director** : Alson Ho  
**Language** : Mandarin  
**Status** : In development  
**Synopsis** : A mechanic from Singapore and a factory worker from Malaysia. Across the Causeway, love blossoms. But a desperate bid to better their lives takes an unexpected twist. His fate falls into the hands of a hotshot lawyer who, unknown to both, shares a passion for Teresa Teng with this stranger from the opposite end of society. Causeway explores the mysterious interconnectivity that is part of everyday life.

**Title** : Coffee Roses  
**Genre** : Romance/Comedy  
**Producers** : Merelion Pictures  
**Director** : Cheng Ding An  
**Language** : Chinese  
**Status** : In development  
**Synopsis** : The perfect lover has finally come to claim the heart of an average flower shop assistant named Umami, with a strange but kind gesture- He delivers for her a cup of espresso con panna with out fail every single day. As their love grows, she is also faced with the amazing twist behind his love. Coffee Roses is a romantic comedy about understanding the true meaning of "sacrifice" in a relationship.

**Title** : For I've Loved  
**Genre** : Romantic Drama  
**Producers** : 13 Little Pictures and Homerun Asia  
**Director** : Lai Weijie, Elizabeth Wijaya  
**Language** : Nil  
**Status** : In development  
**Synopsis** : An intimate story set amidst the epic Angkor temples, "For I've Loved" is about love lost and love found. Marie-Faith, young hopeful and optimistic, has had a whirlwind romance with Harold, the older gentleman who has swept her off her feet with his charm and wit. Now married, they are on honeymoon in Cambodia. But things do not go as planned and the honeymoon ends in tragedy. Over the years, Marie-Faith returns alone to Cambodia to come to terms with what happened.

**Title** : Get Meaty [NFFF]  
**Genre** : Comedy  
**Producers** : Fly Entertainment  
**Director** : Han Yew Kwang  
**Language** : Mandarin  
**Status** : In development  
**Synopsis** : Once lovers, but now enemies. On the same street where the smell of barbeque meat lingers and two feuding families threaten, Chen Hao and Mei Mei are two rival Bak Kwa sellers who constantly scheme to get the better of the other in their business. GET MEATY is a sweet and hilarious tale of love, family and the delightful roasted meat. One that is bound to warm your hearts and get you into laughing in stitches!

**Title** : Ghostwriter  
**Genre** : Romance  
**Producers** : Merelion Pictures  
**Director** : Cheng Ding An  
**Language** : English  
**Status** : In development

**Synopsis** : On the brink of a nervous creative breakdown, scriptwriter Sam meets Georgia, a brilliant ghostwriter who save his career. There's just one problem: She's a real ghost. After much difficulty persuading Georgia into collaborating with him on a script, he discovers that working with her may be the worst mistake of his life. Apart from her annoying humming, she has a penchant for frying his computer. Despite all this, Sam finally falls hopelessly in love. But the only way he can keep her is to betray her trust. Can they rewrite their impossible odds and find everlasting love?

**Title** : Go Thaddeus  
**Genre** : Drama  
**Producers** : Caroline Kwauk, Toong Soo Wei, Tay Lay Tin  
**Director** : Tay Teck Lock Louis  
**Language** : Mandarin  
**Status** : In development  
**Synopsis** : Based on the life of Singapore's 17-year old national triathlete Thaddeus Cheong who passed away in 2007 after completing the SEA Games selection trial.

**Title** : Matahari  
**Genre** : Horror/Mystery  
**Producers** : 13 Little Pictures, gegambar and Homerun Asia  
**Director** : Azharr Rudin  
**Language** : Nil  
**Status** : In development  
**Synopsis** : A family moves into an old suburban residential. The father (Lelaki) is depressed for failing to become Malaysian's first astronaut. The mother (Perempuan) should be happy they have a new house of their own but feels that something seems amiss. Their precocious 6-year-old boy (Budak) stays out of school due to his feeble health. As the family adapts to their new environment, Lelaki starts writing about a horror story set in space. Soon the family has visitors: a cat called Tari, two young Muslim clerics, a family friend, Lelaki's sister, an Orang Asli shaman, a long-lost friend who sees the Devil when he prays, and a meteorite. In a game of hide-and-seek, Budak went missing.

**Title** : Neon Sign  
**Genre** : Comedy/Road Movie  
**Producers** : CJ Entertainment, Voole.com Bang Singapore Pte Ltd  
**Director** : Pil Gam-sung  
**Language** : Korean & Mandarin  
**Status** : In development  
**Synopsis** : Neon, a Korean pop star plagued by slumping career, flees to China, where, together with his best friend and a protégée, he embarks on a profound yet comedic quest in the remote yet magical countryside of Yunnan. In the process, he rediscovers his love for music and learns that sometimes one has to lose oneself to find oneself.

**Title** : SIN-JIN  
**Genre** : Action/Adventure  
**Producers** : Calvin Tan, Shangri-la Pictures International  
**Director** : John Radel ACS  
**Language** : English  
**Status** : In development  
**Synopsis** : SIN-JIN, the live action version of a popular Asian comic book of the same name, is a modern day action hero / adventure story filled with exciting fight sequences, intrigue, double dealing, betrayal, heartbreak and redemption. When an eight year old SIN-JIN witnesses and is orphaned by her parents' brutal murder in triad controlled San Francisco, she is sent to China and secretly hidden away in the care of her grandfather, an exiled shaolin monk who now lives as a recluse in the mountains. In her parent's absence SIN-JIN and her

grandfather grow close, a relationship he could never have with his son, and he trains her as he was trained in the ways of the Shaolin.

**Title** : Styrofoam Samurai  
**Genre** : Action/Romance/Comedy  
**Producers** : Merelion Pictures  
**Director** : Cheng Ding An  
**Language** : Chinese/Japanese  
**Status** : In development  
**Synopsis** : Jane is an ordinary girl who has to escape from a dangerous comic book's world filled with killer martial artists out for her blood. Her only hope of survival lies with a Samurai named Kenshin, the only person she can trust but is weakest fighter in the iin, and one who doesn't believe in killing. Styrofoam Samurai is an action-packed love story that deciphers the true meaning of love and sacrifice.

**Title** : The Arrival  
**Genre** : Family Drama  
**Producers** : BFG Media  
**Director** : Tan Pin Pin  
**Language** : Malay/English  
**Status** : In development  
**Synopsis** : The Arrival (Anak Angkat) focuses on the journey of a woman, Aishah, who, together with her husband, has always wanted children. When they eventually find a baby to adopt after a long wait, Aishah discovers that she is unable to love the baby like everyone else seems to do so effortlessly. She is wracked with guilt. This film is about the journey she takes to learn the meaning of love, grace and compassion.

**Title** : Tough Meat  
**Genre** : Comedy/Horror  
**Producers** : Oak3 Films Pte Ltd  
**Director** : Lai Jason  
**Language** : English/Mandarin  
**Status** : In development  
**Synopsis** : Ben "Steam Fist" Chow is an ill tempered old man finally being inducted into an old folks home away from town, called "Senior Manor". Meanwhile, a top-secret cosmetics research facility somewhere in Asia has stumbled upon a miraculous new form of Anti-Aging Cream, branded as "Re-Beau". The product spreads insidiously across Singapore and the rest of South East Asia. Soon there are reports of zombies filling the streets! A horde of flesh craving zombies soon engulfs the Manor, and Ben has to rally the senior troops into a fight for survival!

**Title** : Drawing Blank  
**Genre** : Animation  
**Producers** : She and Jul Enterprise  
**Director** : Information unavailable  
**Language** : English/Mandarin  
**Status** : In development  
**Synopsis** : What if you realized that your entire existence was actually an animated TV show? Blank and his best friend Rabies the Bat are two cartoon characters who break out from their two dimensional world to the real 3-D world in search of the animator who has just erased the love of Blank's life. Once in the real world, they realize that their entire existence is actually a television show... that's about to be cancelled.

**Title** : Plastic  
**Genre** : Drama/Action/Thriller/Comedy  
**Producers** : She and Jul Enterprise  
**Director** : Julliet Pan  
**Language** : English  
**Status** : In development  
**Synopsis** : What if you realized that the girl you have just fallen in love with was someone that you have just ditched? After a car accident, a woman's plastic surgery allows her to exact revenge on her unknowing ex-boyfriend who doesn't recognize her, only for them both to fall back in love.