



NEWS RELEASE



For Immediate Release

May 10, 2013

**LA INDIA FILM COUNCIL & WHISTLING WOODS INTERNATIONAL
CELEBRATE THE FUTURE OF INDIAN CINEMA WITH SERIES OF FILM
WORKSHOPS AT CINEMA 100**

MUMBAI: In celebration of the golden future of Indian cinema, the LA India Film Council has partnered with Subhash Ghai's Whistling Woods International to present a line-up of contemporary film workshops at 'Cinema 100 – The Next Wave' to be held on May 11th and 12th, 2013.

The two day event at India's premier film institution – Whistling Woods International – will explore the potential for Indian Cinema over the next 100 years and will be attended by over 1,000 students, industry professionals, filmmakers, producers, actors and heads of local film industry bodies.

The workshops will focus on a range of contemporary topics in filmmaking such as stop motion animation, green screen compositing techniques, mobile filmmaking, 3D animation and editing. Special workshops hosted by industry experts include: 'The Fortitude of Indian Cinema' by Amrit Gangar, acclaimed film scholar, writer and inventor of Cinema of Prayoga; a workshop for children by Amol Gupte; and a screenwriting workshop by Anjum Rajabali. The Council will also support film based competitions for students at the festive event.

"As we celebrate the next hundred years of Indian Cinema, we would like to encourage new ideas, provoke thought and discuss where the latest trends in filmmaking will take us. We share synergies with the LA India Film Council to support emerging talent and help them establish a foothold in the international film industry. We are encouraged by the Council's partnership with the workshops at 'Cinema 100 – The Next Wave' and look forward to their continued support in our future initiatives," said Meghna Ghai Puri, President, Whistling Woods International.

Uday Singh, Managing Director, Motion Picture Dist. Association (MPDA), India, said, “The Council endeavours to provide opportunities for industry professionals and students to develop their careers and build networks. We are delighted to partner with Whistling Woods to present film workshops at ‘Cinema 100 – The Next Wave’ which will stir the imagination for what we may all achieve together as a mature screen community well into the future.”

In 2012, LAIFC undertook several initiatives to engage with key custodians and stakeholders of the two filmmaking communities in the United States and India, including the establishment of discussions on content protection in the digital era, stimulating film co-productions, launching a short student film festival, participating in film festivals and the release of two reports on film incentives and monetizing digital content.

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About Whistling Woods International: Founded by Subhash Ghai and promoted by Mukta Arts Limited & Filmcity Mumbai, Whistling Woods International is Asia’s largest Film, Television, Animation and Media Arts institute, providing world-class education in all technical and creative aspects of Film, Television and Media arts, offering courses, in the areas of Acting, Animation, Cinematography, Direction, Editing, Producing, Screenwriting and Sound. The Academic Advisory board & Faculty of Whistling Woods International comprises academicians and accomplished industry professionals, leading Indian & international filmmakers, actors & technicians like Rakeysh Mehra, Vishal Bharadwaj, Ashutosh Gowariker, Farhan Akhtar, Nandita Das, Vidya Balan, Karan Johar, Ashok Amritraj, Shyam Benegal, Farah Khan, Danny Boyle, Leonard Goldberg, John Landis, Rajkumar Hirani, Nagesh Kukunoor and many more who conduct regular masterclasses. Whistling Woods International has initiated affiliations with several International film schools. These include pioneering activities in India like credits transfer and International student co-productions. Some of the schools that are affiliated with the Institute are Deakin College Australia, Griffith College Australia, Bradford College UK, Syracuse University USA & NYU Tisch Singapore. The Institute is highly committed to ensuring that its students move into the industry in creative and rewarding areas of employment. Whistling Woods’

continues strongly on its path to be the institute of choice for media education globally. For more information, please visit www.whistlingwoods.net.

About LA India Film Council: Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing Council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, LA Mayor's Office, MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, please visit: www.laindiafilmcouncil.org.

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About The MPDA: The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry. For more information, please visit: www.mpaa-india.org.

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About The MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc. (MPAA) which

include;

Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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