

INDIAN FLAVOUR AT FRENCH ANIME FEST

Projects of two Indian animators, Siddharth Maskeri and Vaibhav Kumaresh have been selected by the prestigious Annecy International Animation Film Festival to be showcased at this year's edition in June

FIRST IN
MID DAY

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Siddharth Maskeri and Vaibhav Kumaresh are on cloud nine. The duo will be leaving for Annecy in France, on June 2 on an all-sponsored trip to the Annecy International Animation Film Festival to showcase their selected projects to the distributors and producers.

"Anand Gurnani from Animation Xpress (Indian-focused news portal for Animation) knew that I was working on a film and had seen



Siddharth Maskeri and Vaibhav Kumaresh

some of its part. He had liked it, so when the Festival dates were out, he sent the registration and I got selected," reveals Vaibhav. Vaibhav has made a 90-minute feature, Return Of The Jungle: "We've been working on it for a while. We are funding the production as well. We hope to release it for the Indian audience soon," he avers.

On the other hand, Siddharth, whose project is called The Pickle Jar Adventure, a 90-minute film about an Indian family on a world tour, is elated with the prospect of getting to network with international distributors and producers. "As soon as I became a part of the delegation of those who will visit Annecy, I received an id and password that entitled me to scan a range of works online. I also got insights into the participants, so I could create a list of people I wanted to connect with once I'm at the festival," shares Siddharth.

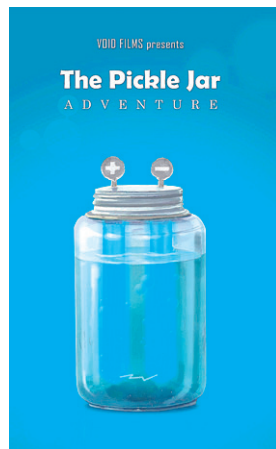
"I'm not expecting anyone to sign a \$10 million contract with me, immediately. But I'm sure this trip will initiate some kind of talk that will eventually benefit me. That's the hope," he



adds.

When asked to comment on the overall animation scene in India, Siddharth reveals, "The animation market had gone down in the last few years. None of the distributors wanted to invest any money in it and people pulled out of projects. But things are slowly looking up now. However, most people are still scared of investing in animation films here because they don't know how much profits they will make."

The two animators will be leaving for the festival in France on June 2.



Have you got the Goosebumps, yet?

Stock up on your favourite Gujarati pickles or create your own version by logging on to the month-old website Goosebumpspickles.com

FOOD



Green Chilli Pickle

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For over a decade, 45-year-old housewife Mita M has been making pickles as part of her annual routine. Her entire family would lap up her home-made treats, and she ended up making 600 to 700 kg of pickles, annually for friends and family. It was her son-in-law Pinank Shah (30), who works at a digital advertising agency in Goregaon, who came across the idea of selling the pickles online.

"There were no sites that specifically sold pickles online. It's a niche concept and we decided to venture and also offer people the option to customise their own pickles, which are then home delivered. They have validity for a

year," explains Shah before telling us the story behind the unusual name — "It emerged from the fact that eating pickles often gives you goosebumps."

On offer are a variety of pickles ranging from sweet and spicy Chunda and Gol Keri as well as sour and spicy options such as Gunda Keri, Red / Green Chilli pickle, Khatta Keri and Chana Methi. The site also has a Make Your Own Pickle option where you can choose ingredients including lemon, ginger and carrots to be added to your pickle.

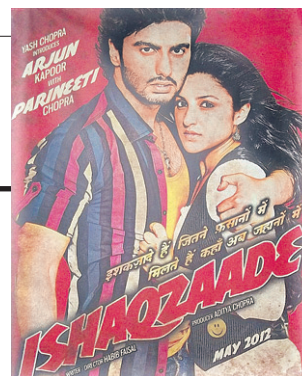
The response has been overwhelming so far, reveals Shah; in 25 days, orders have poured in from Delhi and Bangalore apart from various parts of Mumbai.

These pickles are hand-

made by Mita and her daughter along with a helper. "Work is on in full swing to store bulk quantities which will be helpful during the monsoon. The pickles are kept in special jars that keep away the moisture," he says adding that innovations are also on, "We are exploring the possibility of introducing season-based fruit pickles such as strawberry and cherry pickles. Trials are on to also use western ingredients such as jalapeno and olives for making pickles."

The minimum price is Rs 280 for 500 gram and the maximum price is Rs 2,200 for 5 kilos. They offer complimentary samples as well.

LOG ON TO
www.goosebumpspickles.com



Posters of 2011 hit film Rockstar, (left) and Ishaqzaade

Retro brush for Bollywood

If one were to look at posters of a few recent Bollywood movies closely, the trend of vintage, hand-painted style seems to have made a comeback — this comes as a welcome relief from whitened faces on 'inspired' posters

BOLLYWOOD ART

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The world today seems to be in rewind mode with models strutting down ramps in everything 1920s and '60s, the Vespa scooter making a comeback and movies such as The Great Gatsby creating much hype. Bollywood, too, is taking artistic inspiration from yesteryear.

Imtiaz Ali's 2011 hit Rockstar, had digitally enhanced hand sketches of Ranbir Kapoor and Nargis Fakhri on its posters that made it stand out among other heavily photoshopped faces on posters. Arjun Kapoor's first movie Ishaqzaade got a thumbs up from critics and the artwork, though not hand-made, was stylised on old Bollywood posters. Incidentally, the inspiration was old YRF (Yash Raj Films) posters from that era and their designer achieved the same effect, digitally. A hand-made standee was done on canvas but only for internal office use. Assembly and transportation costs and logistics prohibited the team from doing this across all multiplexes.

Now, you get to be the star of your poster

Hinesh Jethwani's Indian Hippy is a company that produces hand-painted Bollywood style posters and artwork. He speaks of this unique fad, "Mail us a photograph of yours and the poster style that they wish to be painted upon. In three to seven days, we will deliver a handmade poster in an unbreakable tube." Jethwani has even catered to requests for creating backdrops for wedding stages, an international film and one created specially for Hollywood hunk Hugh Jackman on his visit to the city last year. AT Indian Hippy, Atria Mall, Worli. CALL 8080822022

"We felt the treatment of Ishaqzaade's poster was the best way to depict the world of the film, to give a warm rustic feel and a '70s look. Most decisions stem from the script and the director's vision. Even the costumes used for the poster hark back to a small town, an old-world rustic look and are iconic in the film," explains Rafiq Gangjee, Vice President, Marketing and Communications at the film house.

Next up, the city was dotted with posters of Akshay Kumar's forthcoming release. The poster reeked vintage and display a hue of being hand-painted, entirely. "Since the film marks Akshay Kumar's comeback as an action hero, we thought we would exploit the '80s angry young man avatar for him. We incorporated almost every vintage element in these posters to do justice," reveals Shikha Kapur, one of the film's co-producers.

National Creative Director of ad agency Leo Burnett, KV Sridhar explains this phenomenon. "While working on a film's publicity, designers are under pressure to create a path breaking theme; with the advent of technology they can create glossy pictures, and manipulate images through graphics. It actually started in the '80s after Steven Spielberg released ET (Extra Terrestrial). Also, designers now have access to poster designs of movies all over the world thanks to the Internet. But it is the director and the story line that play an important part in the layout of the poster." He goes on to elaborate that with movies like Dabangg, it's the comeback of mass cinema, where the trend is going back to the age-old formula of the '70s movies based on the angry, macho hero who hit back at the world in vengeance.

"The poster acts like a book cover where a retro art style is adopted, with bold colours; it allows you to portray the exaggerated hero. The South Indian film industry never gave up this story line and many Bollywood movies are southern remakes, hence the return of the emotion in the art."