

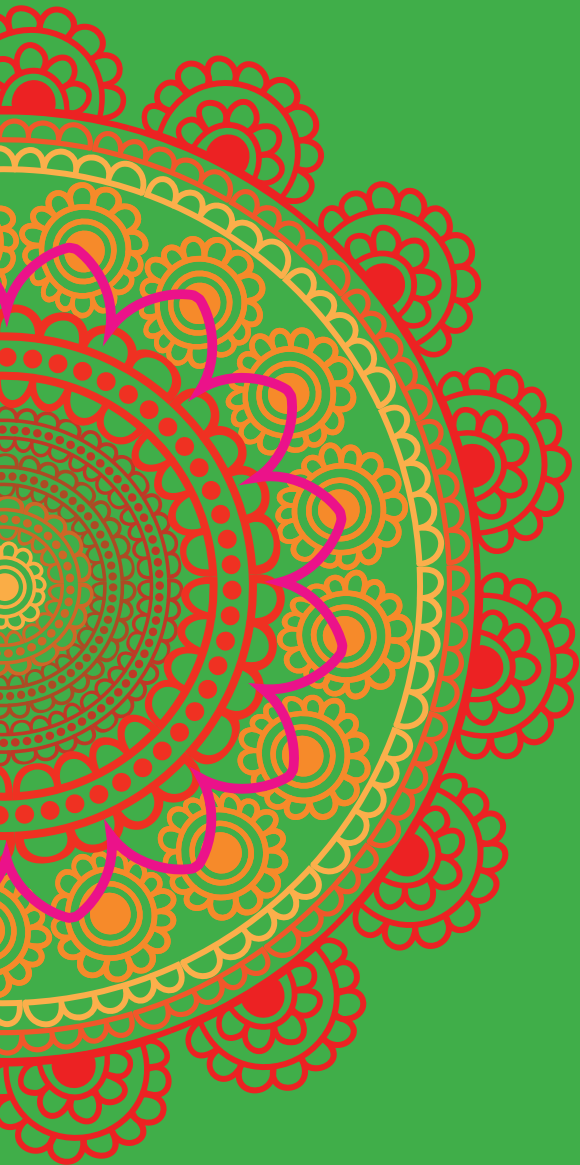
Centenary of Indian Cinema
A Festival of Indian Films
Geneva, December 4-7, 2012



सत्यमेव जयते
GOVERNMENT
OF INDIA



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION



Centenary of Indian Cinema A Festival of Indian Films

Geneva, December 4-7, 2012

Co-Organized by:

World Intellectual Property
Organization (WIPO)

Ministry of Information and
Broadcasting, Government of India

Permanent Mission of India to the
United Nations and other international
organizations in Geneva

at WIPO (main building)
34 chemin des Colombettes,
Geneva



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100 Years Indian Cinema A Century of Creativity

The World Intellectual Property Organization (WIPO) is pleased to host a festival of Indian films from December 3 to 7, 2012 at its Geneva headquarters to mark 100 years of Indian cinema.



India is the world's largest producer of feature films with over 1200 releases a year, in more than 25 languages. Indian films entertain well beyond the country's borders, finding acclaim at international film festivals and pleasing audiences around the world.

"From the black and white silent animations of the early 20th century to the breakthrough digital technologies of today, Indian cinema has influenced the development of an entire global industry," said WIPO Director General Francis Gurry. "We are honored that the Indian Government has chosen WIPO – a fitting venue – to celebrate its Centenary of Indian Cinema."

India's Permanent Representative to the United Nations in Geneva Dilip Sinha said "India is proud of its film industry. It not only entertains, but is a massive source of employment and wealth generation, largely because of a robust copyright system that encourages creativity." This, he added, is the main reason that WIPO was chosen as a venue to host the 100 hundred year celebration of Indian cinema.

"The Indian Government has consistently supported and facilitated the development of the film industry to ensure that it continues to flourish and expand," said Secretary, Ministry of Information and Broadcasting, Uday Kumar Varma. He noted that the motion picture industry is one of the most vibrant sectors of the Indian economy creating considerable employment in the country.

The motion picture sector is one of the most dynamic parts of the "creative industries". Copyright, which protects creativity, serves as the bedrock of successful and



economically sustainable creative industries by allowing monetization of creativity into economic assets. Making movies has always been a complex, innovative and creative undertaking. Economic success depends on matching ideas with talent, obtaining relevant intellectual property rights and using them to attract finance from commercial film distributors and, of course, capturing the imagination of audiences. The motion picture and video industry is one of the creative industries contributing to the largest percentage of economic value and a significant portion of the wealth of countries. Respect for copyright is central to the ability of artists and producers to make great movies, allowing them to make a living while helping economies to develop.

A hundred years ago India's Dadasaheb Phalke – a pioneer in his own right – made a silent movie about a king who never lied – this marked the beginning of Indian cinema. By the early 40s the industry had developed, based on a winning recipe which

still contributes today to the fame and mass appeal of Indian cinema, namely: song, dance, drama and fantasy.

Today the industry has gone digital and India is home to the world's most prolific film industry, with Bollywood – the Hindi-language film industry based in Mumbai – at its center. While almost 90% of revenues are derived from local films, the industry has grown both artistically and commercially. Indian blockbusters, such as “Barfi!”, which is being screened at WIPO this week, are increasingly showing international appeal and critics' acclaim at film festivals around the world. India's cinema has inspired many through the performances of Devika Rani, Raj Kapoor, Nargis, Dev Anand, Waheeda Rehman, Soumitra Chatterjee, Sharmila Tagore, Shabana Azmi, Rekha, Smita Patil, Kamal Hasan, Rajinikanth, Amitabh Bachchan, Tabu or Aamir Khan, Shah Rukh Khan, or Priyanka Chopra among many memorable actors.

Film is not just about entertainment: In 2001, the Government of India gave the motion picture sector the status of an industry, making it easier for film producers to obtain institutional financing. India's film industry grew by 9.5% to INR 96 bn in 2011.¹ The industry is expected to register a 9.1% annual growth to reach INR 148 billion by 2016. The Indian film industry is also one of the largest employment sectors in the country generating an estimated 1.83 million workers. These jobs rely upon a healthy and sustainable film industry.

WIPO is a specialized agency of the United Nations, dedicated to encouraging creativity, innovation and economic development in all countries through a balanced international intellectual property system. Through wide-ranging activities in the area of copyright and related rights, WIPO works with its 185 member states to facilitate

discussion of the future financing of arts and culture, to encourage the growth of cultural and creative industries for the benefit of all countries and to promote the rights of artists, creators, filmmakers, musicians and performers.

As such, the adoption in June 2012 of the WIPO Beijing Treaty to protect the intellectual property rights of audiovisual performers, such as film and TV actors, was a milestone in closing the gap in the international rights system to protect audiovisual performers. This result was achieved with the active support of the international screen community, with India playing a leading role.

The Indian film week will show movie-lovers of the wonders of Indian cinema and provide an opportunity to look back into the golden age of Indian cinema to better understand the emergence and growth of the biggest film industry in the world.



1 2012 CII PwC study.



ZINDAGI NA MILEGI DOBARA (2011)

Hindi, 153 minutes

Producers:

Frahan Akhtar, Ritesh Sidhwani

Director: Zoya Akhtar

Screenplay:

Zoya Akhtar, Reema Kagti

Cinematographer: Carlos Catalan

Music: Shankar-Ehsaan-Loy

Sound Designer: Baylon Fonseca

Cast: Hrithik Roshan, Abhay Deol,

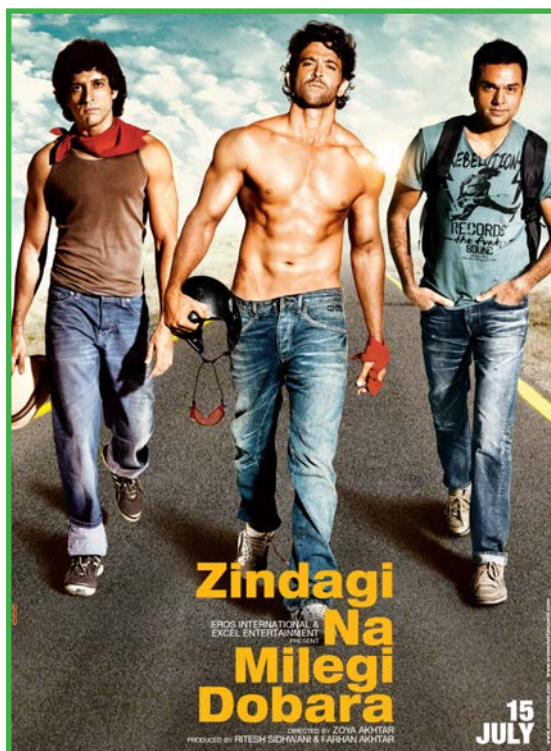
Farhan Akhtar, Katrina Kaif,

Kalki Koechlin



Synopsis: Best friends Kabir, Imraan and Arjun go on a three-week road trip – an extended bachelor party – following Kabir’s recent engagement to Natasha, only six months after they met. The three young men go on a life-changing holiday which alters their perceptions of life and teaches them to seize the day.

Comment: “Zindagi Na Milegi Dobara” is a feel good film, largely shot in Spain, with a glittering star-studded cast and impressive camera work, as well as humorous



dialogue. The on-screen chemistry between the three leads make “Zindagi Na Milegi Dobara” an enjoyable experience. A blockbuster at the Indian box office, the film was part of Indian Panorama 2011 and won the National Film Awards for Best Audiography and Choreography, 2011, as well as six Filmfare Awards, five Stardust Awards, three Zee Cine Awards, four IIFA Awards and five Screen Awards.

“Zindagi Na Milegi Dobara” will be screened at the Indian Film Festival at WIPO on **December 4, 2012 at 6pm.**

BARFI! (2012)

Hindi, 150 minutes

Producer: UTV Motion Pictures
Director & Writer: Anurag Basu
Cinematographer: Ravi Varman
Music: Pritam
Cast: Ranbir Kapoor, Priyanka Chopra, Ileana D'Cruz, Saurabh Shukla.

Synopsis: A romantic comedy about “Barfi!”, an optimistic, charming young, mute and deaf boy in Darjeeling and his relationship with two young girls, one of whom is autistic. Three young people learn that love can neither be defined nor contained by society’s definitions of “normal” and “abnormal.”

Comment: “Barfi!” is one of the highest-grossing Bollywood films of 2012. The film’s soundtrack was also well received by critics. The film has been selected as the Indian official entry for the 85th Academy Awards 2013.

Filmmaker Anurag Basu achieved success with his third directorial venture “Murder” in 2004 and



went on to deliver some of the trendsetting films of the past decade. The screenplay of his film, “Life in a... Metro” (2007) was invited for preservation and research at the Margaret Herrick Library of the Academy of Motion Pictures Arts and Sciences. “Kites”, made in 2010, was the first Indian film ever to be in the top ten at the US box-office. His films have consistently performed well at the box-office. “Barfi!” is his most recent film.

“Barfi!” will be screened at the Indian Film Festival at WIPO on **December 5, 2012 at 6pm.**

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CHOWRINGHEE
LANE (1981)
English, 108 minutes

Producer: Film Valas
Direction and Screenplay:
Aparna Sen
Cinematographer: Ashok Mehta
Music: Vanraj Bhatia
Cast: Jennifer Kendal Kapoor,
Dhritiman Chatterjee,
Debashree Roy, Geoffrey Kendal



Synopsis: The film is set in post-independent India and tells the story of an ageing teacher, Violet Stoneham, who lives a sad and lonely life. Nandita, a former student and her boyfriend Samaresh persuade Violet to let Samaresh use her apartment to write his novel while she is at school. A warm relationship grows between the lovers and the teacher. One day when Violet returns from a home, she discovers the couple have been using her apartment to share intimate moments, but she still wishes to maintain the friendship. As time moves on, Nandita and Samaresh wed and reject Violet's friendship.



Comment: This highly acclaimed film was screened at several international film festivals, including the International Film Festival of India, Manila, Melbourne, Sydney, Venice, Chicago, San Francisco, and Tashkent. It has won three National Film Awards: for Best English Film, Direction and Cinematography (1982), Golden Eagle Award at Manila Film Festival (1982), Best Actress nomination for Jennifer Kendal Kapoor for BAFTA Award, UK (1983).

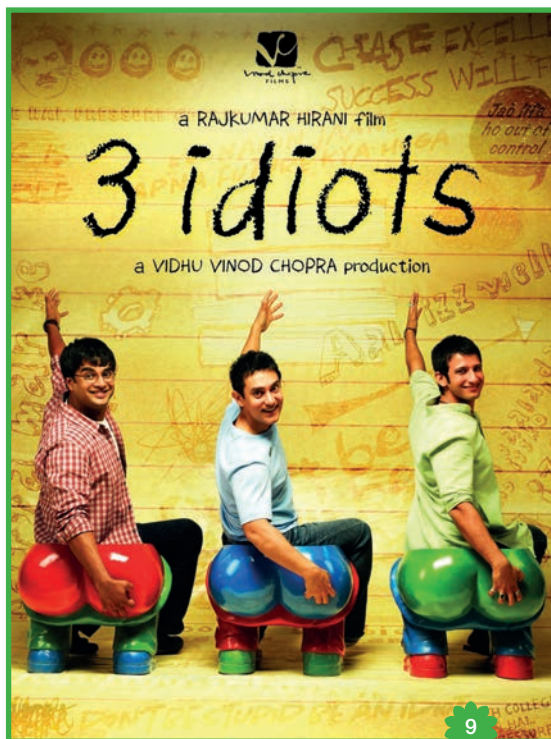
“36 Chowringhee Lane” will be screened at the Indian Film Festival at WIPO on **December 6, 2012 at 6pm.**

3 IDIOTS (2009)

Hindi, 170 minutes

Director: Rajkumar Hirani
Producer: Vidhu Vinod Chopra
Screenplay: Abhijat Joshi, Rajkumar Hirani and Vidhu Vinod Chopra
Cinematographer: C.M. Muraleedharan
Cast: Aamir Khan, R. Madhavan, Sharman Joshi, Kareena Kapoor, Boman Irani

Synopsis: Farhan, Raju and Rancho are friends and roommates in an engineering college. The film revolves around Farhan and Raju's search for the irrepressible free-thinker Rancho who one day suddenly vanishes. While in the quest, they recall the life lived, the isolated incidents like a long-forgotten bet, a wedding they once crashed and a welcome speech at a college function that went impossibly out of control. Rancho had inspired them to think creatively and independently, even as the conformist world called them 'idiots'. In the garb of a laugh riot, the film discusses one of the most important of human pursuits, self-actualization.



Comment: An intelligent and entertaining film that touches upon the contemporary concerns of society with great humor and engaging performances. The film is the highest grosser at the Indian box-office till date and the highest grossing Bollywood film in the overseas market. It has won many awards including the National Film Awards for Best Popular Film, Audiography & Lyrics (2009), 16 IIFA Awards, six Filmfare Awards, two Max Stardust Awards, and ten Star Screen Awards.

“3 Idiots” will be screened at the Indian Film Festival at WIPO on **December 7, 2012 at 6pm.**



Photos: Courtesy film producers and NFAI, arranged by Directorate of Film Festivals, Ministry of Information and Broadcasting, Government of India