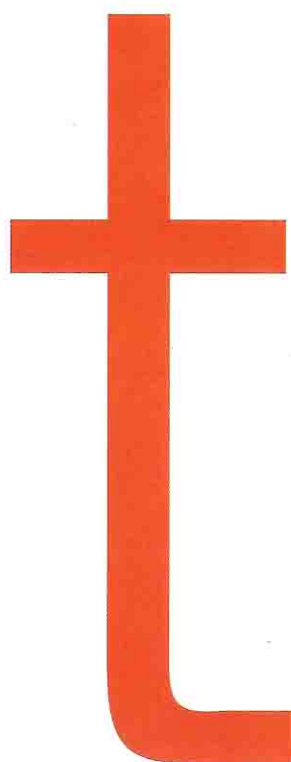

LOCATION AND ...***ACTION!***

NOT OFTEN COULD THE WORDS
“INDONESIA” AND “HOLLYWOOD”
BE BRACKETED TOGETHER
IN THE SAME SENTENCE, UNTIL NOW.
JACQUELINE WALES EXPLAINS
HOW AN UPCOMING FEATURE FILM
IS CHANGING THE GAME.





Indonesia offers
a range of exotic
film locations ▲▲▲



The Indonesian film industry finds itself at the beginning of a major transformation. In recent years a select handful of films found critical success as they made their way through a web of film festivals hosted in exotic locations around the world.

The transformation, though, is not just about local films: It's also about local scenery and Indonesia as a location for foreign filmmakers to create their own masterpieces.

Over four consecutive days, cinematic creations by local and foreign filmmakers will come to life on the big screen at the BALINALE 2010 International Film Festival, covering every genre from drama to documentary.

Entering its fourth year, the festival was founded by one of Indonesia's most respected actresses, Christine Hakim, alongside American former casting agent Deborah Gabinetti.

"BALINALE gives Indonesian filmmakers an opportunity to present their work to

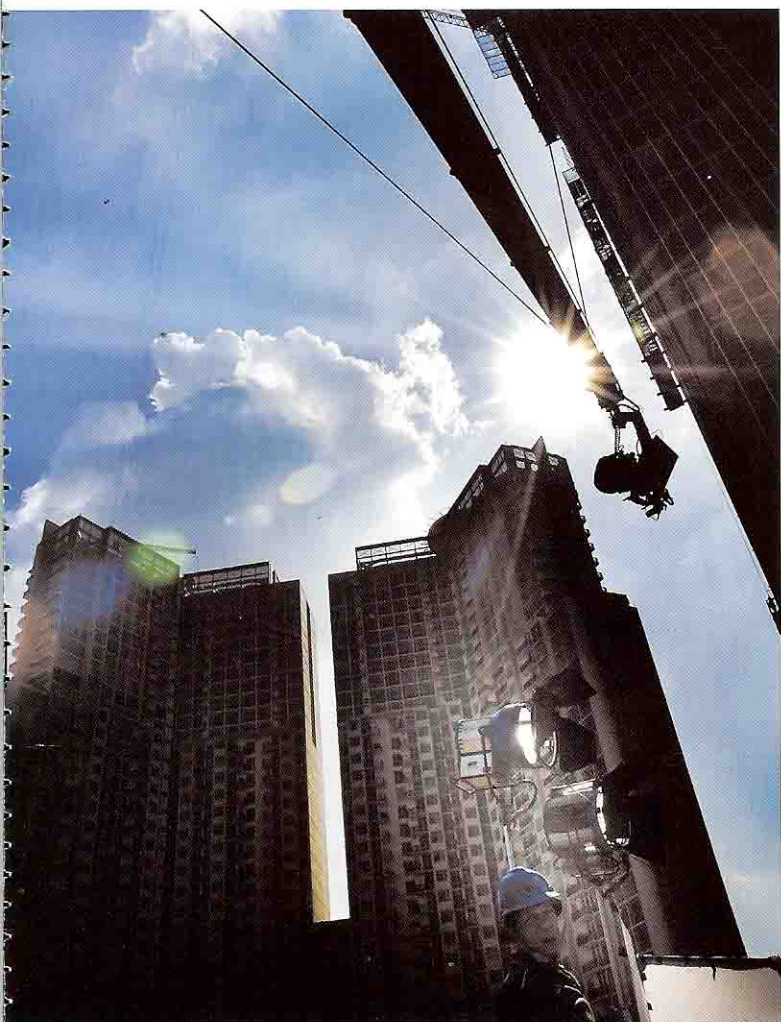
**“BALINALE GIVES
INDONESIAN
FILMMAKERS AN
OPPORTUNITY TO
PRESENT THEIR
WORK TO A GLOBAL
AUDIENCE WHILE
NETWORKING WITH
INTERNATIONAL
FILMMAKERS.”**

a global audience while networking with international filmmakers,” explains Deborah. “It also provides an opportunity to invite foreign film-makers to screen their films while experiencing Indonesia’s accommodating culture and diverse locations for possible film locations and story ideas.”

Showing at this year’s festival are films from France, New Zealand, Australia and Korea, and of course the locals. *Sang Pemimpi* (The Dreamer), is the sequel to the successful Indonesian film of 2008, *Laskar Pelangi* (Rainbow Soldiers), based on the novels of author Andrea Hirata.

The movie *7 Hati, 7 Cinta, 7 Wanita* (7 Hearts, 7 Loves, 7 Women), directed by Robby Ertanto Soediskam, is a story about an obstetrician who meets a group of female patients of varying backgrounds, who have fallen victim to male figures in their lives.

Also showing at the festival is a short documentary (23 minutes long), which focuses





"INDONESIA IS PERHAPS THE MOST DIVERSE LOCATION IN THE WORLD PROVIDING A VISUAL BACKGROUND FOR ANY ACTION OR ERA."

on how the lives of children near Sidoarjo, East Java, were affected by the mud volcano of 2006, titled *Anak Anak Lumpur* (Children of the mud).

After a red carpet reception on the opening night, attendees will be rewarded with the premiere of the Hollywood production, *Eat, Pray, Love*, a film adaption of the best-selling book most people will be familiar with by now. Written by Elizabeth Gilbert, the story is about her own personal soul-searching journey through Italy, India and Bali after a difficult divorce.

The book itself has already encouraged women from all around the world to visit the island. Some are just curious about the island that Elizabeth fell in love with, while others are looking for a new adventure, perhaps one just like the author's.

She falls in love and has an unusual encounter with the newly famous medicine man and fortune teller Ketut Liyer, thanks to the book and reports in international media such as *Time* magazine and the *Lonely Planet* guide.

Hollywood is notorious for "faking it". In front of a green screen or in a studio in Los Angeles, Hollywood can create almost anything - but to recreate Bali in such a way would never be quite the same.

After learning that Plan B Entertainment, a production company owned by celebrity Brad Pitt, bought the rights to *Eat, Pray, Love*, Deborah, who is also the director of the production support company, the Bali Film Center, boarded a plane headed for Los Angeles. There, she met the producers and extended an invitation to them to visit Bali, "so they could see first-hand what we had to offer."

Five months later, executive producer Stan Wlodkowski accepted the offer.

"We scheduled his trip to coincide with the second annual BALINALE International Film Festival where he had an opportunity to meet the local film industry, see quality Indonesian films and visit the Bali locations featured in the book," recalls Deborah.

"We knew that once we got him here we had him hooked," she says.

Indonesia may not yet offer film at an international standard, but Indonesia does have the location.

"Indonesia is perhaps the most diverse location in the world providing a visual background for any action or era," says Deborah, "Colonial buildings, traditional villages, ancient palatial ruins, thousands of temples, tropical rain forests, active volcanoes, unique flora and fauna," the list goes on.

To take further advantage of these stunning visual locations, and to bring in more productions like *Eat, Pray, Love*, what is needed, explains Deborah, is more incentives: "Streamlined permit processes and co-production arrangements will further add to the attraction of Indonesia as an emerging market for film locations."

Eat, Pray, Love has already premiered in New York, an event that both Christine Hakim and Deborah attended, and over the next year the film will be viewed by millions around the world. Tourism will no doubt benefit from the exposure, but so too will Indonesia's reputation as the scenic landscape it is and so too, perhaps, will Hollywood become a regular visitor to locations across the vast archipelago. 🌺



Julia Roberts as Elizabeth, and Javier Bardem as Felipe in *Eat, Pray, Love*



Stan Wladkowski and Christine Hakin on the red carpet