

V PLUS

SPOTLIGHT: BRAZIL

Local pics vie with H'wood for B.O. share

By Marcelo Cajuero

RIO DE JANEIRO

Hollywood pics are performing increasingly well in Brazil, compensating for the decline of local movies.

In the first quarter of this year, the country's total box office rose 8.7% to 359.2 million reais (\$197.4 million), thanks to the 24.1% growth of the combined B.O. of all foreign pics and in spite of the sharp 67.1% fall on the combined B.O. of domestic movies.

The same trend was registered last year, when Brazil's total B.O. increased 12.3%. The 21% rise in foreign pics' B.O. offset the 27.3% decline of the local pics' B.O. The market share of local pics fell to just 11.6% in 2011, from 17.9% in 2010.

Industry watchers say the fortunes of local pics could turn upward in the future but, for now, Hollywood dominates. According to industry execs and analysts, that's because Hollywood delivers a steady influx of pics of all genres and sizes, and for all demo targets. These include profitable 3D blockbusters. But the top reason for this strong performance, many say, is the lack of good local pics available to meet the demands of an expanding market.

"The recent crop of Brazilian films is weak. The market continued to grow this year,

» **B.O. SHARE** page 35



Thon "Brazil Animated" is a rare example of a domestic 3D movie.



Dora "Music According to Tom Jobim" follows the bossa nova composer who introduced the world to Brazilian music.

FEST ATTESTS TO UPBEAT BIZ

Jobim doc is a highlight of nation's filmmaking resurgence

By John Hopewell

This year's Cannes Brazil Tribute is "a way of highlighting a country that people will talk about a lot," says fest topper Thierry Fremaux, alluding to Brazil's role as host of the 2014 FIFA World Cup and the 2016 Olympics.

The celebration also underscores Brazil's rich film heritage and recent giant strides as a movie market and film-making force.

Two Brazilian films play in official selection at Cannes selected on merit: Walter Salles' awaited "On the Road," and a joyous documentary, "Music According to Tom Jobim." Both say a lot about Brazil's film industry.

Budgeted around \$25 million, produced by France's MK2, the U.K.'s FilmFour and Francis Ford Coppola, "Road" showcases how top Brazilian

directors have broken into international filmmaking.

On May 7, AMC Networks acquired all U.S. distrib rights to the pic, which will be released jointly by the company's film distribution labels IFC Films and Sundance Selects in the fall.

Brazilian helpers often return home, however. After "Road," Salles has two Latin America-set projects. Another director, Jose Padilha, will segue from "Robo-Cop" to Brazilian badlands-set "Tri-Border."

In "Jobim," Dora Jobim and helmer Nelson Pereira dos Santos, a leading-light of '60s Cinema Novo, celebrate "The Girl From Ipanema" composer Antonio Carlos (Tom) Jobim, a legend of bossa nova, Brazil's most international music idiom. Dora is Jobim's granddaughter. The gala screening is followed by a dinner party and concert.

In general, Brazil's presence — in pics, personalities, parties — spangles Cannes.

Carlos Diegues, whose 1962 "Cinco vezes Favela" kick-started Cinema Novo, chairs the Camera d'Or jury.

Diegues, dos Santos and Juliana Rojas — whose "Hard Labor" played 2011's Un Certain Regard — present a Short Film Corner Brazil Day. Cannes Producers Network spotlights five Rio-based producers. Cinemas du Monde, a networking event, showcases Anita Rocha da Silveira's project, "Kill Me, Please."

"Our history is essential to building new talent," says Brazilian audiovisual secretary Ana Paula Santana.

The bawdy "Xica," from Diegues' and Eduardo Coutinho's 1985 "Man Marked to Die," grace Cannes Classics. "Man"

» **UPBEAT BIZ** page 38



Diegues

UPBEAT BIZ

← page 35

retells Coutinho's first failed attempt to explain a union activist's murder in 1964, as Brazil slipped into military dictatorship.

Times have changed.

As much as any Latin American country, Brazil has thrown its weight behind film. Government investments — tax incentives plus Audiovisual Fund subsidies — stand at 375 million reais (\$199.4 million) in 2012, says Manoel Rangel, Ancine Film Board prexy.

To be sure, the picture isn't entirely rosy. Brazilian movies' first-quarter domestic market share plunged. But longer-term the picture is more heartening — as indicated by soaring box office numbers riding the crest of a boom in ads for films.

Brazil plans to develop its audiovisual industry still further on different levels, says culture minister Ana de Hollanda.

Already, says Conspiracao's Leonardo M. Barros, Brazilian producers draw up to \$3.7 million in tax breaks and \$900,000 in straight subsidies per pic. Brazil produced 99 films last year, he adds — up from 32 in 1998.

Powered by multiplex construction — 181 screens were added in 2011 — 3D movies, dubbing and a burgeoning middle class, box office rocketed 33%



Walter Salles' "On the Road" finally brings Jack Kerouac's classic to the screen.

in 2009, 20% in 2010 and 12% last year, according to Filme B, a Brazilian trade paper.

"Brazil's middle-class growth leads to exponential growth of its culture/entertainment markets," says producer Fabiano Gullane.

A historical high, Brazil's \$746.9 million 2011 B.O. surpassed Mexico's (\$724 million) and will soon overtake Spain's (\$816.4 million).

"The studios are discovering Brazil's a key market. Junkets used to go to Mexico, now they go to Brazil," says

Chris Pickard, associate producer on Julien Temple's "Children of the Revolution," a F&ME-TV Zero co-production that shot in Rio this year.

Powered by "Elite Squad: The Enemy Within" and "Our Home: The Astral City," Brazilian films' B.O. share peaked at 17.9% in 2010. Share settled back at 11.6% last year. But Brazil has achieved something few Latin American countries can equal: "Everybody wants to know what the next Salles, Meirelles or Padilha film will be," says Pickard.

For Diegues, "Our cinema is now be-

coming a permanent activity, an industry."

Perhaps inevitably, Brazil's vibrancy has led to an increasing fixation on money. Brazil's biggest 2011 production announcement, for instance, came from Padilha at October's Rio Fest: his Rio-based Zazen Prods. label's teaming with Daniel Filho's Lereby Prods. to raise \$60 million, financing 10 pics through 2015. They will target Brazil as their main market.

An international industry is emerging, however.

From 2009, foreign distributors have released Brazilian films with the aid of a Cinema do Brasil Distribution Support fund offering up to \$25,000 toward P&A on a new Brazilian release.

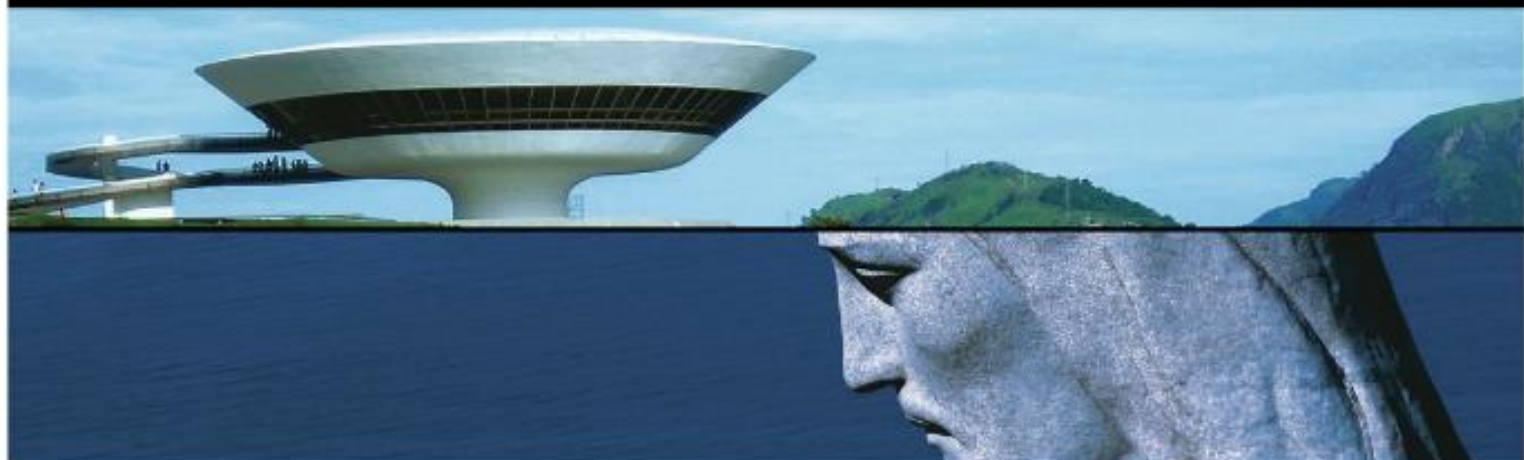
"I see promising years ahead for Brazilian cinema," says Rio Festival director Ilda Santiago, a Cannes Tribute collaborator. "Even more when we start being connected with Latin America and the world via co-productions."

Two such co-prods play Cannes: Colombia's "La playa," co-produced by Bananeira Filmes, and Argentina's "Clandestine Childhood" with Academia de Filmes partnering.

Key shingles — Conspiracao, Gullane, Bossa Nova, Dezenove — are pursuing international co-productions. One, "Violeta," by Chile's Andres Wood, won the 2012 Sundance World Cinema Grand Jury prize.

It is more than a beginning. ■

RIO DE JANEIRO CITY AND STATE: THE BEST LOCATIONS AWAIT YOUR SCRIPT!



Whatever your script may be, filming in Rio is like entering a magical setting — for its striking luminosity, breathtaking natural beauty, warm people, or fascinating stories. So, it's no surprise that Rio has been elected the Happiest City in the World, that it is one of the states selected for the 2014 World Soccer Cup, and that it will be the host city of the 2016 Olympics. In every corner of Rio you will find the perfect angle to shoot your script. After all, Rio's unique setting and diversity make for a winning combination!



Rio Film
Commission

Bring your film to Rio. You'll be surrounded by inspiration.

Contact information

Rua México, 125/13° | Rio de Janeiro | RJ | Brazil | 20031-145
55 (21) 2333-1373 | 55 (21) 2333-1349 | rfc@riofilmcommission.rj.gov.br
www.riofilmcommission.rj.gov.br



SECRETARIA
DE CULTURA

SOMANDO FORÇAS

ONES TO WATCH: PROMINENT PICS FROM THE LAND OF THE BOSSA NOVA



"Neighboring Sounds"



"Brazil Red"



"My Sweet Orange Tree"

Amazonia

Director: Thierry Ragbert

Production: Globo Films/Guliane Filmes

Sales: La Pacte

A French/Brazilian 3D jungle adventure film for the world market. After a plane crash, a capuchin monkey is left to fend for itself in the Amazon rainforest. 2013 premiere. Inovision distributes in Brazil.

The Art of Losing

Director: Bruno Barreto

Production: LC Barreto/Goldcrest/Globo Filmes

Sales: Goldcrest

U.S.-Brazil co-production. True 1950s love story of U.S. Pulitzer-winning poet Elizabeth Bishop and Brazilian architect Lota Macedo de Soares. Lensing in New York in June.

Bald Mountain

Director: Helter Dhalla

Production: Paranoïd/LyriaFilm

Sales: Celluloid Dreams

A 1978 saga of two Rio friends seeking wealth in the colossal, open-air Bald Mountain gold mine in the Amazon rainforest. With "Elite Squad" star Wagner Moura. Lensing second half of 2012.

Brazil Red

Director: TBA

Production: Conspiração/Pampa/Globo Filmes/RioFilm/CD

Distrib: France Televisions Distribution

This Brazil/France co-production, based on novelist Jean-Christophe Ruffin's love story, is set around France's invasion of Rio in the 16th century. Pic/TV series. Release in 2013.

The Children of the Revolution

Director: Julien Temple

Production: TV Zero/F&ME

Sales: Ealing Metro

Rolling off October's edition of mega-pop concert Rock in Rio 4, doc looks at social change since 1985's Rock in Rio. U.K./Brazil co-prod. Lensing.

A completa verdade

Director: Marcos Jorge

Production: Total/Warner

Based on Jorge Amado's novel "Os velhos marinheiros." Pic is Jorge's next project after his award-winning film "Estomago: A Gastronomic Story." International fest potential. Post.

Dirty Hearts

Director: Vicente Amorim

Production: Mtor/Downtown/Globo Filmes/RioFilm

Brazilian helmer Amorim's ("Good") set in Brazil's Japanese community as Japan loses WWII. Premiered at the Montreal World Film Fest last summer.

Father's Chair

Director: Luciano Moura

Production: O2 Filmes/Globo Filmes

Buzzed-about Fernando Meirelles-produced father-son road movie, which played Sundance, establishing Moura as a talent to track. Post.

Heliopolis

Director: Sergio Machado

Production: Guliane/Fox

Respected helmer Machado's latest pic. Kid leaves crime to join orchestra. A different approach to Brazilian heist fiction. Fox has Latin American rights. Lensing, 2013 release.

The Mountain

Director: Vicente Ferraz

Production: Tres Mundos/Primo/Verdeoro/Stephane

Distrib: Europa/RioFilm (Brazil), Fandango (Italy)

Brazil/Italy/Portugal co-prod with international cast. Helmer Ferraz's refined WWII drama, turning on Brazilian soldiers, a partisan and a German officer lost in no man's land in the Italian mountains. Post.

Music According to Tom Jobim

Director: Nelson Pereira dos Santos

Production: Regina

Doc by Pereira dos Santos, director of classics "Rio 100 Degrees F.," "Barren Lives" and "Memoirs of Prison." Tender portrait of life and work of Bossa Nova wizard Tom Jobim. Released in Brazil in January. A gala screening at Cannes as part of the festival's Brazil Tribute.

My Sweet Orange Tree

Director: Marcos Bernstein

Production: Passare Filmes

Sales: Elle Driver

Bernstein's version of the classic teen novel. Sales to Germany, Spain, Portugal and South Korea. Completed. Inovision distribution in Brazil in December.

Neighboring Sounds

Director: Kleber Mendonça Filho

Production: Cinemascope/Estudios Quanta

Distrib: The Cinema Guild (U.S.)

Rising helmer Filho's reflection on violence in Brazilian society via life in a middle-class neighborhood of Recife. Rave *Variety* review at Rotterdam, where it won *Fipresci*.

On the Road

Director: Walter Salles

Production: MK2 Filmes/Film 4/SPAD Filmes/Womadic

Pics/VideoFilmes

Sales: MK2

Salles' pic with top international cast. First screen adaptation of the classic beatnik novel by Jack Kerouac. Cannes competition.

Once Upon a Time, Veronica

Director: Marcelo Gomes

Production: REC/Denzenove/UDI

Sales: UDI

New work of art pic helmer Gomes. Young woman in Recife, Brazil, undergoes existential crisis. Post. Inovision to release in November in Brazil.

Paraísos artificiais

Director: Marcos Prado

Production: Zazen/Paramount/RioFilm/Globo Filmes/

Feijao/Cigarras

Sales: Zazen

Fiction feature debut of Prado, producer of "Elite Squad" and "Elite Squad: The Enemy Within." Love/drugs drama. Paramount releases in May.

Rio 2096

Director: Luiz Bolognesi

Production: Guliane/Buriti

Debut pic of screenwriter Bolognesi ("Birdwatchers"). Animation. 600-year-old leading character takes part in Brazil's main historical events. 2013 release.

Roadsides

Director: Breno Silveira

Production: Conspiração/Fox

Latest pic by helmer Silveira, of local blockbuster "Two Sons of Francisco" fame. Road movie drama. Post. Fox has Brazil, Latin American rights.

Tropicalia

Director: Marcelo Machado

Production: Bossa Nova/Mejé/VH1/Record/Américas

Film Conservancy/Revolution Films

Docu about late '60s Brazilian music/art movement tapping rare re-mastered TV Record footage. International potential. Premiered at September's Telluride.

Xingu

Director: Cac Hamburger

Production: O2 Filmes, Globo Filmes

Sales: Rezo

New pic from Hamburger ("The Year My Parents Went on Vacation") played Berlin's Panorama section in February. Adventure biopic of Brazil's Villas Boas brothers, who created Brazil's Xingu National Park.

— Marcelo Cajuêlo