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Brazilian Cinema Showcase arrives in London



Written by Fernanda Franco

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The *Inffinito Festival Circuit* has, for 15 years now, taken the best of the Brazilian cinema to Vancouver, Miami, New York, Buenos Aires, Montevideo, Rome, Madrid and Barcelona. It will arrive in London for the 2nd BRAZILIAN FILM FESTIVAL between the 1st and 5th September.

The Brazilian Film Festival's main purpose is to create incentives that promote new opportunities for business and strengthen partnerships for co-production between the British and Brazilian markets. To reinforce this connection, the British Academy of Film and Television Arts (BAFTA) plays host to the festival's Opening Night with the premiere of *Lula, The Son of Brazil* - the remarkable and emotional life story of Brazil's current president, based on the book of the same name. The film follows Lula's distressing life trajectory, from shoe-shine boy to leader of his own country - an awe-inspiring achievement.

"The Brazilian Film Festival of London represents a unique opportunity for communication between Brazil and the UK and consolidates a platform for the exposition and visibility of Brazilian audiovisual content on the biggest cultural stage in Europe. This is an important initiative to launch new business for both countries". (Adriana Dutra, Inffinito Director)

This year the festival introduces The Marketplace, which will bring some of the biggest names in the Brazilian cinema industry, including Manoel Rangel- president of the National Cinema Agency- ANCINE, in addition to acclaimed director Fernando Meirelles and a couple of the most important Brazilian film producers Lucy Barreto and Paula Barreto, among others. Together with UK delegates, they will discuss new opportunities and incentives from the Brazilian government for co-productions with Brazil in this special film market initiative to be held at BAFTA on Saturday 4th September.

Between the 2nd and 5th of September, Apollo Piccadilly will be premiering 10 films that vary from comedy to literary adaptations to breathtaking thrillers by renowned industry names such as director José Joffily (*Who Killed Pixote?*) and producer Daniel Filho (*City of God, Carandiru*). Other highlights are *Tambo*, by late director Sergio Bernardes, a documentary that creates a panorama of Brazilian civilization through amazing imagery. Lauded writer Paulo Halm brings two screenplays to the festival, both *Blue Eyes* and *Love Stories Only Last 90 Minutes*, which he also directed. Luiz Villaça's *The Story of Me* is another outstanding film in this showcase, which tells the dramatic experience of a 6 year-old boy who ends up in a children's home and learns how to survive through his fertile imagination. Comedy also plays an important part role in the festival and Jose Alvarenga Junior's *So Normal 2*, taken from a hit Brazilian TV series and brought to the big screen, will have the audience doubled-over in laughter. On the Closing Night, one of the films will be presented with the Crystal Lens award for Best Film of the 2nd Brazilian Film Festival of London. The Festival also presents a vast array of musical documentaries this year in a parallel exhibition at the Southbank Centre.

Q&A sessions with directors and/or actors after the screenings

2nd Brazilian Film Festival of London
BAFTA Programme

WED 1ST SEPTEMBER - OPENING NIGHT

6.30 PM – LULA, THE SON OF BRASIL (12) + Q&A with Lucy Barreto and Paula Barreto

(Lula, O Filho do Brasil) UK Premiere
Brazil 2009 Dir. Fábio Barreto 128min
Drama / 35mm / Colour

Based on the book of the same name by Denise Paran , *Lula, the Son of Brazil* tells the story of a common man, his family and his extraordinary ability to rise above hardship. The film narrates the path of Luiz In cio Lula da Silva from his birth in 1945 through the year 1980 which marked two significant events in his life: his first election as official leader and representative of the people and the death of a person who was extremely influential in Lula's life and ways of thinking: Dona Lindu, who in raising eight children on her own, reminded them constantly that "no one in this family will ever become a criminal or a prostitute." And dignity prevailed.

Cocktail + DJ after the screening

Tickets

Standard -  12

Concession -  10

Booking: www.ticketweb.co.uk 195 Piccadilly London W1J 9LN

Ticket Web: 08444 771 000

SAT 4th SEPTEMBER

Marketplace launch @ bafta

Programme details coming soon!

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APOLLO PICCADILLY Programme
Between 2nd and 5th September

THU 2nd SEPTEMBER

6PM – THE WELL BELOVED ONE (12)

(O Bem Amado) UK Premiere
Brazil 2010 Dir. Guel Arraes 107min
Comedy / HD / Colour

Based on the literary work of Dias Gomes, *O Bem Amado* tells the story of the mayor of Sucupira, Odorico Paraguaçu, whose has as the main aim of his administration the opening of a cemetery. On one side he has the support of the Cajazeiras sisters, on the other, he comes up against strong opposition led by Neco Pedreira, owner of the local newspaper.

8.30PM – TIME OF PEACE (16)

(Tempos de Paz) UK Premiere
Brazil 2009 Dir. Daniel Filho 82min
Drama / HD / Colour

The entire story takes place on the 18th of April in the year of 1945. Battles had ceased in Europe, but Brazil still found itself technically at war. The encounter takes place in the immigration office of the port of Rio de Janeiro: between the interrogator, a customs official and former-torturer for the Political Police of President Vargas and a Polish ex-actor, who had lived through the horrors of war, but who is suspected of being a Nazi fugitive. The film portrays a critical period in Brazilian history and speaks of Manichaeism and the fight for life.

FRI 3RD SEPTEMBER

6PM – SO NORMAL 2 (14)

(Os Normais 2) UK Premiere
Brazil 2009 Dir. José Alvarenga Jr. 75 min
Comedy / HD / Colour

It's a mistake to think that Rui and Vani's saga had come to an end. Luiz Fernando Guimarães and Fernanda Torres bring back their outstanding characters from *Os Normais*. Just like in TV Globo's series and the first feature film, laughs are guaranteed, when the couple decides to spice up their relationship and go looking for someone to join them in their adventure.

8.30PM – TIME OF FEAR (16)

(Salve Geral) UK Premiere
Brazil 2009 Dir. Sérgio Rezende 119 min
Drama / HD / Colour

Lucia, a recently widowed piano teacher is shocked to find that her only son Rafa has committed murder. Desperate to free him from prison, she becomes involved with the criminal organization responsible for a series of acts that will eventually turn the biggest metropolis in the country into a living hell.

SAT 4TH SEPTEMBER

3.30PM – TAMBORO (12)

(Tamboro) UK Premiere
Brazil 2009 Dir. Sergio Bernardes 100 min
Documentary / HD / Colour

Exposing deforestation in the Amazon, the conflicts over land rights in the countryside, and the growing shantytowns and increasing criminality in huge urban centres, *Tamboro* tackles the major socio-environmental issues of Brazil. Creating a panorama of Brazilian civilization through amazing imagery, this film roves around the country, painting a colourful mural of Brazil, from the northern peak of Mount Roraima to the southern valleys of Aparados da Serra.

6PM – LOVE STORIES ONLY LAST 90 MINUTES (14)

(Historias de Amor duram apenas 90 minutos) UK Premiere
Brazil 2010 Dir. Paulo Halm 90 min
Drama / HD / Colour

Zeca is a young writer immersed in a novel he's incapable of writing. He lives an idle life. He is 30 years old, but behaves like a teenager. He is talented yet lacks focus: he'll write two sentences and then give up. He has a strained relationship with his wife Julia, as a result of their conflicting temperaments: Zeca lacks motivation, while Julia knows exactly what she wants. Zeca is unhappy, but doesn't seem to care, until the day he starts to suspect that Julia is cheating on him and, much to his dismay, with another woman.

8.30PM – BLUE EYES (16)

(Olhos Azuis) UK Premiere
Brazil 2010 Dir. José Joffily 111 min
Drama / HD / Colour

Marshall, chief immigration officer of New York's JFK Airport, is facing compulsory retirement. On his last day of work, drunk and blinded by prejudice, he harasses a group of Latin American visitors, exposing them to a series of humiliating events that result in the death of a young Brazilian. Years later, after serving a lengthy prison term and filled with guilt, Marshall goes to Brazil in search of the victim's daughter.

SUN 5TH SEPTEMBER



POLL

What do you think of the iPad?

- Can't wait. It's just what I need.
- It's just an oversized iPod Touch.
- It's the future of publishing and the way we read.
- Over hyped, overpriced and lacking in features
- I prefer paper.
- What's an iPad?

Vote

Results

3.30PM – RITA CADILLAC - THE LADY OF THE PEOPLE (18)

(Rita Cadillac – A Lady do Povo) UK Premiere
Brazil 2009 Dir. Toni Venturi 75 min
Documentary / HD / Colour

Queen of truck drivers and gold miners and godmother of prison inmates. A sex-symbol in the 80s, Rita Cadillac was the fantasy of a whole generation of Brazilian men and boys. Now as a middle-aged woman, she has starred in three adult films in order save up for her retirement. An intimate portrayal of the star and a deeper look into her private life.

5.30PM – ELVIS & MADONA (16)

(Elvis & Madona) UK Premiere
Brazil 2010 Dir. Marcelo Laffitte 100 min
Comedy / HD / Colour

Elvis & Madona is a romantic comedy that deals with an unusual subject in a delicate and realistic way: a love story between a young lesbian named Elvis and a transvestite called Madona. Set in Copacabana, one of Rio de Janeiro's most well-known neighbourhoods, the screenplay includes a full array of character types and, in following both protagonists' journey, illustrates conflicts generated through behaviour and custom. As a contemporary and agile film, its soundtrack echoes the latest musical trends. Nevertheless, it is essentially a love story, proving that love can exist in any situation.

7PM – THE STORY OF ME (12)

(O Contador de Historias) UK Premiere
Brazil 2009 Dir. Luiz Villaça 107 min
Drama / 35mm / Colour

At six years old, Roberto Carlos Ramos is sent by his mother to an institution for poor children in Belo Horizonte. Endowed with a fertile imagination, at 13 he's still illiterate, having escaped more than 100 times he is diagnosed as irredeemable. An encounter with a French teacher will change Roberto's life forever.

Closing Ceremony and Crystal Lens Awards for the Best Film of the Festival
All films with English subtitles

Tickets
Standard - £10
Concessions £8
Booking: www.apollocinemas.com
Box Office: 0871 220 6000
19 Lower Regent Street London SW1Y 4LR

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