



Status: Shot across USA, UAE, INDIA, FRANCE, SRILANKA 2007-2010

Sprocket Science: 2104 SHIV TAPI, HUGHES ROAD, BOMBAY 400007 INDIA
 M 69 THE PALM JUMERIAH. DUBAI. UAE www.threadsoftradition.com/indiavisualism

Imagine a country, where seven out of ten Indian youth, wear garments produced in their countries for a few of dollars, exported overseas, re-imported and then sold back to them with 200 % Premium!! Tagged and Taxed by western labels! A country of a billion possibilities cannot boast of a single international local label. This is the ironical shade of neo-colonialism fills a country whose first style statement, was Gandhi's call for Swadeshi, a nation's outcry to save her textiles and crafts from perishing at the hands of the British Raj.

Today, tech packs replace traditional design, synthetics chase-out silken skeins, India is losing her 10,000 year traditions, as belligerent bureaucrats froth with joy at outsourcing. Challenging the weak national policies a nascent fashion fraternity struggles to build local labels. Questioning why country's minimal infrastructure fuels global retail, but doesn't offer Indian designer's the same retail and manufacturing infrastructure, the nascent design community refutes this servitude, opening up a visual dialogue using the fragmented Fashion Week as a platform.

2001 the Indo-French-German duo, Lecoanet-Hemant return to India Shinning, with the hope of nurturing the nation's first local label. Leaving behind their secure Parisian haute couture address, putting their best feat forward in a country where light and power is often a luxury. Using their international expertise, meshing it with local graffiti; they create contemporary solutions for emerging India. Refusing to kowtow to outsource, battling socio-political corruption, they stir up awareness, set off aspiration seeking to shape emerging cultural identity through 'Indiavisualism'.

Working alongside the regional design fraternity they commence on a trajectory of change. It's funny and frustrating to watch them set up infrastructure, train talent and talk about building IPs, it's heartening to watch them introduce labor benefits, enable transparency, putting their life savings into creating solutions for an entire population sold to polyester and 'tag-brag'. Amidst this turmoil, a humane side shines through as Hemant rediscovers his roots and Didier his partner, a disciplined Frenchman continues struggle between myth and management.

Their everyday battles are epic, humorous and humbling in equal parts. Winners of the biggest international design award - The Parisian Golden Thimble- they are absolutely unknown in India. With pure humility they re-establish themselves. Hoping to invite India into its own renaissance, Hemant uses elements from popular culture, creating ensembles resonating of Modern India. He dreams of creating ready-to-wear solutions at cost effective prices, supported by Lecoanet who designs this dream with blind commitment.

Will they succeed in infusing pride in a country presold to western brands and bling? Will they be able to forge a brand in a country where they are refused retail infrastructure? Will they be able to adapt to the rules of this 'Shinning Nation' whose social underbelly reveals over 50 percent of its people living below the poverty levels making luxury truly superfluous? Will any body be able to understand their vision and design sensibilities? Following their highs and lows, unveiling how it is for a western designer to survive in a country's manufacturing structure sacrificed at the altar of 'outsource'.

Opening up debate on governance, questioning India's profiteering politicians on why they subsidize exports but tax national brands. Investigating how a 4\$ garment ends up as a 400\$ object d'art reveals a fashion conspiracy supported by leading policy makers, international media, global designers, where the price is paid for by emerging economies and their talent which provides faceless nameless fodder. In this scenario, will an international brand be able to make a globo-local leap of faith.

DIRECTOR BIOGRAPHY

Brought up in the multicultural environments of India, London and Dubai, trained in Psychology with a minor in economics, Soniya Kirpalani acquired her initial media training through Trinity College's external program and under Bollywood Veterans for direction and acting. Commencing her career, essaying a lead role in two mainstream Bollywood movies, she continues her relationship with media through her writing. A leading lifestyle and fashion editor for several reputed publications across the world - both online and offline- Soniya is an advisor on convergence, her expertise lies in meshing traditional and new media platforms.

Starting her career in electronic media, working on shorts and corporate videos for leading Luxury groups - ZimZam for Carrefour, Aesthetics and Genesis Colors - she swiftly moved into designing 360 Degree projects alongside the teams of Sony Entertainment Television – TeleLife, jointly developing their reality series "FACES" – which she staged, scripted and directed. Delivering India's first cross cultural, cross media, cross border production 'Henna On My Hands' for Geo TV & Femina, won her accolades for doing the impossible.

Realizing her passion for syncopating sensitivities of Asia, Arabia and Africa, Soniya commenced an independent career to give a voice and visual to the emerging stories of the East. Committed to creating documentaries that educate, empower, engage and raise awareness, she hopes to share heartwarming stories from the evolving east. Her first independent project 'Threads of Tradition' won the prestigious Cannes Documentary Co Fund Award (The MipDoc Co Production Challenge)- For 4 Documentary Features- 'DoBuy- The Fabric of Faith' (UAE), 'Silken Synergy' (Bangladesh) 'Indiavisualism' (India) 'Between Bombs and Burqas' (Pakistan) **which** are all set for release in 2010.

Continuing her passion for journalism, she serves as a cross media strategist for SONY TeleLife, Khaleej Times, AirTel, Capital Talk, Asian Leader (Guardian Unlimited), Asian Lite and Center Stage. Working towards the development of creative communities in the East, Soniya works in an honorarium capacity with Emerging Councils of Design for Arts & Fashion across Asia and Arabia. This affords her a deep insight and unparalleled access to lifestyle programming from the emerging East. Working towards bridging the South East Asian cultures, through 'An Artist Within' and 'Celebrating Cultures' she is working to create cross platform-cross media design exchanges to bridge cultural differences through culture & creativity.

GENERAL INFORMATION:

THE FORMAT –DV PAL PROGRESSIVE –SHOT AT 25P.

RUNNING TIME 1 X 79 MINUTES (Non V/O Cut)
1 x 52 (V/O) Cut for Threads of Tradition Series

OFFICIAL LANGUAGE ENGLISH
COUNTRY OF PRODUCTION INDIA / UAE
COUNTRY OF FILMING UAE/ USA/ INDIA/ FRANCE/ SRI LANKA
PRODUCER SPROCKET SCIENCE FILMS
DIRECTOR SONIYA KIRPALANI
EDITOR EMILY HARRIS
EXECUTIVE PRODUCER USA JILL BARNES
DIRECTOR OF PHOTOGRAPHY DHRUV DHAWAN

Post Production Assembly Commenced. Final Cut October 2010

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