

Product Placement Proposal

Project – The Dinner Party

July 2011

INTRODUCTION

- Aspirica.com, launching 2011, is an online film channel, focussing primarily on productions that are not for Cinematic release and also back catalogues of films and TV programmes. The site will enable Production Companies and Directors to showcase their work for the general public and industry members to view. Aspirica are currently working alongside Kandle Productions on a 15 minute short film entitled 'The Dinner Party'..
- Overall, the film industry made £1076 billion last year. The UK FILM COUNCIL reports that Independent film made up 5.5% which means it made £59 Billion. Therefore the independent film industry has had an increase of 2% while the main industry is down by 4% so it is a growing market.
- Aspirica are working with Kandle Productions to produce 'The Dinner Party' a 15 minute short starring:

Jodie Whittaker – Venus, attack the Block and One Day, with Ann Hathaway.

Hayley Atwell – The Duchess, Brideshead Revisited and Captain America; The first Avenger.

Gemma Arterton – Clash of the Titans and Quantum of Solace.

With all of the above talent we can generate huge interest/press/publicity with 'The Dinner Party'

ROUTE FOR FILM PROJECT

The Dinner Party will go through the traditional journey of the short film:

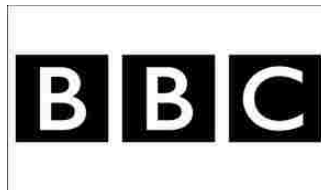
It will be showcased at all Film Festivals for 2011/2012 – London, Sundance, Berlin, Cannes, Venice.

The film will be submitted to film awards; BAFTA, BIFA and the Oscars.

There will be Television slots for Channel 4 and BBC Channels.

On return the project can be placed as original content for your brands.

There will be cast and crew screenings where the 'Kandle Brand' can showcase all its different platforms.





ADDITIONAL BENEFITS:

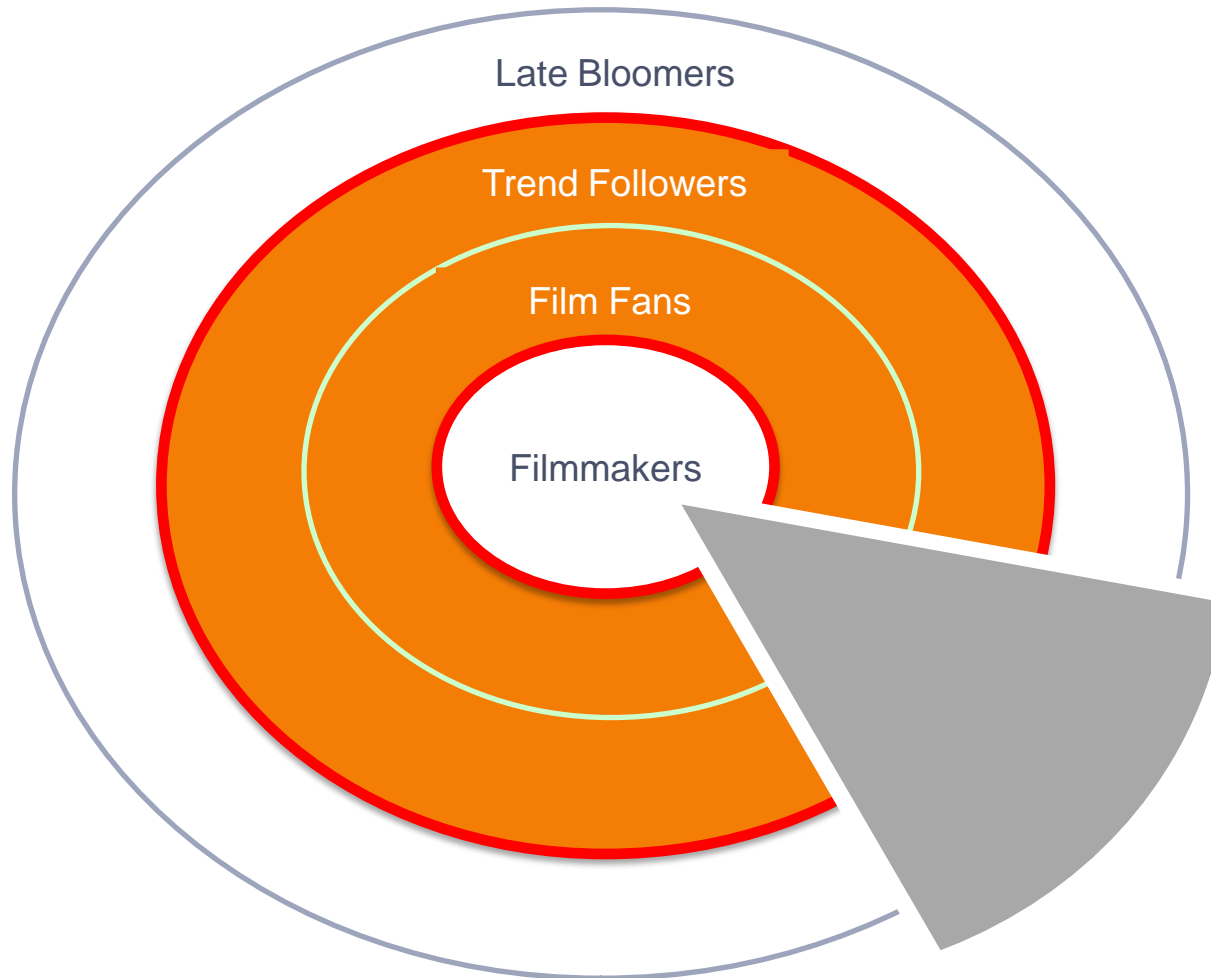
Heavy marketing within the film industry, at festivals and all other relevant events.

Attendance at the Aspirica BAFTA launch party attended by industry professionals, actors and press. The event will be filmed and will include interviews with celebrities and Directors.

Aspirica will run a competition for film fans to win branded items used in the filming of the project.

We feel that the added exposure this sponsorship will provide to the brand will be extremely valuable and will provide a worldwide platform for increased promotion.

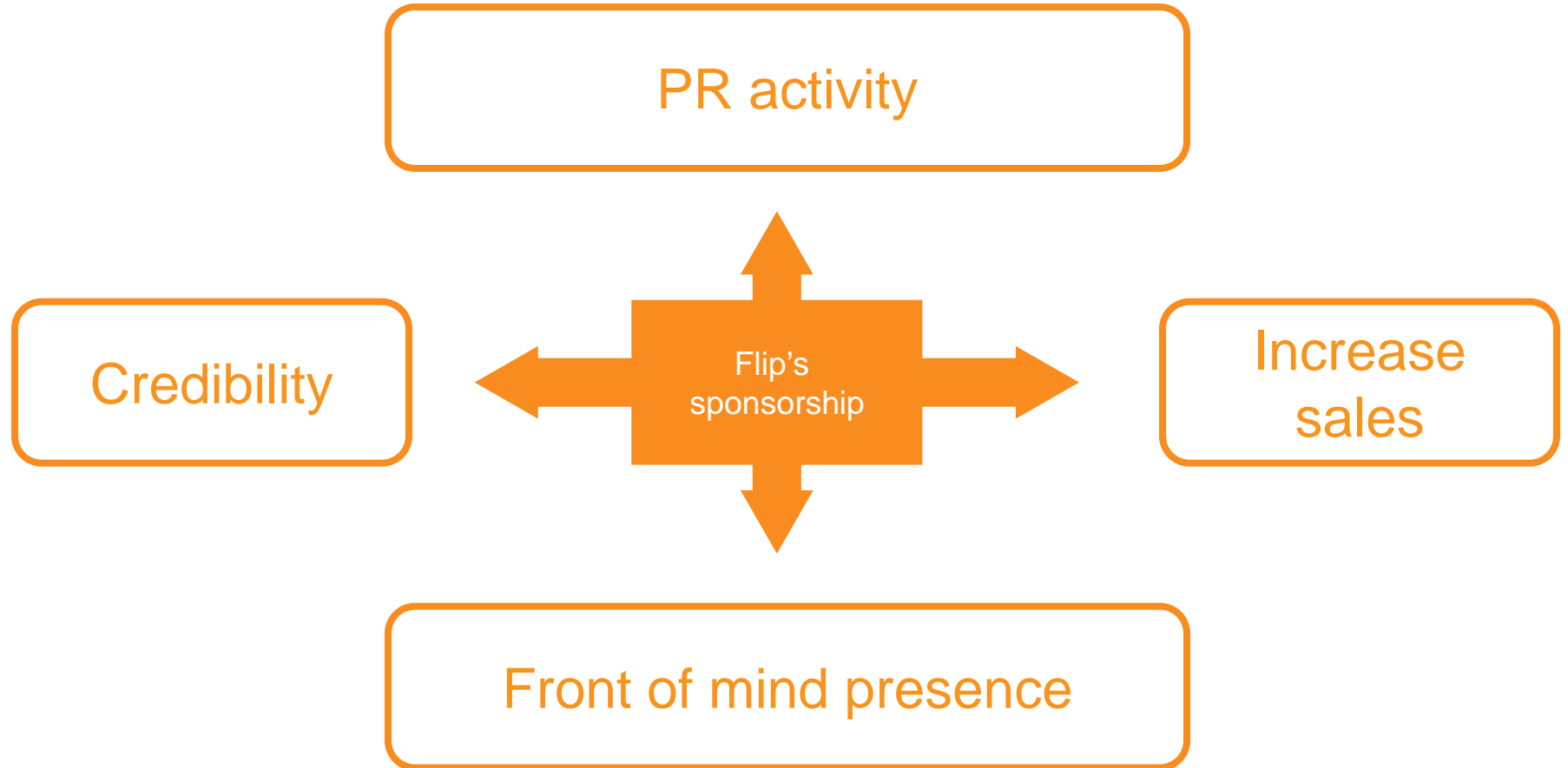
CREATING A LIFESTYLE ACCESSORY



In order to develop the most effective campaign and really make the brand 'the' latest lifestyle accessory, 'The Dinner Party' can reach both the trend-setters and trend-followers by talking to an audience that always has one eye on the film world.

- Filmmakers – Reached through sponsorship and endorsement.
- Trend-setters – Reached via events, experiential, social network and word-of-mouth.
- Trend-followers – Reached via TV, press and PR.
- Late-bloomers – Reached via high awareness and promotions.

WHAT ARE WE TRYING TO ACHIEVE?



Short term

- Increase awareness of Brand
- Marketed to film makers, film fans, general public and Aspirica members as a lifestyle accessory.
- Increase sales of Brand
- PR activity

Long term

- **To become THE lifestyle accessory for the movie world through affiliation with 'The Dinner Party' Aspirica and Kandle.**

THE PROJECT

ASPIRICA
THE INDEPENDENT MOVIE REVOLUTION STARTS HERE



A short film adaptation of Joshua Ferris's award winning story.
A concise anatomy of a marriage on the brink.

The Dinner Party

A compelling contemporary drama with hotly tipped talent.

Written by Simon Neal & Christian Contreras

From the short story by PEN/Hemingway award winning author Joshua Ferris

Director: Simon Neal

Writers: Simon Neal & Christian Contreras

Cast: Christian Contreras, Jodie Whittaker, Hayley Atwell, Gabriel Bisset-Smith

DIRECTORS STATEMENT

Joshua Ferris's award-winning short story is crying out to be made into a short film. It's an unnervingly accurate portrait of a modern marriage that crackles with smart dialogue and enough twists and turns to keep you guessing until the very end. But what I really love about it is how it brings into sharp focus the gulf between how we see ourselves and how others see us. The story's protagonist, Elliot Harper, a complex, flawed character that it's all too easy to relate to, has this difference spelled out to him in a way that few of us would envy, but all of us could learn from.

the film starts out as a comedy of manners but quickly becomes something darker; a cautionary tale that touches our innermost sense of who we think we are. The audience will be immediately drawn by Elliot and empathize with his situation, so that when the truth slaps him in the face their cheeks will be stinging too. His dramatic journey of self-discovery will serve as a parable on the dangers of egotism and the necessity for selflessness if we are to truly love and be loved.

This is very much an actor's film and I am lucky to have two fantastic performers in the lead roles. Christian Contreras, an up and coming American actor based in London, will play Elliot, and his wife, the award-winning British actress Jodie Whittaker, best known for her work opposite Peter O'Toole in *Venus*, will play Amy. We also have some formidable young British talent lined up for the supporting roles.

My aim is for the *Dinner Party* to be entertaining, poignant and thought provoking in equal measure. I want to make an exceptional short film that will be enjoyed by large audiences at film festivals and via paid distribution.

PEOPLE



Simon Neal – Director

Simon began his career at the BBC where he wrote and directed many award winning trailers and channel idents. In 2002 he moved into directing commercials. His first commission won a Lion at Cannes and earned him the title of Best New Director at the British Television Advertising Awards. Simon's first short film 'Washdays' played in over 20 international film festivals and won several awards.



Christian Contreras – Elliot

Christian has worked in theatre from London to Los Angeles. His film and television credits include *in the Loop*, *Gracie!*, and *Wrong Turn 3*. He is a lead in two films being released in 2011; *Spiders 3D* and *The Great Ghost Rescue* alongside Kevin McKidd and Steven Mackintosh. His first Screenplay is currently in production for Channel 4's *Coming Up* and will air this summer.



Jodie Whittaker – Amy

Jodie went straight from winning the Gold Medal from the Guildhall School of Music and Drama, to begin her career in film by playing the title role in *Venus* opposite the Oscar nominated Peter O'Toole. One of Britain's rising stars, Jodie has featured in over ten films alongside the likes of Viggo Mortenson, Colin Firth, Jim Broadbent and Anne Hathaway. Jodie is a Satellite Award nominee, as well as a Critic's Circle and BIFA nominee for Best newcomer.



Hayley Atwell – Rebecca

In 2011 Hayley will be starring alongside Chris Evans in the big-budget presentation of *Captain America: The first Avenger* as the superhero's love interest. Other notable film roles include Bess Foster in *The Duchess*, Julia Flyte in *Brideshead Revisited* and Angela in Woody Allen's *Cassandra's Dream*.

Hayley received a best Actress nomination at the Golden Globes for her role in the US mini-series *Pillars of the Earth*. She has also won critical acclaim for television roles such as Catherine 'Cat' Fedden in the BBC adaptation of Alan Hollinghurst's *The Line of Beauty* and roles in *The Prisoner* for US television, with Sir Ian McKellen, and channel 4's adaptation of William Boyd's novel *Any Human Heart*. Other TV credits include *Mansfield Park*, *Ruby in the Smoke* and *Fear of Fanny*.



Gabriel Bisset-Smith – Ben

Gabriel trained at the Guildhall School of Music and Drama and has worked for the RSC, The Royal Court, Young Vic, York Theatre Royal, Lyric Hammersmith and (of course) *The Bill*. He is also an accomplished writer/director. He's had plays produced at the Hampstead Theatre, York Theatre Royal, The Old Vic and BBC Radio Four. Gabriel has been a regular story contributor on Channel Four's *Skins* and directed music videos for Golden Silvers. His short film *Thrush* won the Tenderpixel audience award at Rushes Soho Shorts as well as The Vimeo Best narrative Award.

ABOUT THE AUTHOR

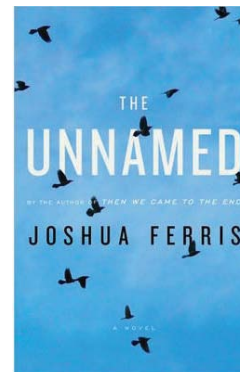
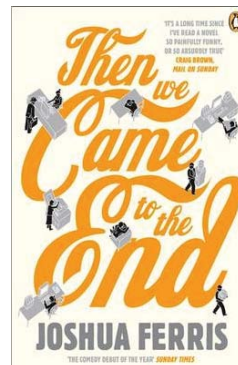


Joshua Ferris's first novel *Then We Came To The End* was published to widespread acclaim in 2007 and was a finalist for the National book Award, longlisted for the Guardian First Book Award and received the 2007 PEN/Hemingway Award.

His second novel *The unnamed* was published in January 2010, Fiametta Rocco, Editor of Books and Arts at the Economist called it 'the best new novel I have read in the past ten years'. GQ described it as 'The first great book of the decade'.

Several of his short stories have appeared in the New Yorker and he was included in their 2010 '20 Under 40' list.

The Dinner Party appeared in The New Yorker of August 11, 2008, and was a finalist in the 2009 American Society of Magazine Editors Awards for Fiction and the Shirley Jackson Awards.



*Creating THE lifestyle accessory
through the movie world channel*

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