



NEWS RELEASE

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INDONESIA CELEBRATES WORLD IP DAY – ‘MOVIES: A GLOBAL PASSION’

With Special Screening of ‘Selamat Pagi, Malam’ and DIY Movie Sound Effects Workshop

SINGAPORE/JAKARTA – On May 7, 2014, the Indonesian screen community gathered to celebrate World IP Day 2014, this year themed ‘Movies: A Global Passion’ with a special press screening of *Selamat Pagi, Malam (In The Absence of The Sun)*.

World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001. The event provides a good opportunity around the world to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives.

The World IP Day event was attended by the film’s director Lucky Kuswandi and lead cast: Adinia Wirasti, Marissa Anita, Dayu Wijanto, Trisa Triandesa and Ina Pangabean along with over 240 guests including Indonesian screen community representatives, local actors, government officials, U.S. Embassy representatives and media. The guests were treated to a Q&A with the film’s creative team, and an advance screening of the film. The special screening was supported by Blitz Megaplex, Kepompong Gendut and Soda Machine Films, the U.S. Embassy Jakarta and the Motion Picture Association (MPA).

Speaking at the event, Lucky Kuswandi, said that it was disappointing for him to see his first feature film *Madam X* pirated on the street for IDR 7,000 (70 cents): “It costs IDR 50,000 (USD 5) or less to watch a film in the cinema, and yet I know that some will choose to download it illegally for free and spend the money on other things like a parking fee or a gourmet coffee. But for those of us who worked on *Selamat Pagi, Malam*, this IDR 50,000 is worth so much more. It is worth the eight year struggle to get the film made, produced with the blood, sweat and tears of more than 50 cast and crew who endured long shooting hours to share this passionate story with you in the cinema. Therefore protection is needed to ensure we can continue to create. So I thank you for choosing to watch the film where it belongs: in the cinema.”

Adinia Wirasti, the film’s lead actress added, “It is also important to build more cinema screens so that more people get to see the film in the cinema, rather than see it illegally down at the internet cafe. With

more screens, more revenue will flow through to filmmakers, and we can make more films for audiences to enjoy.”

U.S. Embassy Deputy Chief of Mission Kristen Bauer said, “While we celebrate World IP Day every year, we should remind ourselves daily of the importance of intellectual property rights protection to innovators and the creative industries, such as filmmaking. Lucky Kuswandi, the actors, and crew who have worked so hard to make this film, and all Indonesian innovators should be confident that their hard work will be rewarded if Indonesia’s creative class is to grow and flourish.”

Rusli Eddy, General Manager of Blitz Megaplex, said, “We are happy to support the local screen community in organizing this event because we understand how important it is for the public to learn the value of intellectual property rights, especially since this will help the screen community in Indonesia to build a healthy and sustainable film industry – and essentially make more quality films.”

Stephen Jenner, Director of Communications Asia Pacific, MPA, said, “We are here to celebrate World IP Day which takes on a special significance this year as the theme for the celebrations is Movies: A Global Passion. There’s no doubt that movies are a much-loved pastime with people all around the world. It’s a medium that excites us, entertains us, educates us and even enlightens us. And today we’re delighted to recognize the many people in Indonesia who play such an important part in creating screen stories for all of us to enjoy. We appreciate their talent, dedication and innovation, and hope that their work is valued and respected by the audience.”

On Thursday, May 8, in further celebrations of World IP Day, young film lovers are invited to participate in a film workshop on “DIY Movie Sounds Effect”. The film workshop is jointly organized by LayariaTV, Crossfade, the U.S. Embassy Jakarta and the MPA, and will be held at the U.S. Embassy’s high-tech cultural center @america, in Pacific Place Mall.

Participants will be taught how sound effects play an important role in filmmaking, what role a sound effects technician (known as a Foley Artist) plays on a film set, and enjoy trying their own hand at creating sound effects to film footage screened at the event. The practical exercise gives young people a better understanding of the craft of filmmaking, and the talent and creativity that goes into making a movie. Speakers include Dennis Adhiswara (filmmaker and animator), Khikmawan Sentosa (Foley Artist expert), Phil Nervig (Economic Officer, U.S Embassy) and Stephen Jenner (Director of Communications, Asia Pacific, MPA).

Selamat Pagi, Malam is a personal story of bittersweet life in Jakarta - how three women of different ages, class and status embrace the sleepless nights in Jakarta and how they struggle to find their place. The film will be officially released in June 2014.

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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