



## NEW DIRECTOR LOTUS SHORT FILMS BY THE FABULOUS FIVE

### WHAT IS THE FABULOUS FIVE?

As one of the sub-categories under the New Director Lotus, Short Films by the Fabulous Five is a platform aimed to kickstart the careers of commercial directors in the Asia Pacific and Middle East. Launched in 2008 (as the Fabulous Four), the initiative has grown to receive close to 50 scripts from a dozen cities across the region.

Aspiring directors are invited to submit scripts (free of charge) for the chance to become one of the Fabulous Five New Directors. Juries of the New Director Lotus panel will vote for their favorite scripts to determine the identities of the Fabulous Five, who will be flown, accommodated, and take the stage and premiere their short films at ADFEST in Pattaya, Thailand.

### WHO IS ELIGIBLE?

To be eligible, aspiring directors must meet the following criteria:

- Entrants must be directors or assistant directors based in Asia and the Pacific, including Australia, New Zealand, and Middle East.
- Eligible Directors must have started their career after March 2018.  
Note: No more than 2 years professional experience as a Director.
- Scripts which might offend national or religious sentiments or public taste are not eligible.
- Previous Fabulous Five (Four) directors are not eligible for script submission.





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### HOW TO BECOME A FABULOUS FIVE

Each entrant submits (free of charge) a script for a 5-minute short film under the ADFEST 2020 theme, **“FIRED UP!”** (see page 3) by **3<sup>rd</sup> January 2020**.

All scripts will be read by the Film Craft Lotus & New Director Lotus jury panel, who will independently vote for 5 of their favourite scripts. Scripts will be sent anonymously to all juries with no information on the identities of the directors to ensure greatest fairness and transparency.

The 5 directors whose scripts receive the highest scores will be notified by ADFEST to produce the short film of the scripts they submitted.

ADFEST will provide return economy airfare, ground transportation, accommodation, and full delegate registration for these 5 selected directors to attend ADFEST 2020 to debut and discuss their short films at the Fabulous Five session on **Thursday 19<sup>th</sup> March 2020**.

### SCHEDULE

NOW – Fri 3 Jan	Entrants submit a script (in English) in word document format for a 5-minute short film of their interpretation of <b>“FIRED UP!”</b> <u>Note:</u> Each Director/Assistant Director can only submit one script.
Mon 6 Jan - Fri 24 Jan	Film Craft & New Director jury panel members vote for their favourite 5 scripts.
Wed 29 Jan - Fri 31 Jan	Confirmation of the Fabulous Five New Directors.
Fri 31 Jan - Fri 6 Mar	Short film production <u>Note:</u> There is no production subsidy provided by ADFEST.
By Fri 6 Mar	Deadline for all hi-res short films and 30-second trailers to ADFEST
Tue 17 Mar	The Fabulous Five arrive in Pattaya
Wed 18 - Sat 21 Mar	ADFEST 2020
Sun 22 Mar	Departure from Pattaya



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### SCRIPT SUBMISSION

To submit scripts, go to [http://www.adfest.com/index.php/Home/Awards/script\\_submission.html](http://www.adfest.com/index.php/Home/Awards/script_submission.html) and:

- Fill out the Director's & contact details
- Upload the 5-minute script (word document format)
- Upload any additional reference materials e.g. story board (optional)
- Make sure you submit by the 3<sup>rd</sup> January deadline!

### FOR MORE INFORMATION

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Entry Manager

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### FIRED UP!

It's that feeling when you're smokin' hot, you get a fire in your belly that urges you to say your piece.

You're invincible, dynamic, resilient, empowered by passion. Nothing can stop you and people will hear you roar!

All that creative energy comes together at ADFEST 2020 "**Fired Up!**" so be ready to feel the heat when you join us.

Rally and give your support to those now emerging onto the scene as ADFEST offers students of advertising and communications the chance to compete for the very first Lotus Seeds Award.

Be there to see the winners of Young Lotus and Fabulous Five – talented individuals that are starting to flex their creative muscle and turning heads.

Grab the chance to learn from the masters, Speed Dating with Juries.

Ideas that shine the brightest. The courage to question the status quo. The energy to change the world for the better.

What will you back? Who will you meet? How will it change your creative world? Will you be fired up?

Come and see ADFEST Fired Up! from 18 – 21 March 2020 and celebrate the hot new creativity exploding across in our diverse region.