

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.

In addition, all Fabulous Five films will be automatically accepted for the **Young Director Award (YDA)**.

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 2023**.
Note: No more than 2 years professional experience as a Director.
- Each eligible director can only submit **one script**.
- Scripts which might offend national or religious sentiments or public taste are not eligible.

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HOW TO BECOME A FABULOUS FIVE?

Each entrant submits (free of charge) a script for a 5-minute short film inspired by the ADFEST 2025 theme, **“COLLiDE”** by **Friday 3rd January 2025**.

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.

If your script is one of the top five scripts as voted by ADFEST’s Film Craft Lotus & New Director Lotus jury, you will be asked to direct the short film of the submitted script and debut your film at ADFEST 2025, held **Thursday 20th – Saturday 22nd March 2025** in Pattaya, Thailand.

ADFEST will provide return economy airfare, ground transportation, accommodation, and full delegate registration for these 5 selected directors to attend ADFEST 2025 to debut and discuss their short films at the Fabulous Five session on **Friday 21st March 2025**.

Script submissions to the Fabulous Five 2025 has been closed.

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SCHEDULE

Now – Fri 3 Jan	Script submission
Mon 6 Jan – Fri 24 Jan	Film Craft Lotus & New Director Lotus juries vote on top 5 scripts
Wed 29 Jan – Fri 31 Jan	Confirmation of the Fabulous Five New Directors
Sat 1 Feb – Fri 7 Mar	Short Film production
	<u>Note:</u> There is no production subsidy provided by ADFEST
By Fri 7 Mar	Deadline for 5-minute short films & 30-second trailers to ADFEST
Wed 19 Mar	The Fabulous Five New Directors arrival in Pattaya
Thu 20 – Sat 22 Mar	ADFEST 2025
Fri 21 Mar	The Fabulous Five session on stage at ADFEST 2025
Sun 23 Mar	Departure from Pattaya

COLLIDE

In a world increasingly defined by connection and disruption, **COLLIDE** celebrates the beauty of chaos and the magic that emerges when diverse minds intersect.

Witness the explosive fusion of ideas, cultures, and technologies that define the future of advertising.

Prepare for a vibrant collision of perspectives that challenge norms and spark revolutionary concepts.

Join us in this dynamic journey where every clash inspires, every encounter ignites, and every moment transforms the landscape of creativity.

Let the collisions begin!

FOR MORE INFORMATION:

For inquiries on the Fabulous Five, please contact Nat Luevarapong, Entry Manager at +66-87-711-6903 or Nat@ADFEST.com.

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