

HI-SO ไฮโซ

BY ADITYA ASSARAT



61st Internationale
Filmfestspiele
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Forum



Ananda has returned home from studying abroad.

Unsure of his career plans, he tries his hand acting in a new movie for a famous director. During the filming in a small seaside town, Zoe, his girlfriend from University, arrives for a week-long visit. But the change of country takes its toll and she soon becomes frustrated at the situation.

Several months later, the filming is complete and summer had turned to winter. Back in Bangkok, Ananda has begun a new relationship with May, who works at the movie production company. But soon, she finds herself in the same situation as Zoe. Somehow she doesn't belong in his life, or maybe it's the opposite, he doesn't belong in hers.

DIRECTOR'S STATEMENT

I think this project should start with voices, it should get the voices right. We talk in our own language and it sounds like no other language in the world. It's a mix of Thai and English and probably nobody can understand it except people who know both languages. If you know one but not the other, then only half of it makes sense. In this way, we're no different from a tribe.

So my approach is to shoot a documentary about a tribe of youth. It's a new tribe which only recently came into being. A century ago, if you were born in Thailand, it meant something definite. It

meant you spoke Thai, probably never left your country, maybe never even left your town. But nowadays, with low cost airlines and internet, things aren't so simple. New tribes have sprouted up around the world that are not defined by national borders but by education, taste and opportunity.

On Facebook, I have some 300 friends. Most of them don't live in this country but I have more in common with them than people who live down the street: favorite movies, favorite music, favorite books. We're all the same, a pop tribe sprouted from pop stuff.





DIRECTOR'S PROFILE

Aditya Assarat was born in Bangkok, Thailand. He studied film production at the University of Southern California.

He started his career by making his thesis film *Motorcycle* (2000) which was the first Thai film to compete in Clermont-Ferrand, Tampere, Oberhausen and Sundance. His other shorts include *Waiting* (2002), *Boy Genius* (2004), and *The Sigh* (2005) which together won fifteen awards.

In 2006, he started the production company Pop Pictures to produce his debut feature *Wonderful Town* (2007). The film, supported by Rolex, the Hubert Bals Fund, the Sundance Annenberg Fund, and the Pusan Asian Cinema Fund, won the New Currents Award at Pusan and Tiger Award at Rotterdam.

- 2010 Hi-So
- 2009 Phuket (short)
- 2009 Bangkok Blues (short)
- 2007 Wonderful Town
- 2005 3 Friends (documentary)
- 2005 The Sigh (short)
- 2004 Boy Genius (short)
- 2003 Waiting (short)
- 2002 Raw Velvet (documentary)
- 2000 Motorcycle (short)

Things change quickly, so this film should be a snapshot of the way things are now. Like a Polaroid, as soon as you take it, it's already fading into the past. This year has been one of changes. The political mess we're in isn't a beginning nor an end. It's the culmination of nothing. I think it's a marker on the road, stretching far back and far ahead, and we're just standing in the middle. I feel it: old things dying away, new things being formed. So I want to express these changes in the spaces around me. Thailand is not a large country, about the same as an average US state or an eastern European country. But it's filled with such contrasts. From the sea and sky of the south to the dense gray and glass blocks of the city, the disparity is staring you in the face. Ananda asked me "hey, you think anyone is going to get any of this besides us?". "Yeah" I lied. The truth is the people who are going

to get this are my 300 some Facebook friends. But I think in the future, more people will join our little tribe. It might become so big it will no longer be a tribe, but the mainstream. Maybe they can pull out this Polaroid and recognize themselves in it.

PRODUCTION COMPANY PROFILE

Pop Pictures Co. Ltd. was founded in 2006 by Aditya Assarat, Soros Sukhum, and Jetnipith Teerakulchanyut. Its aim is to become a center for the independent film community in Bangkok. The company's first production was *Wonderful Town*, supported by the Hubert Bals Fund and Pusan's Asian Cinema Fund (ACF), which won the New Currents Award at Pusan and Tiger Award at Rotterdam.

In 2010, the company has two feature films: *Hi-So*, supported by the Torino Film Lab and Fond Visions Sud Est and Eternity, also supported by the Hubert Bals Fund and Pusan's Asian Cinema Fund (ACF).



CAST AND CREW

PRODUCTION COMPANY POP PICTURES CO. LTD.

CO-PRODUCTION COMPANY SPICY DISC (THAILAND) / HALO PRODUCTIONS (THAILAND)

WORLDSALES AND FESTIVALS ARTSCOPE MEMENTO FILMS INTERNATIONAL

CAST ANANDA EVERINGHAM, CERISE LEANG, SAJEE APIWONG

DIRECTOR AND WRITER ADITYA ASSARAT | **EXECUTIVE PRODUCERS** PICHAI CHIRATHIVAT

PRODUCERS SOROS SUKHUM, ADITYA ASSARAT, ANANDA EVERINGHAM, NAPASSARIN PROMPILA

DIRECTOR OF PHOTOGRAPHY UMPORN POL YUGALA

ART DIRECTOR RASIGATE SOOKKARN | **EDITOR** LEE CHATAMETIKOOL

SOUND DESIGN AKARITCHALERM KALAYANAMITR | **MUSIC** KOICHI SHIMIZU, DESKTOP ERRORS

TECHNICAL INFORMATION

ENGLISH TITLE HI-SO | **ORIGINAL TITLE** ไฮโซ | **DURATION** 102 MINUTES

FORMAT 35MM, COLOR, DOLBY SRD | **LANGUAGE** THAI AND ENGLISH