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Dear Madams and Sirs,

thank you for giving me the opportunity to apply to ScreenCraft Short Film Production Fund. The motivation why I am applying to your competition is quite simple: Passion. It is my passion which led me to my experience and made me to what I am today, an upcoming director. My credo is to produce movies which matter. Mediocracy is hell. Therefore I bought the rights to a breathtaking screenplay „The 30 Immortals of Geneva“ based on true events and completely unbelievable. As a first time director of a feature film, I decided together with my partners of our brandnew company Mooo Pictures GmbH, Munich to start with a short film first. Without further ado I wrote „Farewell Cinema“ three months ago. To gain reputation and credibility we sent the screenplay to some festivals. Up to now we won two awards (HIMPFF and ECA). I need „Farewell Cinema“ to prove that I am capable of realizing my visions to use this for producing my first feature. And my vision is clear: The look and feel should be fascinating in a way that the audience is not able to stop watching. Therefore I am going to use a fully professional crew with full-blown equipment like Arri Alexa. For the VFX, the rain as well as for the wire stunt (She floating) I already found my experienced partners (Black Sails for VFX, Stuntmac for the wirework, P. Rotter for the rain) who really know what their jobs and demands are. Working together with Silvio Gerber from Filmgerberei, Zurich isn't just a perfect complement of my visions but he convinced me to work with the Austrian CRLS System of lighting too, which allows the most realistic light I've ever seen on set. I am really proud that I won Yukio Elien Lanz to compose the music and to conduct the Orchestra with 60 musicians in Praha. Please find a look and feel music-piece for scene 5 as a link on my Microsite for this application: www.mooo.pictures/screencraft.

Now it is up to you to decide whether or not I am worth being selected and I am able to conjure the magic of my story on the big screen to achieve one goal: Giving the theatre audience pleasure.

Kind regards,



Reinhard Steiner

MOTIVATION

