

CONNECT

RECENT PROJECTS



Anurag Kashyap, Chief Guest
at L.V.Prasad Film & TV Academy
Convocation Day

Editor's Voice

The 10th Convocation of L.V.Prasad Film & TV Academy was celebrated in a grand manner on 20th August 2016. The Chief Guest of the occasion Mr. Anurag Kashyap - the celebrated Director, Screen Writer, Producer and Social Activist who always fought for the freedom of expression and known for his new wave style of film making delivered an inspiring speech. Like the genre of the films he makes, his interactive session with the students was candid and straight forward with no frills attached. His advice to students was based on his experience, the roller coaster ride he had. Life in the industry is no bed of roses, he cautioned them. Follow your passion, be true to yourself, make the kind of films you believe in and love to do it. One has to come out of the comfort zone, take calculated risks, sometime leaving a well paying job and never give up. Work hard to achieve your goals nobody can stop you from reaching where you want to be. The thunderous applause of the students said it all. They got connected to him, his ideas of film making and the sincerity of his advice was well taken.

Another proud moment for all of us in the organization came when our MD Ramesh Prasad was honored with Life Time Achievement award by "Indywood Film Market Carnival 2016" held at Ramoji Film City, Hyderabad for his contribution to the film industry. True achievers never work with awards in the back of the mind. They simply pursue their passion; put in their best with well-meaning intentions which are beneficial to the stake holders in particular and the society at large. The awards are some things that come on the way. This is true in the case of our Managing Director who never rested on his laurels. Tomorrow is going to be another day for him.

S.Sivaraman - Editor

Lifetime Achievement Award for Mr. Ramesh Prasad

The second edition of Indywood Film Market & Carnival was held at Ramoji Film City, Hyderabad between September 24 and 27 2016. Mr. Ramesh Prasad was felicitated at this prestigious event with 'Lifetime Achievement Award' for his contribution to the cinema business in India.



L.V.Prasad Film & TV Academy participated in the event with a booth and attracted many business visitors, celebrities and industry professionals.

Omnimago installs first Scanity HDR 35mm WetGate



Omnimago, provider of services for motion pictures, has successfully installed and implemented the first dft Scanity HDR 35mm WetGate system.

Having provided a range of services supporting motion picture film for over 30 years, Omnimago is at the forefront of the industry. Peter Fries, Managing Director at Omnimago, said: “Satisfying clients’ needs is very much the focus of what we do, and we can only achieve this by having dedicated people delivering high standards of work, supported by professional, modern equipment. Our Scanity HDR 4K film scanner is at the heart of our operation, and so we were delighted when dft asked us to work with them on their new 35mm WetGate system.”

The new WetGate system is being used by Omnimago to repair a range of complex, damaged, delicate and aged film materials. Some of this material is already available to view online on the dft YouTube channel. Olaf Legenbauer, Head of the Film Department, has been delighted with the quality produced by the wetted process. “We have been really pleased with the new Scanity HDR - 35mm WetGate system. Not only is it extremely simple and quick to set up, compared to other available solutions but it is also capable of very fast transfers, which are truly amazing. We have put the WetGate through its paces with some very complex and challenging material, and the system has delivered every time. Scanned images are vastly improved and because base scratches are ‘removed’ during the scanning process, the restoration process is faster and more efficient than before, which is great for a busy facility like Omnimago. The WetGate is now an integral part of the services we offer, and it ensures our clients get the best possible results from their material.”

dft celebrates the WetGate at Omimago’s ‘Sommerfest’



Peter Fries said, “OMNIMAGO’s Sommerfest was a huge success and a fun day for all of us with our partners at dft. We were happy to welcome more than 60 guests who had travelled from all over Germany and from some of the European archives to our facility in Ingelheim, Germany. Henning Hahn from dft and Korinna Barthel from Omnimago provided an interesting presentation on the use of Scanity and the new WetGate - “WetGate Scanning and Digitization of Konrad Wolf’s MAMA, ICH LEBE (1977)” – which generated a lot of interest and discussion. In all, we celebrated a lovely afternoon with great people, German “Bratwurst” and cool drinks - as well as providing technical insight in our lab and to dft’s flagship Scanity with the new WetGate.”

Anurag Kashyap Chief Guest at L.V.Prasad Film & TV Academy Convocation Day

On the 11th year of L.V.Prasad Film & TV Academy, Mr.Anurag Kashyap was the Chief Guest at the Convocation Day which was held on 20th August 2016 at Prasad Digital Film Labs, Chennai. The function started at 4 pm to a packed house and the event was loaded with interesting information, experiences and interaction.

Thirty Nine students of L.V.Prasad Film & TV Academy received their Diploma Certificates from Mr. Anurag Kashyap. Mr. Anurag in his address reflected how good the academy is, is evident from the huge applause the faculty members received as they were acknowledged. In a lighter vein he mentioned how nervous he gets when someone succeeds as a film maker in his first venture itself. He advised the students not to get lost in their own greatness whereas to make films and more films and 'be yourselves'.

The Annual Awards for best student films were judged by Director Balaji Tharaneetharan, Sound Designers Vishnu Govind & Sree Sankar, Cinematographer G.Krishnasamy (Kichas), the Jury Members.

THE AWARD WINNERS

Direction

Gold - Athul S.Dev for 'Out of Syllabus'
Silver - Rinish for 'Purappadu'
Bronze - Vidya Saagar for 'The Send Off'
Consolation - Gautam Arora for 'Circus'

Cinematography

Gold - Varun D.K for 'Stranger'
Silver - Prabhudutta Mohanty for 'The Send Off'
Bronze - Dhaval Shantaram for 'Purappadu'
Consolation - Sherry Prince for 'Mithyathva'

Editing

Gold - Andrie Nelson for 'Ithivirutham'
Silver - Gokul for 'Out of Syllabus'
Bronze - Thiyagu Easwaran for 'Padiyattam'
Consolation - Vishal Tejawani for 'Framed'

Sound Design

Gold - Sunny Joseph for 'Stranger'
Silver - Veena Jayaprakash for 'The Send Off'
Bronze - Vimal Kiran for 'Purintha Pudhir'
Consolation - Srikanthan for 'Circus'

New Academic Year commences at Chennai & Thiruvananthapuram

The current Academic Year of L.V.Prasad Film & TV Academy commenced on 15th August 2015 (Indian Independence Day) at both Thiruvananthapuram and Chennai Campuses. The Indian National flag was unfurled by Mr.Sai Prasad along with Senior Managers of Prasad Group ahead of the program.



Convocation Day Photo Gallery



Sai Prasad welcoming the Chief Guest Anurag Kashyap



Sivaraman giving the welcome address



Sai Prasad addressing the audience



Venkatesh Chakravarthy - Director of L.V. Prasad Film & TV Academy delivering the annual report address



The Awards



Anurag Kashyap giving an inspiring speech to the students



Director Balaji Tharaneetharan announced the awards for Film Direction & Editing



Andrie Nelson receiving the Award for Best Editing from Anurag Kashyap



Cinematographer Kichas announced the awards for Cinematography



Varun D.K receiving the Award for Best Cinematography from Anurag Kashyap



Sound Designer Vishu Govind & Sree Sankar announced the awards for Sound Design



Sunny Joseph receiving the Award for Best Sound Design from Anurag Kashyap



Athul S.Dev receiving the Award for Best Direction from Anurag Kashyap



K.R.Subramanian delivering the Vote of Thanks



A Section of the Audience

Hyderabad's Pride



1. On the occasion of Organ Donation Day on 13th August 2016, Apollo Hospitals - Hyderabad, in coordination with Jeevandan, ran an awareness drive and highlighted the importance of organ donation amongst general public by putting up a stall at PRASADS.
2. A Corporate Show of the movie 'Sultan' was screened at PRASADS by Vodafone & Radio Mirchi on 7th July 2016.
3. Hero Motocorp displayed its new motorbike model 'Duet' at PRASADS on 23 & 24th July 2016.
4. Honda displayed its car model 'Amaze' at PRASADS on 19th and 21st August 2016.
5. Devi Sri Prasad's first ever Theatrical Premiere of a Live Music and Dance Show in Dolby Atmos was conducted at Prasads on 6th August 2016. Megastar Chiranjeevi, Prabhudeva, Allu Aravind, Allu Arjun, Naga Chaitanya, Allu Sirish, Sai Dharam Tej, Nikhil, Akkineni Akhil and several other celebrities attended the event.
6. Janatha Garage movie crew promoted the film at PRASADS by displaying an Enfield Bike which was used by Jr.NTR in the movie.
7. Wonderla promoted their resorts at PRASADS on 6th July 2016.

Fundamentals of Quality - Training Program

An effective “Quality Systems with Lean Six Sigma” approach is widely used across industries to accomplish Process Improvement and thereby effecting better change in the organization’s efficiency and reduction of cost.

“Fundamentals of Quality” - a training programme is designed to educate our Quality Controllers and Quality Assurance in Restoration Department on understanding the basics of Quality Standards and its Functions. Mr. K. Subramaniyan, Manager – Quality, certified Six Sigma Master Black Belt, conducted the sessions for our teams.

Some of key topics covered were Quality Management system, Roles & Responsibilities of Quality Controller & Quality Assurance, Transaction Monitoring, Feedback and Coaching, Calibration(Gage R&R) – Repeatability and Reproducibility, Root Causes Analysis (5-why method). A total of 3 batches were conducted on 9th, 13th and 17th September with another 2 more batches planned during the month of October’16. 32 employees received training across Quality, Operations and Training team. Average feedback received was 4.1 out of 5. The scope of training covered the quality team initially and got extended to Operation Managers, Project Coordinators & Process Leads after getting positive feedback from trained employees.

- Martin Robert, Senior Manager - People Practices

Welcome to Prasad Group

Rajesh L C Reddy has joined Prasad Corporation Pvt. Ltd as General Manager – Operations (Computer Graphics). Rajesh brings with him 18+ years of experience in Operations, Project Management, Process Management & Service delivery across Outsourcing / Offshoring business.

Workshops at L.V.Prasad Film & TV Academy



Internationally acclaimed Director & Writer **Martin Repka** conducted a three days’ workshop and shared his insights on Film Direction and Screen Writing with the students of L.V.Prasad Film & TV Academy, Chennai. Martin Repka was the director and writer of several internationally successful short films such as ‘Swimming’, ‘The Last Supper’ and ‘Thieves’, which have been presented in hundreds of international Film Festivals worldwide. His latest short film ‘Tiger Fight’ has been shot in Chennai, India and is in the final post-production stage. His full length feature film debut

‘Return of the Storks’ was the Slovak national entry for the 80th Academy Awards, won the Hessian Screenplay Award and received 5 National Award Nominations in Slovakia.

Cyrus Dastur, founder of Shamiana Arts, interacted with the students of L.V.Prasad Film & TV Academy after screening the Oscar winning & nominated short films Stutterer, Lila and Death of a Shadow. He spoke about recent developments in the world of short films and introduced to the students SHAMIANA, India’s only dedicated and fast growing short film club that is passionate about showcasing the finest shorts from India and all over the world.



Sony conducted a workshop on the new Sony A7S II E-mount Camera with Full-Frame Sensor (4K) on 21st & 22nd of September 2016 exclusively for our students. Surprise- the faculty from Sony were our Alumni! The workshop included a theory class, practical shoot lessons, complete with screening of the shoot.

Masterclass by Sreekar Prasad



Sreekar Prasad, National Award winning Film Editor conducted 'Masterclass titled Cut - Editing - Storytelling - Movie' at L.V.Prasad Film & TV Academy, Chennai on 23rd September 2016 and shared his insights on Film Editing with students.

Sreekar Prasad, is a ten times National Award-winning Film editor professional, known for his work in Firaq, Dil Chahta hai, Kannathil Muthamittal. He works predominantly on Hindi, Malayalam, Tamil, Telugu and English films. His latest projects includes Kaththi, Finding Fanny, OK Kanmani and more. He is currently working on Mani Ratnam's Kaatru Veliyidai.

DFT welcomes Quinto as new representatives in Australia and New Zealand



Digital Film Technology (DFT) is pleased to announce the appointment of Quinto Communications as its representatives in Australia and New Zealand.

DFT is the leading provider of high-end film scanning solutions that preserve, manage and deliver pristine film quality, in archives and post production facilities worldwide. DFT's users include National Film and Sound Archives (NFSA) in Canberra, Australia.

Says Simon Carter, DFT's Sales Director, "We are extremely pleased to be working with Quinto Communications who I have always regarded as a highly professional company at the top of their game. Having worked with Quinto on multiple projects over the past two decades, I know that they can deliver technical expertise and a superb local service for our customers in Australia and New Zealand. It is a pleasure to be working with Quinto and I am looking forward to many future years in partnership with them."

Quinto's Executive Chairman, Alan McIlwaine adds, "Quinto Communications has been associated with film scanning for many years and we look forward to working with DFT in this region".



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The next issue of CONNECT covering the months of October, November & December 2016 will be published in January 2017. Please email your articles (before 15th December 2016), news (before 30th December 2016) and suggestions to connect@prasadgroup.org