

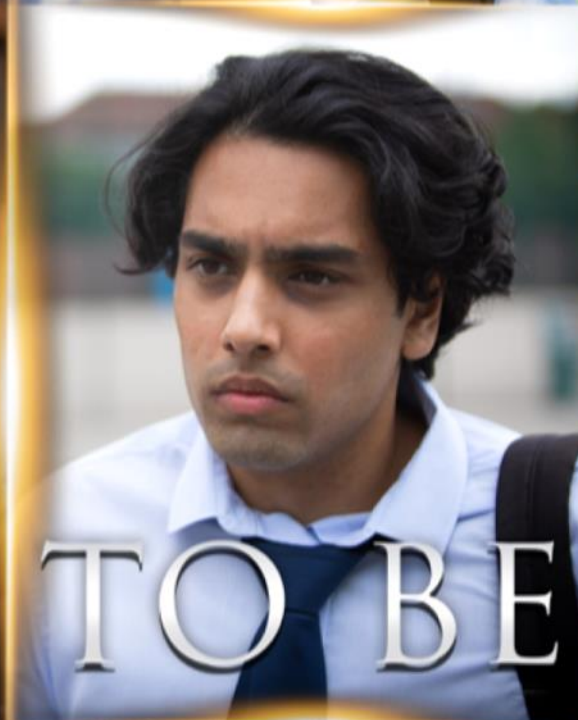
ADAM  
DEACON

AKASH  
PRASAD

SAMANTHA  
OKAN

BALBIR  
SUDERA

GUEST STARRING  
ALEX  
ESMAIL



# BUILT TO BE

## ELECTRONIC PRESS KIT

SURREALSHOT VISION & ASHIKA FILMS PRESENTS 'BUILT TO BE'

DIRECTED BY IRENE MAFFEI SCREENPLAY BY AKASH PRASAD & LIAM CARTZ  
STORY BY

STARRING ADAM DEACON AKASH PRASAD SAMANTHA OKAN BALBIR SUDERA ALEX ESMAIL

EXECUTIVE PRODUCERS MICHAEL SPRY MUSIC BY NEIL ATHALE EDITOR ANDREA RATTI COSTUME DESIGNER BEA LEWIS PRODUCTION DESIGNER CHANTHELLE WILLIAMS

EDITED BY NICHOLAS PATON EXECUTIVE PRODUCER DMITRY IOUZYK



**Duration:**  
**30:00**

**Year:**  
**2019**

**Genre:**  
**Drama**

**Language:**  
**English/ Hindi (with subtitles)**

**Country of Origin:**  
**United Kingdom**

**Director:**

**Irene Maffei**

**Tel: +44 7942468721**

**Email:**

**irenemaffei8@gmail.com**

**Aspect Ratio:**  
**2.39:1**

**Shooting Format:**  
**Black Magic 4k**

**Exhibition Format:**  
**2K DCP**  
**Stereo Mix**

**Producer:**  
**Surrealshot Vision**

**Ashika Films**

**Tel: +44 7940104504**

**Email:**

**Inquiriesssv@gmail.com**  
**@BuiltToBeFilm**

**[www.surrealshotvision.com/BuiltToBe](http://www.surrealshotvision.com/BuiltToBe)**

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## SHORT SYNOPSIS:

Shray is nearing his final exams at college, however the stress of exam preparations and his caring duties for his ailing father causes Shray to rely heavily on Marijuana. When the head of year at Shray's college catches wind of Shray's dealings, Mr Lynch intervenes promptly, but will it be enough for him to help Shray find a better path?

## MEDIUM SYNOPSIS:

When A-level student Shray Vishad struggles to deal with the stress of caring for his ailing father while preparing for exams, he turns to marijuana to cope. However, Shray's new dependency threatens his relationship with his traditional Indian father, his friendship with his hard-working classmate Kim, and his chances of going to a prestigious university. Will an intervention by Mr Lynch, Shray's head of year, be enough to help Shray find the right path?

## LONG SYNOPSIS:

Shray Vishad is a student in his final year of A-level's at college, with prospects of getting himself into a prestigious University, Shray and his hard-working classmate Kim are determined to do well with one another's support. However, Shray's father Mr. Vishad is heavily reliant on Shray in their jewellery store family business to a point where Shray must carefully balance his responsibilities at college with those with his father. Despite his suspicions, Shray is unaware that his father is suffering from a deadly chronic Condition known as Fibromyalgia. After finding out about his father, Shray pleads with him to see a doctor and find out how serious his condition is. For Shray, the combined stress of exam preparations and having to become more responsible for his ailing father, this causes Shray to turn to marijuana to cope with everyday life, little does he know that his growing reliance on the substance threatens to comprise his relationship with Kim, his father and any chances of excelling in his upcoming exams. When the head of year at Shray's college catches wind of Shray's out of school dealings, Mr Lynch intervenes promptly, but will this intervention be enough to help Shray find a better path?

# WRITER/PRODUCER'S STATEMENT

The premise of the film had lingered in my mind for some time, However I wanted to find an illness to cover in my film; one that was both prevalent yet underrepresented in our current media. Shortly after this, I had come across fibromyalgia through the stories of Pop singer Lady Gaga when she opened up about her experiences of the chronic illness and just how devastating it was in her everyday life, making simple daily tasks far harder. I begun digging for as much information about the condition as I could and it was then when I realized just how close to home for me this condition was. A childhood friend of mine whose father I knew had left his job had been suffering from Fibromyalgia and I had no idea about it. Another close friend of mine when I told him about my interest in covering the chronic condition told me of his mother's battle with the same illness. When coincidences line up like this, Life has taught me to listen and learn from them, Which is exactly what I decided to do.

I'd known for years I'd wanted to create a story highlighting some of the challenges younger people in education faced outside of school, I know from experience how challenging it can be at times so it was important for me to relate this film and it's themes to younger audiences. I just didn't know how heavily influenced culture would be in this story of mine.

I'm always trying my hardest to stay current with the latest cinema releases, but when I first watched the MARVEL film 'Black Panther' in cinemas, I was astounded by the characters', the settings and just how integral tradition and culture was to the construct of the movie and it's themes. Many people my age, excluding movie-goers like myself were excited to see this marvel which marked a new era of filmmaking, one that did not shy away from covering prevalent real life topics and was all the more focussed on representation and inclusion.

Any restrains I had made for myself when it came to focussing on Indian culture had been lifted entirely after watching Black Panther. Instead, I decided to immerse the story further and enriching the story with culture because I knew I was developing something unique and faithful to the representation to the films characters. Any fear of seeming too 'foreign' for audiences I may have had was extinguished, so long as I ensured both Indian and western audiences could watch the film, understand the story, the characters and their situations, I knew I was on the path to crafting something quite special.



## WRITER/PRODUCER - AKASH PRASAD

As a writer, I feel a social responsibility to bring awareness to subjects and issues of prevalence that are underrepresented in film and television. We have such an amazing platform as filmmakers today however I don't feel as though many feel the need to bring more attention to real life issues that affect us. Built to Be marks Akash's debut as a Writer/producer.



aykaye98@gmail.com



@officialaprasad

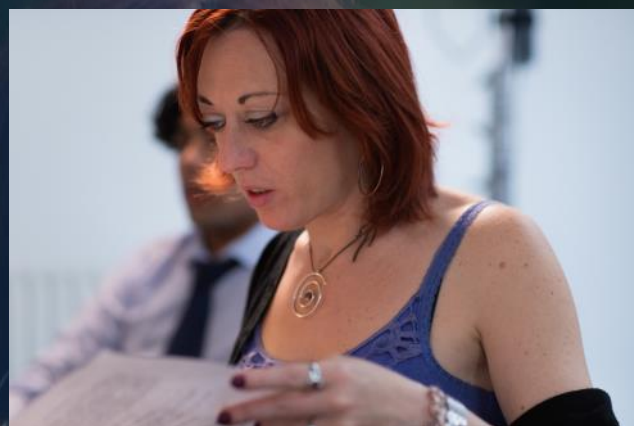


Irene Maffei was born in Florence, Italy. She graduated in film studies in Bologna at DAMS University with top grades in 2006.

In Italy, she directed her first short films, including multi-award-winning short film "Tre" ("Best International Women Interest" in New York Independent Film and Video Festival, Best Thriller Noir" in "Il Corto in Genere" festival, in Italy),

She moved to London in 2008, and went onto direct her first feature film: RU-486 - The Last Option, which was awarded Best UK Feature Film in Swansea Bay Festival 2011.

## DIRECTOR - IRENE MAFFEI



[www.irenemaffei.com](http://www.irenemaffei.com)



irenemaffei8@gmail.com

I was always passionate about story-telling, and in my early life, I really discovered a specific love for translating words, stories and emotions, into images.

I feel that Cinema is the perfect, most complete form of expression for this purpose: moving image, sound, music allows you to build an entire world from scratch, and to truly bring a story and its characters to life. Since the first time I had the chance to direct, I knew that there would be nothing else quite like it for me. As a directing style, I particularly like emphasizing the emotional state of a character through slow and fluid camera movements, the use of closeups and extreme closeups for instance is something heavily featured in many of my works.

I'm drawn to cutaways of objects and juxtaposing wide shots to extreme closeups to create an atmospheric ambience. 'Built to Be' presented many great opportunities for this visual style: it is a strongly emotionally charged story where characters often confront each other over complex and multi-layered feelings or states of mind. As a director, this gives me a chance to explore and visually express the emotions behind each character and to visually hint to something deeper in each scene rather than it being explicitly said.

One thing that drew me to 'Built to Be' when I first read the script was the care and attention to detail that Akash (Writer/Producer) had taken with the characters and the dynamics between them, for instance Shray and his unique relationship with his father was both heartfelt and compelling which I felt breathed more life and realism into the story. As well as this I could see that Indian culture was such a significant factor to the story's overall composition despite the film being set-in Present-day London. As a director I've worked on numerous projects over the years, but I don't believe I've worked on anything quite as culture-heavy or unique as Built to Be.

I knew when I read the script it was something I had to take on, if not the for the opportunity to show my style as a director but because I knew it was the sort of the project that doesn't come around often. When I had found out that Akash was a first-time writer/producer who'd be acting in this half hour film as well, I knew that the production would stand to benefit hugely from my knowledge and experience I'd accumulated from over a decade of working professionally as a 1st Ad, and director. I understood the story, the core themes of the film and the potential challenges that laid ahead, however; I knew no film is without its risks, and no film is without its rewards.



# KEY CAST

**MR LYNCH**  
ADAM DEACON



Adam Deacon, Most notably known for his starring roles in hit UK Indie films such as KIDULTHOOD, ADULTHOOD, 4.3.2.1 & ANUVAHOOD won the EE Rising star award in 2012 for his performance in his self-written feature film ANUVAHOOD; Solidifying himself as a BAFTA Winning actor in the same category as actors such as Tom Hardy, John Boyega & Daniel Kaluuya.

Adam Co-stars alongside Akash Prasad as Head of Sixth form teacher Mr. Lynch.



@realadamdeacon

**AMON**  
ALEX ESMAIL



Alex Esmail, Most notably known for his breakout role in the hit UK Indie Sci-fi film 'Attack the Block' co-starred alongside 'Star Wars: Force Awakens' actor John Boyega, Doctor Who star Jodie Whittaker and British Comedian/Actor Nick Frost. Alex has also worked alongside a wide roster of well known British talent through his other works.

Alex portrays the character 'Amon', Shray's drug dealer in the film.



@realalexesmail



'Shray' actor & 'Built to Be' writer Akash Prasad & 'Mr Lynch' actor Adam Deacon



Akash Prasad, Director Irene Maffei & 'Amon' actor Alex Esmail

# FULL CAST



**SHRAY - AKASH PRASAD**



**MR. LYNCH - ADAM DEACON**



**KIM - SAMANTHA OKAN**



**MR. VISHAD - BALBIR SUDERA**



**AMON - ALEX ESMAIL**



**BETH - MIA LYSANDROU**



**MRS. LYNCH**  
**NON VAUGHAN THOMAS**



**DOCTOR MILLEN**  
**PETE LEWIS**



**MISS LAWSON**  
**ANWEN BULL**



**RAJU - RO ASHIKA**  
**(STORE CUSTOMER)**



**MR. SIMN - JAMES ARAMA**  
**(SIGN-IN TEACHER)**



# CREW

## PRODUCTION

Written & Produced by:

**AKASH PRASAD**

Directed by:

**IRENE MAFFEI**

Executive Producer:

**DMITRY IOUZYK**

Produced By:

**SURREALSHOT VISION &**

**ASHIKA FILMS**

Production Managers:

**AKASH PRASAD &**

**ANDREA RATTI**

Supervising Producer:

**PETE LEWIS**

1st Assistant Director:

**ANDREA RATTI**

2nd Assistant Director:

**RAAMA AMKIE &**

**FELIX DEMBINSKI**

Script Supervisor:

**DMITRY IOUZYK**

Edited by:

**NICOHALS PATON**

Colourist:

**NICK KOFI**

## CAMERA & LIGHTING

Director of Photography/

Camera Operator:

**MICHAEL SPRY**

1st Ac:

**VLAD KANDINSKY**

2nd Ac:

**SACHA KOVACEVIC &  
DRAGOS CZINJEPOLSKI**

Steadicam Operator:

**LAURA SEEARS**

Gaffer:

**ANDREW HILLARY &**

**ANTOINE BILLON**

Spark:

**JOHNNY RAGNAR**

Runners:

**ROMEL KOKO**

**DARVIN SRIDARAN**

**LIAM CARTZ**

**CASTING**

**SURREALSHOT VISION**

Story by:

**AKASH PRASAD &**

**LIAM CARTZ**

## SOUND & MUSIC

Sound by:

**LEE VIESNIK &**

**OSCAR PEREZ PELAEZ**

Original Score by:

**NEIL ATHALE**

Sound Designer:

**NICOHALS PATON**

## ART DEPARTMENT

Production Designer:

**CHANTELLE WILLS**

Art Assistant:

**Christine L Rothmann  
Hjalager**

Make-up Artist &

Costume Manager:

**BEA LEWIS**

Artwork by:

**SMARA MIRZA**



# Q&A WITH WRITER/PRODUCER/ACTOR - AKASH PRASAD

**So you're the Writer/producer and the star of this film?!**

Basically, Yeah, I am, I've been acting for nearly three years now but I always felt a lack of opportunity around me to showcase my versatility. As lucky as I feel I've been in the industry, I've also been stereotyped and typecast before I was even lucky enough to be considered by an acting agent. I always wanted to be a writer/storyteller though, I just didn't know which order to choose, actor then a writer? or writer who turns to acting. About two years ago is when I began collaborating with other filmmakers and writing/producing short scenes of my own, for me those were my first steps as a writer and I knew it was a safe place for me to hone my skills and grow creatively.

**What drew you to telling this story?**

I'd been sitting on this idea longer than any others in my head and I felt it was the perfect time to get it done, I'd written the film around locations I knew of beforehand which helped accelerate the pre-production process but the film itself and its core themes were something I felt we were lacking in today's independent cinema. I don't ever recall watching a film completely split between Hindi and English dialog in a London setting with a Black actress as the leading lady with an Indian male love interest. I wanted to make this story relevant and relatable to today's generation of younger people as well and show Indian culture in a different light to what western audiences have already seen.

**How did you manage to get Adam Deacon on board?**

Firstly, Casting Adam's role of Mr Lynch was hugely important for me. I knew when I was writing Mr. Lynch's character, an actor was needed who could help break through to younger audiences and seem relatable, rather than seeming condescending in any manner given that Mr. Lynch's character goes through the use of marijuana with his pupil 'Shray'. I had to be careful casting this role but I also knew I wanted to show audiences something different. I'd grown up on Adam's film and television work, from his performances in the films 'Kidulthood' and 'Adulthood', to his roles on Channel 4's shows like 'Dead Set' and 'Babylon', Adam was always a first choice for me with Mr. Lynch. Aside from nostalgia, I also knew from following his journey, he'd battled with a marijuana substance dependency at one point in the past which triggered a Bi-polar disorder, I'd also seen in his recent work how his appearance had changed quite significantly to a point where I felt he could actually get away with playing a teacher role now! All I could think to myself was how great it would be to have an actor as respected and decorated as Adam at the helm of our film, especially as someone who'd been through strikingly similar trials and tribulations to the character Shray, However Adam is an actor who has been able to drastically turn his life around despite the challenges he faced.

Eventually, once our director Irene and our DOP Michael Spry came on board, our casting team reached out to Adam and sent him the script. Luckily for me, Adam was actually interested in taking on the role which at the time felt immensely surreal. Irene and I had one rehearsal session with Adam the same week the shoot commenced and we ended up finishing an hour earlier than anticipated, that was mainly due to how well prepared Adam was upon arrival and how easy it was for all of us to sit down and develop Mr. Lynch's and Shray's character further. It was an honour to work with Adam, truly.



### **How long did Pre-production take?**

Roughly, Around 6-7 months, it took a lot of planning seeing as the film is half an hour in running time, but one thing that really helped accelerate the process was the connection's I'd kept from previous filming jobs with crew members and the locations I had been scouting out and writing the film around from the offset.

### **How long was the shoot?**

The shoot was exactly Six days back to back and consisted of up to 10 -14hr shooting days. It was by far the most intense shoot I'd been on as an actor but we really lucked out with the crew we had on board the production, had it not been for their hard work and dedication, we would not have been as efficient as to get through 34 pages of script in six days straight, by the end of the shoot, everyone was ready for a nice few days of rest, which was not the case for some of our crew who had another shoot booked the following day after we wrapped!

### **As a first time Writer/Producer, Were there any major challenges you faced along the way?**

There were a few major challenges I faced early on in pre-production, all of them were mainly related to locations however. Upon beginning pre-production, we had secured a park, a Jewellery store, stockroom location and two houses to shoot in, what we were left to find was a Doctor's room, a Secondary school and a Hindu temple, nothing too hard!. Sarcasm aside, there were days when I truly felt like we were going nowhere trying to acquire these venues, thankfully in the end after much persuasion and many failed attempts, we'd finally secured all three venues for the shoot, the hardest one was by far the Hindu temple and persuading the temple managers to let us shoot there for a couple of hours. It was not something they did on a regular basis and had it not been for the presence of my parents when I visited the temple to discuss the film, I don't think they would have bothered to consider my request at all really.,

### **How did you go about sourcing your cast and crew?**

A majority of our cast were sourced independently by myself and Irene through platforms such as Mandy Actors, Starnow and Facebook. We never hired a casting agent but instead decided to take on those duties ourselves, we knew we weren't entirely fussed about how known our other actors were, we'd already had Adam Deacon and Alex Esmail confirmed which already helped significantly, it was just about filling the roles with the actors best suited for the other parts. I'd already known quite a few crew members from previous jobs I'd worked on, I knew I wanted to work with them and they were happy to put me in contact with other crew members whose roles I needed to fill.

### **What's next for you?**

I have two shorts written already and some ideas for sequels short film ideas. Depending on each projects success, I'll decide which one to dig my teeth into next! For the time being, I'm deciding to leave my feature film and tv-series ideas on the backburner so I can just learn more from playing around with various stories on smaller scale productions, I want to make sure that when you see my debut written feature film, it's on another level to anything I've done before!



# PRODUCTION STILLS





# OFFICIAL ARTWORK

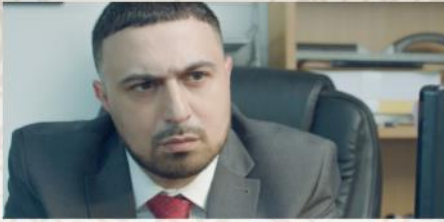
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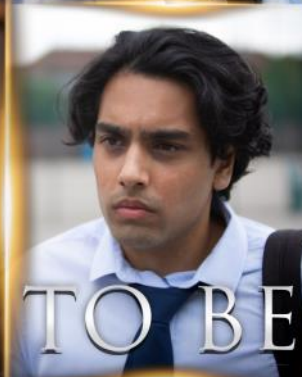
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