

HAF 10 La Luna



COUNTRY OF ORIGIN: Singapore

GENRE | FORMAT | LANGUAGE | RUNNING TIME: Comedy, Drama | HD | English, Malay | 90 mins

DIRECTOR:

M. Raihan HALIM

PRODUCER:

Asra AMAN

HAF GOALS:

Funds, Sales agents, Pre-sales

BUDGET:

US\$600,000

DIRECTOR'S FILMOGRAPHY

2014 *Banting*

ONE-SENTENCE SYNOPSIS

When a young woman sets up a lingerie shop in a strict Muslim village, she finds herself challenging age-old traditions and turning the lives of the villagers upside down.

SYNOPSIS

In the small Muslim village of TanjongKaram, strict rules are made to uphold the religious sanctity of the little hamlet. With separate public benches for the two sexes, limiting entertainment areas to prohibit “salacious” behaviours and restricting public performances by women, TanjongKaram is ruled under the iron fist of their village head, Tok Wan.

Trapped in the war between unwavering tradition and the fear of change are the villagers of TanjongKaram, who are poised for an awakening unlike any other.

Going against tradition, feisty outsider Hanie Abdullah opens La Luna — a lingerie shop at the centre of TanjongKaram...

It doesn't take long before she quickly finds herself overstepping cultural customs, challenging religious lines and clashing with the bullheaded men of the pious village.

Nevertheless, after a brief, frosty reception, La Luna's existence begins to take an extraordinary effect. The women of TanjongKaram begin to visit the lingerie shop, finding solace in a place where no men are allowed.

Suddenly, the women find themselves reigniting long dead passions, mending broken relationships and awakening long, unexpected and dormant emotions...

Forbidden words like “sexy”, “leopard-prints” and “seductive” echo loudly through the town.

And while many of the men in TanjongKaram find their marriages and lives transformed thanks to La Luna, others, led by the righteous Tok Wan, continue their war on Hanie. It is not long before the frosty reception Hanie initially received turns into resistance and eventually violence...

When violence escalates and La Luna is nearly burnt to the ground, Hanie finally finds herself at a dead end. Just when Hanie is about to give up, an unexpected encounter forces her to choose between leaving her hostile environment or making a true difference to TanjongKaram itself.

DIRECTOR'S STATEMENT

The idea for *La Luna* came to me when I read about a lingerie store in Saudi Arabia. The image stuck with me: a lingerie shop in the centre of a Muslim society surrounded by women in niqabs is intriguing. And when I found out months later that the shop was burnt to the ground by people “threatened” by it, I knew I had my next film.

It's a powerful idea.

How can a lingerie store — with the lacy camisoles and leopard-print products — threaten a society so much that they would raze the shop to ashes?

Could what women wear underneath their clothes actually transform them?

And if it truly does, what's society afraid of?

And then it hits me.

Change.

Change can be a scary thing.

Especially in an otherwise oppressive society.

La Luna shares similar themes with my first film, *Banting* (2014). Both films tackle Muslim-centric stories with an off-kilter twist and centre on strong female characters who challenge the norms. But while *Banting* is about spurning traditional expectations to chase your dream, *La Luna* is about society's fear of change.

The idea of a lingerie shop scaring a society still intrigues me.

And in the end, for me, *La Luna* — the film and the lingerie shop itself — are about challenging traditions and changing our lives... from the inside out.

DIRECTOR

M. Raihan HALIM

Often calling himself a “part-time scriptwriter, fulltime storyteller,” M. Raihan Halim's career in television began after winning two Golden Pen Awards at the MDA: National Scriptwriting Competition in the years 2005 and 2007. He's the only local writer/director whose television works transcends cultural lines and are featured in all four main channels in the country.

Best known for his award-winning television dramas, his telemovies *Yazid Wears Diapers* (2008) garnered the Best Special Drama award in a local television award show and *Big Time In Little Street* (2009) was nominated in 2010 Asian Television Awards. In 2011 alone, he wrote, produced and directed three critically-acclaimed hit series for Suria and Okto.

Pushing the boundaries of storytelling, his television works *Munah* and *Hirzi* (2012) and *Firasat* (2014) sought to engage television audiences through multiple platforms - radio, magazine, and online content for an immersive narrative experience.

With years of knowledge and experience in television under his belt, Raihan embarked on his

feature film project, *Banting* in 2014. Written, produced, and directed by Raihan, *Banting's* commercial release in Singapore theaters was met with overwhelming response. The film was also screened at the 34th Hawaii International Film Festival.

PRODUCER

Asra AMAN

Asra Aman is a TV Producer with Papahan Films Pte. Ltd. and is the driving force behind hit series, *Papa, Rock!* (2011) and the two-decade spanning drama, *BFF* (2011). She has since gone on to produce other dramas such as *Mr Perfect* (2011), the ten-year anniversary SARS docu-drama, and multi-platform storytelling dramas such as *Firasat* (2014).

In 2014, she produced her first feature film, *Banting* (2014), which was successfully released in Singapore theatres to positive reviews. Always on the lookout to find creative ways to produce both thought-provoking yet commercially driven projects, she was keenly involved in the creative process prior to the production of the film.

She is currently working on developing and producing various film and drama projects with Papahan Films Pte. Ltd.

PRODUCTION COMPANY

Papahan Films Pte. Ltd.

Created in 2008, Papahan Films is a television production juggernaut headed by its Creative Director M. Raihan Halim and Managing Director Edmund Dion Lim. Together with Producer AsraAman, Papahan Films aims to push the boundaries of storytelling on both film and television screens.

In 2014, Papahan Films released its first commercial feature film *Banting* (2014) in Singapore. Produced in association with the Singapore Film Commission, *Banting* (2014) opened to sold-out theatres, and has been screened at film festivals such as the 34th Hawaii International Film Festival. The film also had its theatrical release in Malaysia, 2015.

The company is also well known for its award-winning dramas, such as the highly-acclaimed heist telemovie *Big Time in Little Street* (2009), which was nominated in the 2010 Asian Television Awards.

In 2013, they produced the ten-year anniversary SARS docudrama project for Mediacorp Channel 5 and Suria. Dramas such as *Firasat* (2014) also saw the company uniquely engaging television audiences through multi-platform storytelling, for an immersive and interactive experience.