

## 'Crazy' Commercial Directed By IAFT Alum

*Sujay Dahake, International Academy of Film and Television Alum, kicks off career as director in film school commercial for the IAFT.*

August 14, 2008 (FPRC) -- Recent International Academy of Film and Television (IAFT) alum and new Bigfoot associate producer, Sujay Dahake, makes his professional directorial debut with a forty second commercial for IAFT's Crazy Filmmaker Program.

Opting to 'show something crazy, instead of defining it,' Sujay films the commercial from what he describes as, 'the perspective of one whacky filmmaker.' The commercial takes places at various locations on IAFT's campus and includes an eccentric scene of a girl in the boy's bathroom. Combining his passion for psychological thrillers and film noir, Sujay takes viewers on a suspenseful journey, providing a closer look inside this 'Crazy Program.'

While shooting his first commercial for Bigfoot, Sujay had the opportunity to use the RED Camera. Described by industry veterans as a member of 'the new generation of filmmaking tools,' the RED Camera is IAFT's newest addition to the equipment cage. It is a fully digital camera comprised with a CMOS imaging sensor and a resolution of 4k. Sujay finds that the best part of working with the RED 'is its high resolution and its comparable quality to shooting on film, it makes the film look real.' IAFT is the only film school in Asia with RED Cameras on site. Students enrolled in the Crazy Filmmaker Program will work on projects involving the RED Camera, giving them the competitive advantage of beginning a filmmaking career already having worked with equipment that many professionals do not have access to.

The Crazy Filmmaker Program is an intensive two-year program where students are mentored by industry professionals, trained with state-of-the-art equipment and work on real productions. This unique program is designed to provide students with a hands-on educational experience while equipping them with the skills needed to launch their careers in the film industry.

Sujay graduated from IAFT in March with a Diploma in Filmmaking. He also received a Jury Award for Best Film for his 'An Imaginary Portrait' at the ICE (International Cultural Exchange) 2008 Digital Short Film Festival held in late May in Pune, India. Along with his out-of-the-box ideas and personal style, Sujay pushes the envelope with this commercial--viewers are sure to be intrigued to find out more about the 'Crazy Filmmaker Program.'

### About The International Academy of Film and Television

The International Academy of Film and Television (IAFT) offers courses that combine theory and application under the expert auspices of leading Hollywood filmmakers serving as faculty mentors. Located in the heart of Asia on Mactan Island, Cebu, Philippines, this tropical waterfront campus houses state-of-the-art facilities for filming and post-production. IAFT extends a comprehensive, hands-on approach to making films and videos using the latest in equipment and technology. Courses are designed for aspiring filmmakers as well as industry professionals looking to advance their skill sets.

IAFT presents a unique internship program that allows selected students to work on feature films

and television productions with Bigfoot Entertainment. Our curriculum serves to nurture the creativity and individual talents of each student, cultivating the next generation of filmmakers, and continuing the entertainment traditions of Hollywood and other film capitals of the world.

The International Academy of Film and Television - Asia's Premier Film School.

For more information, visit [www.filmschool.ph](http://www.filmschool.ph)

#### About Bigfoot Entertainment

Bigfoot Entertainment is an international production and film financing company based in Hong Kong and Los Angeles. Bigfoot's premier studio location is in Cebu/Philippines where the company invested an excess of one billion PHP into BIGFOOT STUDIOS, a state-of-the-art production facility with equipment comparable to leading film studios in Los Angeles such as 35mm cameras, HD cameras, Moviebird cranes, Panther dolly, and the RED camera.

Bigfoot Entertainment - leaving lasting footprints in the world of entertainment!

For more information log on to [www.bigfootentertainment.com](http://www.bigfootentertainment.com)

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