



ISHQ (عشق)

Morocco

Agadir Sahara PAS workshop 2018

MAIN DATA

Category : Documentary

Length : 70'

Language : Arabic

Shooting format : HD 2K

Shooting location : Morocco

Shooting dates : August/November 2018

Expected dates of completion : May 2019

Stage of production : development stage

PRODUCTION

Budget : 98 892 €

Financing in place : 15 000 €

Production company : Bingo Films

Workshops and platforms attended : Agadir Sahara PAS workshop 2018

Current situation : Development stage, seeking for partners

MOHAMED AKRAM NEMMASSI - PRODUCER

Graduated at the Institute of Cinema and Audiovisual (ISCA), Akram Nemmassi later obtained a Bachelor Degree in cinema studies (top of his class) from Abdelmalek Essaadi University in Tetouan, and a Master Degree in documentary filmmaking from the same university.

In late 2015, along with other young cinema enthusiasts, he started the production agency Bingo Films in order to devote to film making and young talents support.



HICHAM ELLADDAQI - DIRECTOR

Hicham Elladdaqi was born in Marrakech in 1982 and has studied editing at the Marrakech ESAV, the first cinema school in Morocco. His first short as director, « Some Feet Cannot Dance » screened at several international film festivals. Elladdaqi has worked as an editor on various films and television programmes in Morocco.

His filmography includes different titles:

- *Quand les anges sourient* (fiction short film - 2016)
- *La troisième main* (fiction short film - 2014)
- *Certains pieds ne peuvent pas danser* (fiction short film- 2010)
- *La route du pain* (documentary feature - 2015)

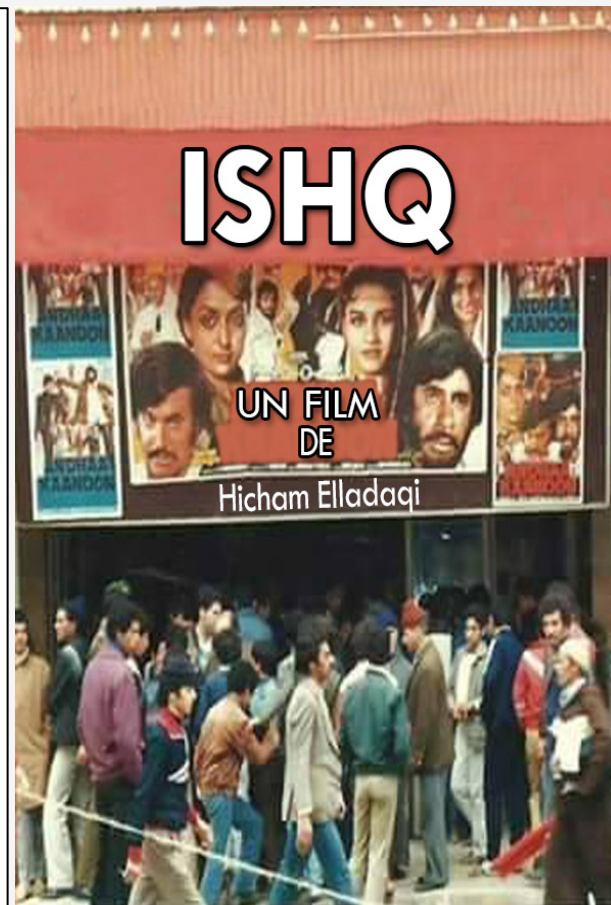


SYNOPSIS

ISHQ is a film about the power of passion, Between Marrakech, Casablanca and Rabat, the story is about the struggle of some Bollywood passionates to achieve their dreams.

In Marrakech Ahmed and Yassin deeply nostalgic try to reopen the cinema of their childhood in order to gather their old cinema friends. In Casablanca Sara works as a law consultant, in parallel she leads a dancing band specialised in Hindi Bollywood dances, Sara works hard to become a famous choreographer and to perform with her band in a professional level.

In Rabat, Ilyass, aka Badsha Ilyass, previously well-known artist on youtube practices singing, dancing and directing Hindi clips and short action scenes. Badsha Ilyass is keen to mimic his idol Sharukhan in his way of talking, walking and dressing, though his entourage takes him for a skys. Currently, due to critics and economic issues, Badsha Ilyass works as a cameraman of marriage ceremonies. We will witness the comeback of Badsha Ilyass and his journey to achieve his weird dream, performing in Bollywood and meeting Sharukhan.



DIRECTOR'S STATEMENT

«During the eighty's, the television emitted only at about 6 pm, and as most of the children of my generation, I frequented the cinema of our district a lot.

It was a popular room where we enjoyed essentially movies of BOLLYWOOD.

My childhood was colored by Indian cinema and the wonder of these stars who sing and dance on the big screen still engraved in my imagination.» (...)

CONTACTS

Producer

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Director

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