

CINEMIEN Film & Video Distribution
Amsteldijk 10
1074 HP Amsterdam
t. 020 – 577 6010
www.cinemien.nl
info@cinemien.nl

ABC Distribution
Kaasstraat 4
2000 Antwerpen
t. 03 – 231 0931
www.abc-distribution.be
info@abc-distribution.be

presenteren

It's hard to be nice



Een film van Srđan Vuletić

Officiële inzending van Bosnië-Herzegovina voor de Oscars 2008

Persmappen en beeldmateriaal van al onze actuele titels kunnen gedownload van onze site:
www.cinemien.nl of www.abc-distribution.be
Link door naar PERS om een wachtwoord aan te vragen

It's hard to be nice - Synopsis

De veertigjarige taxichauffeur Fudo wil een goed mens zijn. Maar hij zit nu eenmaal op de verkeerde plek en leeft in de verkeerde tijd: het Sarajevo van vandaag de dag. Hoewel Fudo oprecht van plan is zijn criminele verleden achter zich te laten, hebben zijn oude vrienden zo hun eigen ideeën daarover: Fudo moet nog een karwei voor ze opknappen.



102 min./ 35 mm/ kleur/ Bosnisch gesproken/ Bosnië-Herzegovina 2007

It's hard to be nice – Crew

| | |
|-----------------------------|---|
| Regisseur | Srdan Vuletic |
| Producent | Pierre Spengler, Michael Eckelt, Ademir Kenovic |
| Co-Producent | Milko Josifov, Zoran Cvijanovic, Jani Kovic |
| Scenario | Srdan Vuletic |
| Naar het verhaal van | Srdan Vuletic, Miroslav Mandic |
| Geluid | Nenad Vukadinovic |
| Cinematographie | Slobodan Trninic |
| Montage | Andrija Zafranovic, Almir Kenovic |
| Productie Design | Goran Joksimovic |
| Kostuums | Azra Mehic |
| Make-up | Mojca Gorogranc |

It's hard to be nice - Cast

Saša Petrović Fudo

Overige cast: Daria Lorenci, Emir Hadzihafizbegovic, Senad Basic, Jasna Zalica, Aleksandar Seksan, Neriman Mahmutovic, Damir I Danijal Savic, Armis Masic.



It's hard to be nice – Over regisseur Srđan Vuletić

Srđan Vuletić (1971) studeerde aan de Akademija Scenskih Umjetnosti Sarajevo (Academie voor beeldende kunsten in Sarajevo), waar hij uitblonk in het maken van korte films. Hiernaast regisseerde hij vier toneelstukken. Zijn werk als medisch technicus in een Bosnisch ziekenhuis vormde de inspiratie voor zijn gelouterde documentaire *I burnt legs* (winnaar van een Felix in 1994). Al snel werd Vuletić lid gemaakt van SaGA (Sarajevo Group of Authors) en een keur aan spraakmakende documentaries volgde. Zijn eerste speelfilm, *Summer in the golden valley*, beleefde zijn wereldpremière op het Toronto Film Festival en won vele prestigieuze prijzen zoals de VPRO Tiger Award en de Moviezone Award op het IFFR. In 2005 werd Vuletić uitgeroepen tot filmmaker van het jaar door de vakbond voor de filmindustrie in Bosnië -Herzegovina. Momenteel is hij faculteitslid van de Akademija Scenskih Umjetnosti in Sarajevo.



2007 *It's hard to be nice*

2003 *Summer in the golden valley*

1999 *Hop, skip & jump*

1998 *A trip to the moon*

1993 *I burnt legs*

It's hard to be nice – Een interview met Srđan Vuletić



Srđan Vuletić tijdens het filmen van *It's hard to be nice*

Wieninternational.at talked to the filmmaker from Bosnia and Herzegovina about his new feature film *It's hard to be nice*, which ushered in the 13th Sarajevo Film Festival on 17 August 2007, the success story of films from his country. In our interview with Vuletić we did not notice any stage fright on the eve of the premiere. Srđan Vuletić's only wish is to finally present his film to the public and to observe its reactions, which are more important to him than those of the jury. Although he is proud of the honour that his film was selected for the opening of the SFF, he does not think so much about awards and the competition – which he hopes will be tough – but his goal to make as many films as possible.

How “Bosnian” is your new film?

The film addresses the problems of people in Sarajevo in 2007. Even if we exclude the war background, we face exciting and crucial problems. The film is about a man who wants to become a good person. Hence, one could say that the film treats a universal theme with plenty of “local spirit”.

Is the new work comparable to another? Who could like the film?

As the film treats a simple subject and as one can easily identify with the characters, it appeals to a large audience. A simple but serious theme is explored with a lot of humour. Moreover, an answer is found to the question “how to be a good person in today's dirty world?” I'd say the film has a bit of the relaxed atmosphere of “The Big Lebowski” by the Cohen brothers.



Scenes from “It's hard to be nice”, Srđan Vuletić's new movie with Daria Lorenci and Saša Petrović in the lead role as a taxi driver

Bosnia and Herzegovina is a small country with many problems. The film and its international success is “the bright star” in the sky over the region – how can this success be explained?

Unfortunately film art is still characterised by a lack of identity in many European countries. Films labelled “anti-Hollywood“ are made, highly artistic films, while on the other hand the great majority of film productions focuses on commercial aspects. This is not the right approach. A director has to feel the story he wants to tell. Only then will the final result become original, authentic and with a distinctive character.

What can the European audience expect from films made in Bosnia and Herzegovina in the future? What will come after the war theme?

Every director should make the films he is best suited to make and nobody should be forced to treat or not to treat war issues. My two feature films did not address this phase in our recent past. Unfortunately many war subjects will never be covered. Now we face the task of establishing a film infrastructure, fighting against film piracy and becoming aware of the visions we pursue. For decades our films have been defined by the fact that the characters laugh about themselves when they are supposed to cry, and vice versa, they cry when they are supposed to laugh. Bosnian films are highly emotional. This is our trademark – in all film genres.

What do you think about the development of film art of the Balkans?

I observe all developments in this region. We are all small countries and depend on co-productions, leading to good cooperation. My latest film was shot in Romania. Despite its low visibility, this is a vibrant region. In Cannes this year a Romanian film won the “Golden Palm“, the region was strongly represented at the festival. A Croatian or Serbian director could at this very moment discuss the fact that their country is the best in filmmaking. As everybody does a really good job, we are indeed a rather strong filmmaking region. A lot is going on!



Successful premiere for Srđan Vuletić at the 13th Sarajevo Film Festival

Bron: wieninternational.at



Sarajevo plays 'Nice'

By Alissa Simon

SARAJEVO — The world preem of *It's Hard To Be Nice*, the second feature by local writer-helmer Srdan Vuletic (*Summer in the Golden Valley*), kicked off the 13th Sarajevo Film Festival Aug. 17 in front of an aud of thousands in two theaters.

Following a red carpet entrance at the ornate National Theater, the tragi-comic melodrama also unreeled at the fest's massive open air venue.

Produced by Ademir Kenovic's Sarajevo-based Refresh Productions, the pic reps a homegrown triumph in more ways than one. It's a product of the fest's co-production market CineLink, where it attracted funds and production partners in Slovenia, Serbia, Germany and the U.K.

Srdan Vuletic's second feature is an engaging, urban fairy tale that marks a move by the writer-director toward more commercial filmmaking. This sparkily written tale comes full circle in a satisfying way, with the sights of the capital city offering a historical counterpoint to the action. Macho atmosphere is very much of a piece with the best-known Balkan cinema, mixing sex, violence and humor into a rollicking whole. Its serious ideas play out in a comic key. Perfs are energetic across the board.

It's Hard to Be Nice is one of 10 competitors for the top prize, the Heart of Sarajevo, and a Euros 25,000 (\$33,700) cash prize. The jury, headed by U.K. thesp Jeremy Irons, will see the world preem on Aug. 18 of a second CineLink alum, *I Am From Titov Veles*, by Macedonian writer-helmer Teona Strugar Mitevska.

Based on Rotterdam's Cinemart, the highly competitive CineLink provides project development workshops and a co-production market for new work from Southeast Europe. Taking place Aug. 23-25, it will draw some 300 guests from all sectors of the film industry. Three projects from a short list of 15 (whittled down from more than 60 entries) will receive Euros 10,000 (\$13,500) in cash, plus an additional Euros 2,500 (\$3,400) in services from fest sponsors.

Among other Fest highlights is a retrospective devoted to Austrian helmer Ulrich Seidel, whose latest feature "*Import/Export*" preemed in competition at Cannes.

The large contingent of industry guests includes American helmers Michael Moore and Alexander Payne, German-Turkish director Fatih Akin, and Cristian Mungiu, the writer-director of Cannes Palme d'Or winner "*4 Months, 3 Weeks and 2 Days*."

It's hard to be nice – Prijzen en inzendingen

2007 Winnaar van de *Heart of Sarajevo Award* voor beste acteur (Sasa Petrovic)

2008 Officiële inzending van Bosnië-Herzegovina voor de Oscars 2008

