

Indian International Film Awards 2007

The International Indian Film Academy Awards (IIFA) are coming to Yorkshire. Beating contenders such as New York and Rome to host the event, it will be held across five major cities. "IIFA 2007 — Yorkshire is perhaps the most important event ever held in our region," says David Andrews, chief executive of the Yorkshire Tourist Board.

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The awards, better known as the "Bollywood Oscars", will take place over four days in June, attracting an estimated 28,000 visitors to the region, and the main awards show will be broadcast to a worldwide audience of 400 million. The weekend will begin with the world premiere of one of 2007's biggest Bollywood blockbusters.

India has the world's biggest film industry, producing over 1,000 films a year. Last year Indian releases grossed higher than British-made films at the UK box office, with *Kabhi Alvida Naa Kehna* taking more than £2 million in its first five weeks. Bollywood films are screened in cinemas across the country, and digital channels such as Zee TV, B on Demand and MATV bring Indian films and entertainment to living rooms across the UK.

Cinemas all over Yorkshire will be showing Indian films as part of the event, including a retrospective of the late Hrishkesh Mukherjee, the acclaimed Indian filmmaker. A number of fringe events, including a film stars versus professional sportsmen charity cricket match, will be held across the five cities involved - Leeds, Bradford, Sheffield, York and Hull.

Last year's host country, Dubai, saw 10,000 visitors flock to the IIFAs, which

featured the world premiere of Jagmohan Mundra's *Provoked*. Sanjay Leela Bhansali's moving *Black* was the biggest winner of the weekend, picking up the prestigious Best Picture award along with numerous others.

Despite the magnitude of the IIFA event, Indian cinema is still seen as a niche form of entertainment in this country, but things are changing. "IIFA is definitely introducing Indian cinema across the world to a mainstream audience," claims IIFA director Sabbas Joseph. "The figures for mainstream audiences going to see Indian films have doubled in the last few years, from 15% to 30%."

"We are interacting with mainstream audiences and promoting further shooting in the UK, especially in Yorkshire," he says, "at least one film will be shot in Yorkshire in 2007."

Poppy O'Neill



To the uninitiated, *Who I Am and What I Want* might come as an unpleasant surprise. Juvenile, vulgar and ever so very twisted, this eight-minute window on the life of Pete — an insane bog-hermit, whose name, he explains, is also "Toadstool", "Bacteria" and "Muck" — represents the culmination of David Shrigley's career and, in its own gruesome way, it's absolutely glorious.

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Over the last ten years, the web has played host to a glut of short, crudely drawn animations that explore their creators' dark fantasies, but few have Shrigley's sense of pace (and even fewer are narrated by the aptly cast Kevin Eldon). *Who I Am and What I Want* is a case in point. By now in his late thirties, Shrigley plays best to those raised alongside the pitch-black comic sensibilities of Chris Morris, Stewart Lee and Eldon and friends (remember *Big Train*? Shrigley was behind the series' stare-out Olympics).

If you don't already know about David Shrigley, the chances are *Who I Am and What I Want* isn't for you. But if you do it's essential.

Aaron Callow

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