

## **FM93.8 RADIO INTERVIEW: DIRECTOR PHILLIP JAMES DUNN THOUGHTS ON NATIONAL DAY VIDEO 2007 PRODUCTION**

Host: Realise cultures by casting spotlight on the people who make it possible.

Singaporeans, permanent residents and expatriates who live, work and play here are featured in this production titled 'A National Celebration and Everyone is Invited'. To find out more about this, I invited the director of this video, UK Born Phillip James Dunn, for an interview today.

Phillip: We were commissioned by our client, the National Heritage Board, to make this video in the first place. Previously, I have seen a lot of other National Day videos and they seem to reflect the ethnic races as separate entities. I hope to produce a National Day video that is able to transmit a 'cross-cultural' theme, so what you may see that is traditionally Chinese can be done by someone from the Malay or Indian community. The idea is to embrace the 'cross-cultural' theme and to inject warmth and friendliness into the film. At the same time the video should come through as very natural as we try to let the many unrelated scenes fall into one at the end. Basically, the essence of the video is accomplished by the last line at the end of the video that has everybody invited.

Host: How difficult was it to get the 'cross-cultural' theme across in four minutes?

Phillip: Not as difficult as you possibly think. Once the ball starts rolling, once we start doing our research, I told my researcher to find perhaps a group of Malay ladies who can do Tai Chi or perhaps an Indian man who can do Chinese calligraphy. With the research ongoing, all of a sudden we found lots of people able to do lots of different things and they done it very naturally which really appeals to me because I didn't want it to be staged. I just want to get the simple message across to the different racial communities that Singapore has become a far greater cosmopolitan society now. Basically these people whom we have researched are capable of doing diverse things across cultures which are far beyond the practices of their own tradition. This also illustrates a certain amount of traditional elements being retained.

Host: You mentioned you have been in Singapore for about 14 years, I guess that keeps you in touch with the changes that have taken place in Singapore since the time you came here.

Phillip: Yes I have.

Host: In the process of producing the video, did you sense all that changes have culminated into something else altogether and they have perhaps typified Singapore?

Phillip: I have seen many changes in Singapore and this year, in particular, seems to have a slightly different atmosphere from other years. There seems to be a lot more positivity, a lot more confidence and I think a lot of that is because people are becoming more receptive to other cultures. For example we have people from overseas settling down as new Singaporeans, and like wise for expats and other new citizens. I always have the impression that people are becoming far more open and I think this is a very strong element to the making of this film, especially when we were shooting the various scenes and people were very forthcoming and ever very pleased to showcase what they do and their hobbies. There was even a lovely little scene in the video about Singapore's last flag making company and we did a little vignette with them.

Host: That was UK born Phillip James Dunn, director of the video titled 'A National Celebration and Everyone is Invited'. I will leave you now with Phillip's thoughts on what this video production meant to him.

Phillip: I am glad to be able to make this small contribution for this year's National Day, especially being English and having lived here for a long time and have a lot of very good Singaporean friends. It is a great opportunity to share the celebration of life, and I will like to say thanks to my production and post production teams in Spinn for their hard work because a lot of background studies have been done for this video to be possible.

## **About SPINN**

SPINN is a leading creative video production company which specializes in producing videos for sales, marketing and corporate needs. SPINN consistently delivers high quality work with service excellence, making it the preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner. SPINN's creative videos help brand companies, close sales, launch events, raise funds and recruit talent.

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