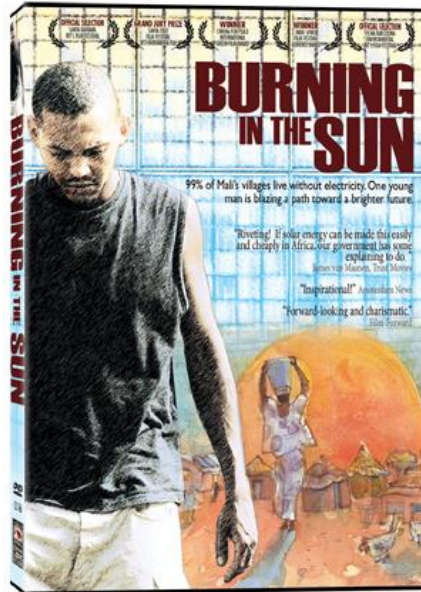




BURNING IN THE SUN

a film by Cambria Matlow & Morgan Robinson



<http://burninginthesun.wordpress.com>

AVAILABLE ON DVD AND VOD PLATFORMS NOVEMBER 27, 2012

DVD DETAILS:

SRP: \$19.95 | TRT: 85 minutes

Street date: 11/27/12

UPC: 881394116726 | Catalog: CLS 1167

Genre: Documentary

DVD EXTRAS:

- Burning in the States: New York City Teens Go Solar
- Afriq-Power Gets Cooking – Solar Ovens in Mali
- Ji Duma: A Quest for Clean Water in Mali

Beth Portello

Cinema Libre Studio

8328 De Soto Avenue

Canoga Park, CA 91304

T: 818-349-8822

bportello@cinemalibrestudio.com

DVD BOX ART, CLIPS AND TRAILER:

Trailer: <https://vimeo.com/52112576>

High Res Box Art: http://www.cinematlibrestudio.com/clscatalog/2012/BurningInTheSun_3D_HR.jpg

Low Res Box Art: http://www.cinematlibrestudio.com/clscatalog/2012/BurningInTheSun_3D_LR.jpg

Burning In The Sun Clip #1:

Solar specialist Dr. Richard Komp discusses the urgency of harnessing solar power for the survival of the entire global community.

Burning In The Sun Clip #2

Daniel Dembélé shows us Mali, where most of this poor country has no electricity, making life challenging.

Burning In The Sun Clip #3

Daniel Dembélé discusses his goal of launching a solar energy business and the positive impact it can have on the people of his country.

Burning In The Sun Clip #4

Daniel Dembélé explains the benefits of his solar energy project in Mali.

Burning In The Sun Clip #5

Village man talks about how learning to create solar panels is a revolutionary step for the community.

Burning In The Sun Clip #6

The village school teacher discusses poor exam scores and how lack of light to teach by is the cause.

Burning In The Sun Clip #7

Students experience light for the first time in their village school.

Burning In The Sun Clip #8

Daniel Dembélé and Dr. Richard Komp test if the solar panels will power a pump in the village water well.

Burning In The Sun Clip #9

Daniel Dembélé's belief that government support of micro projects is a better solution than simply providing monetary benefits.

SHORT SYNOPSIS:

Twenty-six year old charmer Daniel Dembélé is equal parts West African and Italian, and looking to make his mark on the world. Seizing the moment at a crossroads in his life, Daniel returns to his homeland in Mali to start a local business building recycled solar panels from scraps – the first of its kind in this sun-drenched nation near the Sahara Desert. Daniel’s goal is to electrify the households of rural communities, 99% of which live without power. BURNING IN THE SUN is the story of Daniel’s journey of growing his idea into a viable company, and to see his dream of improving the lives of his countrymen realized, beginning with the small village of Banko. With controversial stances on sustainable energy, poverty, and African self-sufficiency, the documentary explores what it means to become your own man and the small steps that can change the destiny of a nation.

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ABOUT THE DIRECTORS:



Cambria Matlow

Cambria Matlow is a filmmaker and photographer. Her work depicts the beauty of growth and decay, seeks meaning in moments of stillness and movement, and values the sensory experience of texture and atmosphere. Small interactions reveal personal and political truths, and simple images allow for clarity. As a film director and producer, she has won funding from the Experimental Television Center, Brooklyn Arts Council, the Puffin Foundation and LEF Foundation.

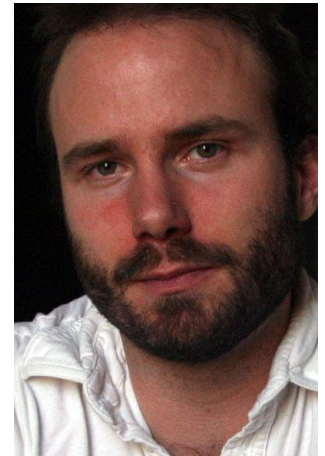
In 2005, she cofounded Birdgirl Productions, whose projects include the award-winning feature documentary **BURNING IN THE SUN**, about a young man who starts a local solar energy business in Mali, West Africa. The film, which Cambria co-directed and coproduced, was selected for IFP's 2008 Documentary Rough Cut Lab as well as Independent Film Week's 'Spotlight on Docs' section. After showing as an official selection in over 30 international film festivals, in 2012 the film premiered on PBS World's AfroPop series and won the prestigious Cinema for Peace International Green Film Award in Berlin.

Cambria has also worked in development and production with social issue media organization Arts Engine on the documentary feature films **NICARAGUA DREAMING** and **PUSHING THE ELEPHANT**, which showed on PBS. As a film distributor, Cambria worked for two years with Film Movement, where in her role as manager of non-theatrical programming she led nationwide distribution and outreach efforts for international and American independent films, including notable award winners **MUNYURANGABO**, **LAKE TAHOE** and **ALAMAR**. More recently she's crossed over into film exhibition, serving as the Filmmaker Liaison at the 2011 Ashland Independent Film Festival in Ashland, Oregon, and running a monthly community film series at the Alma Education and Movement Space in Portland.

Cambria is currently working on two new films—**THE WOODSRIDERS**, a portrait of an Oregon mountain community through the eyes of a female snowboarder, and a documentary about her sister's coming to terms with her identity as the daughter of a long-absent Ecuadorian father. She holds a Certificate in Film Production from Burlington College in Vermont and a B.A. in Hispanic Studies from Columbia University.

Morgan Robinson

Morgan Robinson is a producer at Punched in the Head Productions, an Emmy-winning documentary film production company based in Brooklyn. Morgan has produced "True Life: I'm Addicted to Marijuana" and "True Life: I'm Being Sent Away by my Parents." He was an associate producer on three other True Life episodes: "I'm Homeschooled," "I'm a Fanboy" and "I Can't Sleep." Morgan has field-produced various ads and educational projects, as well as documentaries for filmmaker John Halpern in Mexico and Kashmir. Inspired by his work on **BURNING IN THE SUN**, Morgan is fascinated by stories where global and environmental trends meet the deeply personal lives of individuals within their communities. He is passionate about telling stories of people pursuing the resources they need.



Morgan Robinson began his filmmaking career in the production department for Spike Lee's **HE GOT GAME** and **SUMMER OF SAM**. He attended the New York Film Academy and his narrative short **CATABASIS** won first prize at the Dominique Dunne Memorial Film Festival and a Golden Apple at the National Educational Media Network Film Festival. Morgan assisted filmmaker John Halpern shooting and producing his documentary film **ANGER** on location in Mexico, Colorado and Arizona. Subsequently Morgan took on the project of co-directing and photographing **BURNING IN THE SUN**, and has been working on every aspect of this film since 2005. In addition he has produced the promotional video **JI DUMA: BRING THEM WATER**, as well as a narrative short, **HANDS** and a documentary short, **THE DOMINO PROJECT**. Recently Morgan produced and photographed John Halpern's latest documentary **ONCE PARADISE** on location in Kashmir, India. Currently he is an associate producer at Punched in the Head Productions making the Emmy-winning show True Life for MTV. Morgan studied religion at Columbia University and speaks English, French, Spanish and Mandarin.

<http://burninginthesun.wordpress.com>

DIRECTORS' STATEMENT:

At the beginning, we wanted to make a movie about everyone we had filmed during the three months and 140 hours of tape we shot in the African country of Mali, because each character in ***BURNING IN THE SUN*** is so fascinating and vibrant – from the sole female schoolteacher Olga Sidibe in Banko village to Dr. Richard Komp, the mad scientist who acts as Daniel's mentor in the film. After months of editing, it became clear that Daniel Dembélé—passionate, complex, and commanding onscreen— was to be the main focus, and that his story could best encompass the issues we wanted to delve into in the film.

Some of the most valuable feedback we got while crafting this film was from our editor, Emily Paine. She encouraged us to trust our material and not try to make anything fancy, fabricated, or to insert any “big drama” that did not otherwise naturally emerge. So the ***BURNING IN THE SUN*** story thrives on its own organic elements and characters. We also didn't want the film to be dogmatic or preachy. We wanted viewers to feel safe with the characters and the situations we presented, and to have the space to approach the material from their own perspective, without being told what to think.

Founding a small business is something that is deeply embedded in American and European culture. But most have never seen this universal kind of effort take place in Africa, traditionally portrayed by mainstream media as a land of the starving and war ravaged. In our portrayal of Daniel, who undertakes a familiar effort in an unfamiliar environment, we attempt to open the door to on what is viewed as possible in Africa, and update Western cultural awareness with a profound dose of optimism. Daniel's work shatters notions of the need for African dependence on outside aid and embraces the view that ultimately it is Africans who will develop Africa in their own way.

Now more than ever, people around the world see green-collar jobs as a necessity for survival in our rapidly changing economies and environments. Daniel's daring, charisma and intelligence remind us of the leadership required to encourage this level of transformative change, anywhere in the world. We showcased Daniel as an African leader, as well as a global trendsetter. We think this allows viewers to understand the kind of micro business development that makes sense for Africa, while also hopefully stirring a profound inspiration to take action in their own communities.

Throughout the film, expert interviews and voiceover narration are omitted in favor of giving space to both Daniel and the people of Banko to tell their own story, in their own words. Visual contrasts, like a bright blue shiny modern solar panel resting on the ground of a pale brown dusty village, confront a viewer's preconceptions about solar energy and about Africa. Scenes shot in natural sunlight and total darkness work to place the viewer in the characters' shoes. The original score combines emotional orchestral sounds with modern R&B swagger and traditional Malian folk music to sonically reinforce the idea that something utterly new and original is taking place. Handheld camerawork emphasizes Daniel's infectious energy and constant movement forward, while serene shots of rural Mali's slow, small-town pace contrast with Daniel's kineticism and the urban chaos of the capital.

BURNING IN THE SUN is often labeled as a film that is 'African' or 'Environmental', but our goal is to desegregate these two topics, and to encourage disparate conversations to join together in dialogue, and start a new discussion on the world stage. Strikingly beautiful, surprisingly emotional, and a revolution of ideas, the film provides a new school portrait of a Green Africa capable of inspiring worldwide emulation.

AWARDS, OFFICIAL SELECTIONS & SPECIAL SCREENINGS:

AWARDS

WINNER—Cinema for Peace International Green Film Award
WINNER—Grand Jury Prize, Best EarthVision Environmental Film, Santa Cruz Film Festival
WINNER—Audience Award, Best Environmental Film, Indie Spirit Film Festival
WINNER—Audience Award, Best Documentary Feature, Southern Utah Documentary Int'l Film Festival
WINNER—Puffin Foundation, Finishing Funds
WINNER—Experimental Television Center, Finishing Funds
WINNER—Brooklyn Arts Council, NYSCA Re-Grant
WINNER—LEF Foundation, Social Justice Grant

FESTIVALS & SPECIAL SCREENINGS

Rooftop Films
Santa Barbara International Film Festival
New York African Film Festival
Sedona International Film Festival
Indie Spirit Film Festival
Santa Cruz International Film Festival
Barcelona Environmental International Film Festival
Woods Hole Film Festival
Landlocked Film Festival
Real to Reel Film Festival
Roxbury Film Festival
Atlanta International Documentary Film Festival
Southern Utah Documentary International Film Festival
EcoFocus Film Festival
Scottsdale International Film Festival
Kansas International Film Festival
Vermont International Film Festival
Duke City Doc Fest
Bend Film Festival
Virginia Film Festival
Colorado Environmental Film Festival
Urban Mediamakers Film Festival
Lone Star Film Festival
Southern Circuit Tour of Independent Filmmakers
Whitehead International Film Festival
DC Environmental Film Festival
Cascade African Film Festival
Princeton Environmental Film Festival
Take One Action Film Festival
Addis International Film Festival — Opening Night Selection
Light, Camera, Africa!!!
Tasmanian Breath of Fresh Air Film Festival
Luxor African Film Festival
IFP, Independent Film Week Spotlight on Docs, Documentary Rough Cut Lab

WHAT PEOPLE ARE SAYING:

“Riveting! If solar energy can be made this easily and cheaply in Africa, our government has some explaining to do.”

-James van Maanen, Trust Movies

“Inspirational!”

-Amsterdam News

“Critic’s Pick!”

-V.A. Musetto, New York Post

“A really moving portrait...one of the festival’s highlights. Dembélé coolly and profoundly aligns a desire for personal independence with the complex cultural dilemma expressed so prominently in African cinema.”

-Scott Limbacher, Columbia Spectator

“Forward-looking and charismatic.”

-Film-Forward

“It’s Startup.com with solar panels instead of trade in this doc, which follows a 20-year-old Malian man as he attempts to build a business.”

-Time Out New York

PRODUCTION CREDITS:

DIRECTED AND PRODUCED BY

Cambria Matlow
Morgan Robinson

CO-PRODUCER

Claire Weingarten

CINEMATOGRAPHY

Cambria Matlow
Morgan Robinson

EDITORS

Emily Paine
Daniel Praid

ORIGINAL MUSIC

Ronen Landa

FEATURED KORA PLAYER

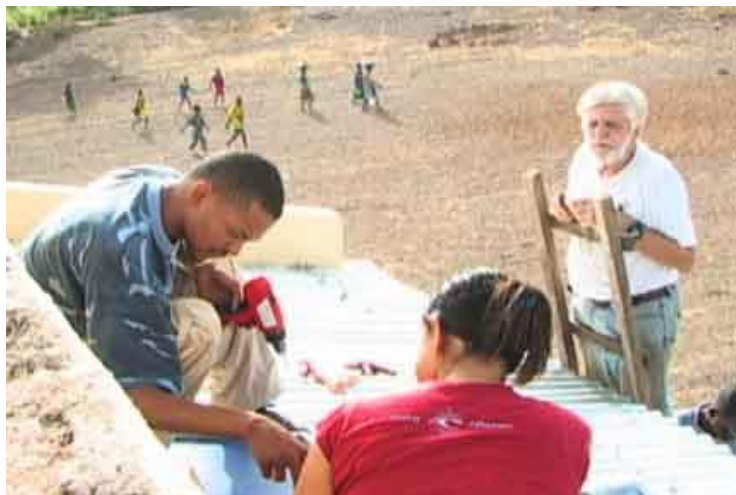
Yacouba Sissoko

SOUND EDITOR

Greg Sextro

CONSULTING EDITOR

Mary Manhardt



PRODUCTION CREDITS, CONT'D:

OFFLINE TRANSLATION

Greg Flatt
Mohamed Bah
Melodie Portau
Sire Diallo
Jenebou Diallo
Cambria Matlow

LOCATION TRANSLATION

Mamadou Kouyate, Abdoulaye Coulibaly

LINE PRODUCER

Ann Bennett

ASSISTANT EDITORS

Caitlin Burke, Casper Vuong

ADDITIONAL EDITING

Cambria Matlow, Morgan Robinson

ADDITIONAL PHOTOGRAPHY

Claire Weingarten, Soumaila Ouedrago

FEATURING

Daniel Dembélé
Mamadou Kouyate
Dr. Richard Komp
Carolina Barreto Cajina
Loriana Ricarelli Dembélé
Olga Sidibe
Moussa Doumbia
Amadou Sisse
Woyo Doumbia
Colonel Lassine Doumbia
Mamadou Traore
Bamoussa Doumbia

ADVISORY COUNCIL

Faye Ginsberg, PhD, Richard Komp, PhD

PRODUCTION COMPANY

Birdgirl Productions

WITH SUPPORT FROM

Brooklyn Arts Council, LEF Foundation, Experimental Television Center,
Independent Film Project (IFP), Puffin Foundation

