

Press Kit

كُوْن
Amplified

A Film By **Dina Naser**



Logline

After a violating incident at the Karate center, a young hearing-impaired Karate athlete must find a new way to reclaim her power.



PROD.

AMPLIFIED

ROLL

A3

SCENE

1/3

TAKE

2

DIRECTOR:

DINA NASSER

CAMERA:

ERIC

Main Country of Production: Jordan

Countries of Production: Egypt, Palestine

Format: 2K, Color

Genre: Coming-of-age, Drama

Running Time: 18 min 45 sec

Languages: Arabic, Arabic Sign Language

Synopsis

Amplified is an intimate portrayal of Hind, a charming young Karate athlete with a hearing disability. After she's subjected to a violating incident at the Karate center, Hind's world gets distorted. The sensual narrative, accompanied by an authentic sonic experience, dives into what happens when safe spaces are shattered in the ugliest of ways. Through the eyes and ears of Hind, we sway between the tenderness and harshness of pain, the silence and the noise, and the hidden and the manifest.

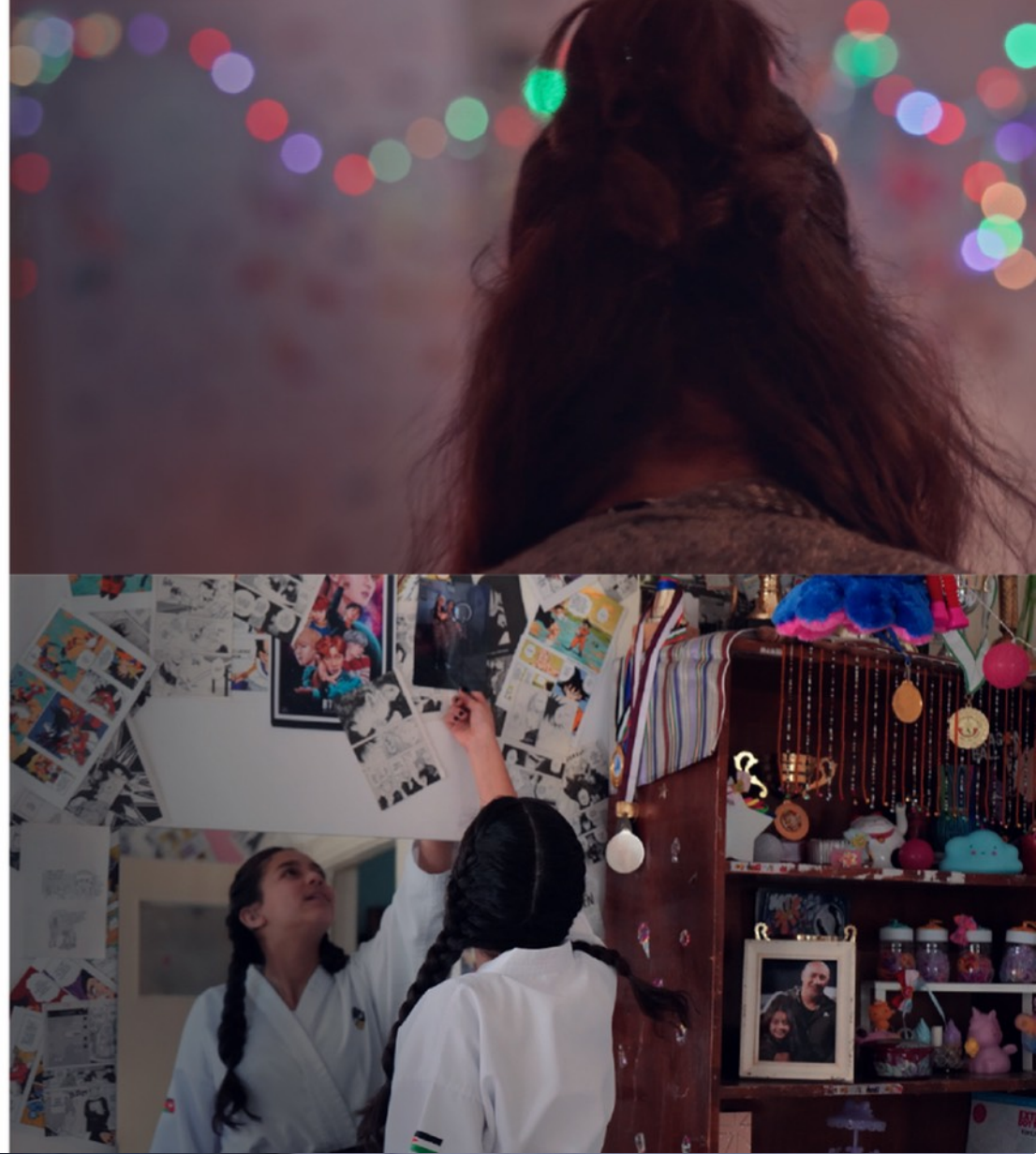


Director's Visual Treatment

"Amplified" in its attitude, is alive, bold, does not shy from controversy, maintains intensity and weight, is intimate, vulnerable, optimistic, and youthful. This is how I work with each team member, internally, in a way that the project eventually unfolds externally with the same creative code.

"The film is told through our 11-year-old protagonist's point-of-view". It unveils the story through intimate imagery, which are counterbalanced with minimal dialogue and evocative moments of silence. The overall tone is raw, genre-bending and fresh. The camera is almost always next to our main character, intimate and alive. At very select times, especially when large moments arrive, it transitions from movement to a complete stationary halt, grounded, honoring a frame, fixed in space, with colors being on the warmer end. The world of the film blurs the lines between fiction and reality, constantly triggering questions for the viewer inside and outside the work.

Hind's Bedroom is her haven. Her inner world is reflected through artistic pieces of her creation that flood her bedroom walls, reflecting both her fears and dreams. Hind lives with her single mother in a middle-class type Jordanian apartment. Additionally, the film highlights the importance of the Karate Center, a place where Hind feels empowered and equal. It is vibrant and charged with healthy competition between the kids. It is also a place where Hind finds friendship and loss.



Sound design plays a crucial role in this film, driven by the power of sound itself. Our main character, Hind, is hearing-impaired, allowing us to play creatively with sound design. It invites viewers to experience the frequencies Hind tunes into and those she shuts out, immersing them in her internal world. The chosen sounds aim to evoke an altered state, prompting viewers to reflect on their own inner struggles. Through this, the film becomes an opportunity for self-discovery.

The vibrant city ambiance and lively streets of Amman serve as a contrasting backdrop to our protagonist's emotional state. By utilizing volume and diffusing effects, we add depth to the background, heightening the tension. The film explores the interplay between what is heard and unheard, loved and isolated, courageous and crippled.

In preparation for the shoot of "Amplified," I collaborated with a team of creative minds to design a bootcamp experience inspired by live and playback theater. This intensive four-week program took place leading up to the shoot and focused primarily on Malak, our non-actress lead who belongs to Jordan's deaf community. Our utmost priority was to create a nurturing and supportive environment for her and the rest of the cast. Through the bootcamp, we broke down social, physical, and emotional barriers among the cast, fostering authenticity and truth in their performances. The result was a transformative journey that allowed us to capture genuine and heartfelt moments on screen.



Director's Biography



Dina Naser

Writer, Director, Producer

Dina is a Jordanian/Palestinian director and producer. In 2013, Dina received the Docnomads scholarship for a Master's Degree in Documentary Filmmaking. She began shooting her debut feature documentary 'Tiny Souls' in 2012, and over the course of five years Dina filmed the lives of children as they unfolded inside Zaatari Refugee Camp-Jordan.

'Tiny Souls' premiered in 2019 in CPH Dox, and was well-received internationally, such as Sheffield Doc Fest, IDFA, DOK Leipzig and Busan. The film was awarded the Human Rights Film Award at Dokufest and the Sunbird Award for Best Documentary

Feature at the Palestine Film Festival, amongst other awards. Dina also directed the award-winning short film 'One Minute' (2015), a sound-motivated piece about a woman living in Gaza while under attack in 2014.

In 2017, Dina founded a multi-media production company, Madd Moshawash, with the vision of blurring the line between documentary and fiction through creating artistic and experimental work. In 2019, Dina co-founded 'Rawiyat': a new collective of female filmmakers from the Middle East, North Africa and the diaspora joining forces to imagine a new landscape in the region and beyond.

Director's Filmography

Tiny Souls / Documentary Feature/ 85 min / 2019

One Minute / Experimental Short/ 10 min / 2016

Producer's Biography



Batoul Ibrahim

Main Producer, Script Consultant

Batoul Ibrahim is a film and TV producer, visionary entrepreneur, and brand content strategist, recognized for her growing contributions to the industry. Most recently, she served as the Global Content Manager at Foodics, a leading tech company based in Saudi Arabia, where she spearheaded the production of captivating written, audio, and video content across multiple markets, resulting in remarkable brand growth. Batoul's unique skill set and relentless pursuit of excellence have positioned her at the intersection of business and arts, driving her to continuously explore and implement new approaches to the creative process.

Her expanding portfolio includes producing the upcoming narrative short fiction "Sukoun/Amplified" directed by Dina Naser, as well as serving as the Narrative Producer for the Emmy Nominated Show 'Ahlan Simsim', a Sesame Street production on MBC3 and YouTube. In addition, Batoul has made significant contributions to various local, regional, and international productions in diverse roles within the production team, and has served as a Script Doctor at Morgan Freeman's esteemed production company, 'Revelations Entertainment'.

A graduate of the University of Chicago with honors in Political Science and Cinema & Media studies, Batoul is also a distinguished fellow of the Producers Guild of America's 'Masters Diversity Workshop' in Los Angeles, showcasing her unwavering commitment to excellence and innovation in the entertainment industry.

Cinematographer's Biography



Eric Devin

Director of Photography

Eric Devin is an esteemed French cinematographer, calling Paris, France his creative home. With an impressive career that spans over two decades, Eric has masterfully crafted visual narratives across Europe and the Middle East. Renowned for his distinctive artistic vision and seamless collaboration with directors and casts, he consistently delivers captivating and mesmerizing cinematic experiences. Notably, Eric's portfolio boasts remarkable works such as "Hizia" (France, 2020), "The Translator" (France, 2020), "The Day I Lost My Shadow" (Syria, 2019), "Sibel" (Turkey, 2018), and "Degrade" (Palestine, 2015). His contributions have left an indelible mark on the world of cinematography, solidifying his position as a true luminary in the field.

Sound Designer's Biography



Ensieh Maleki

Sound Designer, Re-recording Mixer

Ensieh Maleki, a highly accomplished sound designer and mix supervisor, is an esteemed member of prestigious organizations such as the Motion Picture Sound Editor (MPSE) in the USA, Audio Motion Picture Sound (AMPS) in the UK, and the Iranian Association Motion Picture for Sound (Cinema House) in Iran. Since 2009, Ensieh has passionately dedicated herself to the cinema industry, leaving an indelible mark on both the UK and Iranian film landscapes.

Ensieh's remarkable career has taken her across the globe, collaborating on film projects in a multitude of countries including the USA, Germany, France, Italy, Japan, Belgium, Norway, Switzerland, Turkey, Czech Republic, Netherlands, and Croatia. With an impressive slate of over 70 fiction and documentary films under her belt, Ensieh's contributions have enriched diverse narratives with her unparalleled sonic expertise.

With an unyielding passion for her craft, Ensieh Maleki continues to captivate and immerse audiences through her outstanding contributions to the world of sound design, solidifying her reputation as a

Editor's Biography



Editor's Biography

Editor

Islam Kamal, born in 1978, is a highly accomplished editor who embarked on a journey of artistic exploration at an early age. Graduating with a Fine Arts degree from Alexandria University in 2001, Islam's insatiable thirst for knowledge led him to delve into various disciplines, including aesthetics, philosophy, and arts. In his pursuit of excellence, he further honed his skills by studying cinematography at CERMED.

Since 2004, Islam has showcased his multifaceted talent as a Director of Photography (DOP), editor, and director. His exceptional work caught the attention of Jesuit's film school, where he assumed

the role of teacher and mentor. He also collaborated with the award-winning Fig Leaf Studios as a writer, editor and director on multiple projects.

Islam's outstanding body of work has garnered recognition and acclaim on the international stage, with his films being selected for renowned festivals such as Rotterdam Film Festival, Berlinale, Ji-hlava Film Festival, and Carthage Film Festival (JCC), among others.

Colorist's Biography



Serene Issa

Digital Colorist

Serene Issa is a digital colorist based in Lisbon, Portugal. With a wealth of experience, Serene has become a sought-after talent in the field of coloring, having lent her expertise to numerous major productions from the MENA region and Europe. Her exceptional work has left an indelible mark on projects such as "The Night Shift" (2022), "The Shadow" (2019), and "The Last Friday" (2011), showcasing her remarkable ability to elevate visual storytelling through the art of color grading.

In 2008, Serene graduated from the esteemed University of Kent, where she earned a Master's degree in Digital Visual Effects. This academic background, coupled with her unwavering passion for her craft, has equipped her with a deep understanding of the technical intricacies and creative nuances required in the realm of digital coloring.

Serene's dedication to her craft, coupled with her meticulous attention to detail, has solidified her position as a respected figure in the industry. Her innate ability to enhance mood, atmosphere, and narrative through the delicate manipulation of color has captivated audiences and earned her the reputation of a true artist.



Director's Statement

The world of the film is inspired by a true story. As a documentary filmmaker, I always find reality more inclusive and inspiring than our imagination, if we observe it closely and mindfully. This is why I constantly borrow from it.

“Amplified” gives an insider’s look to the world of an Arab teenage girl with a disability- a world that for the most part is distant to most audiences. I find it important to try to create space for diverse representation of characters that we don’t usually see on screen, to express themselves, as truthfully as possible, especially about controversial topics like sexual harassment. By creating bold narratives, we plant seeds for conversation and action that can challenge our shame-and-blame culture.

The film will take us on a journey into Hind’s silent world - a seemingly sonic stillness that, in fact, is always pregnant with vibrations that often speak louder than words or sounds. I am curious to artistically explore Hind’s inner world as we see her being forced into maturity in one single day.

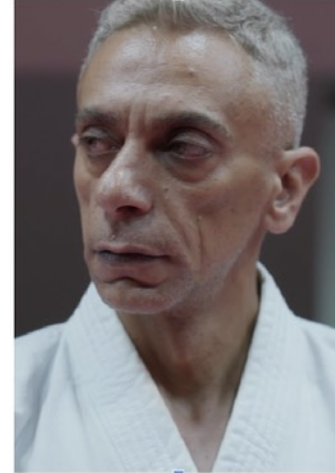
Main Cast



Malak Nasser
For the role of "Hind"
First time actress



Suhad Khatib
For the role of "Nada"
First time actress



Nadeem Al-Rimawi
For the role of "Karate Coach"
Known for Rebel (2022), Amira
(2021), The Alleys (2021) and
Blessed Benefits (2016)

Key Crew

Writer and Director **Dina Naser**
Producer **Batoul Ibrahim**
Director of Photography **Eric Devin**
Production Designer **Nada Wadi**
Hair & Make Up **Laura Madar**
Editors **Islam Kamal and Dina Naser**
Sound Designer **Ensieh Maleki**
Colorist **Serene Issa**

Co-Producers
Baho Bakhsh
Safie Eldin Mahmoud
Khaled Haddad
Ammar Galal
Mark Lotfy

Creative Consultant **Ali Dalloul**
Sign Language Translator **Seifalddin Saleh**
Karate Coach **Samih Al-Dirawi**
Production Supervisor **Saba Bitar**
Production Manager **Rand Toghoj**
First Assistant Director **Natalie Demerijian**
Gaffer **Ezz Isleem**
Production Sound Mixer **Daniel Al-Masa'deh**

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