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BAD HAIR FRIDAY

Original title: «vasaku jala reede» (EST)

2012

Tallinn Skyline Productions

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Andres Poom (producer)

Bad Hair Friday (Premiered February 2012)

A very, very, very black comedy / crime thriller
by a pair of 21 and 22 year old debut directors

"But first, we need to get rid of the body"
- Bad Hair Friday

"What does not kill you, makes you stronger"
- Nietzsche

"What does not kill you, makes you stronger...
or possibly cripples you for life"
- Anonymous / Bad Hair Friday

Excellent Box Office in Home Market

B.O.	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
1	This Means War (w1)	This Means War (w2)	Bad Hair Friday (w3)	John Carter (w1)	The Lorax (w1)	The Lorax (w2)
2	Bad Hair Friday (w1)	Bad Hair Friday (w2)	Lion King (w5)	Project X (w1)	John Carter (w2)	Hunger Games (w1)
3	Journey 2 (w2)	Lion King (w4)	This Means War (w3)	Bad Hair Friday (w4)	21 Jump Street (w1)	John Carter (w3)
4	The Descendants (w2)	Journey 2 (w3)	Journey 2 (w4)	This Means War (w4)	Bad Hair Friday (w5)	21 Jump Street (w2)
5	Lion King (w3)	The Iron Lady (w2)	The Iron Lady (w3)	Shame (w1)	Project X (w2)	Bad Hair Friday (w6)
6	Iron Lady (w1)	The Descendants (w3)	We Bought a Zoo (w1)	The Iron Lady (w4)	This Means War (w5)	Ghost Rider 2 (w1)
7	The Vow (w2)	Hugo(w1)	Hugo (w2)	Monster in Paris (w1)	Journey 2 (w6)	Best Exotic Marig... (w1)
8	Safe House (w2)	Zoluscka (w1)	The Descendants (w4)	Journey 2 (w5)	Karlsson (w1)	Dangerous Method (w1)
9	Chronicle (w3)	The Vow (w3)	Devil Inside (w1)	Lion King (w6)	Shame (w2)	This Means War (w6)
10	Puss in Boots (w9)	Safe House (w3)	Grey (w1)	The Descendants (w5)	The Iron Lady (w5)	Project X (w3)

First 4 weeks in top-3 position
 Another 2 weeks as top-5
 (total 9 week run in cinemas)

"8 different stories... 8 ways to really f**k up a Friday"

Crime

At an ever-accelerating pace, this thriller / dark comedy tells the story of 8 very different groups whose paths cross in the space of 24 hours. We meet a wide range of characters - from spoiled rich brats to real bottom-feeding criminal scum, and everyone in-between. In the best traditions of Commedia dell'arte, the characters each have easily recognizable roles - although there are a few twists to throw the audience off and keep things fresh. The story revolves around a few odd coincidences and a ****load of bad decisions, which all result in a really messed-up Friday. It starts out innocently enough with jokes, fun and a bit of alcohol, but given the level of intellectual capacity in our leading characters, you can see the train wreck coming. And when some drugged out punks - who have a rather tenuous relationship with reality during best of days - go all Clockwork Orange on an opera loving cankerous old man, it can only end up in tears (and blood, guts and bit of rather literal toilet humour as well).

Thriller

Comedy

Great Press Reviews (1/2)



«...on the screen, an exiting and tense story was unfolding step by step, a real pleasure to watch!»

- Delfi 16.02.2012
(largest news portal in Estonia)

«Finally, A Tarantino style film in Estonia. /.../ Guns banging, blood flowing, colourful characters throwing around cool lines.»

- Sirp 02.03.2012
(weekly arts-and-culture newspaper in Estonia)

«Not your typical Estonian movie!»

- Postimees 18.02.2012
(largest daily newspaper in Estonia)



Great Press Reviews (2/2)



«In addition to „Pulp Fiction“, the story borrows elements from Guy Ritchie’s „Lock Stock and Two Smoking Barrels” – /.../ a huge compliment!»

- Eesti Päevaleht 20.02.2012
(2nd largest daily newspaper in Estonia)

«The filmmakers were holding quite a few trumps - good dialogue, several great actors and considerable technical skills - cool beginning credits, spot-on music, good pacing and editing"»

- Eesti Express 03.03.2012
(largest weekly newspaper in Estonia)

A Top-5 Estonian Movie (last 5 years)

Year	Film	Tickets
2011	Leiutajateküla Lotte	63`752
2008	Detsembrikuumus	50`369
2008	Mina olin siin	46`561
2011	Kormoranid	39`751
2012	«Bad Hair Friday»	32`777
2010	Punane elavhõbe	27`235
2010	Polli päevikud	11`365
2011	Idioot	11`176
2011	Rotilõks	9`816
2008	Taarka	9`445
2011	Üks mu sõber	7`858
2009	Pangarööv	6`575
2011	Surnuaiavahi tütar	6`291
2009	Püha Tõnu kiusamine	6`282
2011	Kirjad Inglile	4`872
2011	Täitsa lõpp!	4`745
2009	Buratino	4`692
2010	Phobos	3`768
2009	Vasha	3`629
2008	Magnus	1`499
2010	Lumekuninganna	1`317
2008	Soovide puu	927
2008	Visitor / Võõras	400
2009	Isemoodi muinasjutt	106
2012	Umbkotid	est. 1`000
2012	Rat King	est. 1`500

19.04.2012 ticket number. (by box-office revenue, rank is **No 4**, rather than No 5)

2.5% of Estonia's population has seen the movie

- 1) Which movie was done with a budget of only 36,000 EUR (yet looks and sounds like a 1m production)?
- 2) Which movie was done by a pair of 21 / 22 year old Directors?
- 3) Which movie beat several major Hollywood films in it's opening weekend (only narrowly losing to «This Means War»)?
- 4) Which movie has been described by the press and public as something unlike any other previously produced Estonian film?
- 5) Which movie succeeded in attracting the 15-25 crowd to see a local production (something very few other Estonian films have managed before)?

THE ANSWER IS: BAD HAIR FRIDAY

Ticking all the right boxes for the 15-25 age group!

- Witty dialogue ✓
- Cool characters ✓
- Nudity ✓
- Sex ✓
- Violence ✓
- Guns ✓
- Fast cars ✓
- ... and good music ✓

«A movie by young people – for young people»

«Just pass the popcorn, please!»

Potential marketing positioning

Creating a Legend

**Incredible! 36,000
EUR budget which
feels like 1m EUR
movie!!**

**Incredible! A cinema
movie by directors
aged 21/22 and a
team aged below 25!!**

Not your typical slow-
paced Estonian / Nordic
movie!

Cross promotion? One of
the characters is played by
Ott Lepland, who
represents Estonia in 2012
Eurovision

This is what happens when
a young team gets a chance
to make a Tarantino / Guy
Ritchie style movie

Producer / Executive Producer (Tallinn Skyline Productions):

Andres Poom

Aside from spending the last 2 years writing and producing the movie «Bad Hair Friday», Andres has 15+ years of experience of managing various cross-functional and cross-country projects.

Having lived in 5 different countries, Andres has worked in management consulting, banking and pharmaceutical industries – including Novartis, Bristol-Myers Squibb, Clariden Bank, Lehman Brothers, Citibank and Credit Suisse.

His latest role was Vice President in the Bank Strategy / Corporate Development team at Credit Suisse in Switzerland.

Andres holds 3 Bachelor's degrees (Systems Analysis, Psychology and Business Administration) from Stockholm University, as well as an MBA from London Business School. He currently resides in Switzerland and is planning another feature length film.

Directors:

Andres Kõpper (born 1990) & Arun Tamm (born 1991)

Andres and Arun were born in Estonia, and for the last 5...6 years, have worked together on many short film projects. They caught the public's attention with a short movie "the Bastards" – a school project and homage to Quentin Tarantino. "Bad Hair Friday" is their first feature length movie - an ensemble film, bringing together 20+ actors in 8 different stories.

Andres has studied at Baltic Film and Media School in Tallinn, as well as one year at Istituto Europeo di Design in Barcelona.

Besides making movies, Arun is focused on an acting career, thus bringing an additional creative spark to the duo's film making.

Despite the directors' young age, their energy, commitment, film school connections and prior work were enough to attract a talented young crew and some of the most established and popular actors in Estonia to their first full feature project.

Following the success of "Bad Hair Friday", they are now directing a 12-episode TV series / drama.

And now, meet the characters...

"The bad. The worse. And the pretty."

"And the ugly and the stupid and the really clueless"



Pätt 1 (rollis Priit Võigemast)

Vanglas olles tegi tutvust Nietzsche teostega. Nüüd tsiteerib ta neid igal sobival (ja enamasti ka ebasobival) hetkel. Teised kutsuvad teda Lihunikuks. ... Aga ju on siis selleks hüüdnimeks ka põhjust!

Crook 1

In prison, discovered the works of Nietzsche. Now quotes these at every opportunity – whether appropriate or not. Others call him the Butcher. ... Probably for a very good reason!

Head Punk

Sometimes paranoid, always violent, he's like a ticking bomb. Nobody knows for sure when the next explosion is going to happen...



Pundijuht (rollis Sten Karpov)

Mõnikord paranoiline, alati vägivaldne, on ta nagu viitsütikuga pomm. Keegi ei tea, millal saabub järjekordne plahvatus...



Girl 1

Behind a cynical outlook, there is a fragile dream of a better life. But money needs to be made, even if you have to sell your body, soul and all your values for it. If only she had made a different decision a long time ago...

Veteran

When hitting something with a cleaning mop doesn't work, you just need to use tougher methods. He didn't become the Hero of Soviet Union just for milking cows!





Raamatupidaja (rollis Hendrik Toompere jnr)

Tal oli üks plaan. Tal oli isegi üks väga hea plaan. Aga sellega kohe vahelejäämine oli asja juures muidugi suureks miinuseks...

Accountant

He had a plan. He actually had a very good plan. Of course, getting immediately caught, was a rather big downside of that plan...

Stepmother

La femme fatale. Nothing else needs to be said!



Võõrasema (rollis Lana Vatsel)

La femme fatale. Midagi rohkemat ei olegi vaja öelda!

Rikas kutt (rollis Risto Proosa)

Oma isa rahade peal elades on elu nagu lill. Väike narkoäri annab lisa-sissetuleku ja tulevik näeb helge välja. Kuni selle hetkeni, kui vanamees rahakraanid kinna keerata ähvardab.



Rich Guy

Living the high life on his dad's moneys. A side line in drug dealing adds some extra cash, and the future looks bright. Until the day his dad threatens to turn off the money tap.

Poor Guy

He's romantic, loving, caring, dedicated, honest, hard-working... And another 20 or so nice words to describe him. Which makes you think that he ought to do something wrong in his life at least once.



Vaene kutt (rollis Martin Mill)

Ta on romantiline, armastav, hoolitsev, pühendunud, aus, töökas... ja veel mitukümmend head sõna, millega teda kirjeldada. Mis paneb mõtlema, et ta võiks vähemalt kordki elus midagi valesti teha!



Pätt 2 (rollis Taavi Teplenkov)

Hoolimata muhedast ilbest ja piilupardiga tätoveeringust, ei ole ta mingi nalja mõistev tüüp! Nagu paljud, kes ootamatult oma hambad koos tema rusikaga endil kurgust leidnud, kinnitada võivad...

Crook 2

Despite his happy face and a funny tattoo, he's not a funny guy. As lot of people, who have suddenly found themselves swallowing their own teeth together with his fist, can attest to...

Big City Girl

On the outside, everything looks great. Parties, rich men, expensive presents... The fact that she lives alone in a run-down studio flat in the bad part of the city, is something she desperately hides from everyone else...



Suurlinna tüdruk (rollis Gerli Rosenfeld)

Väliselt on ta elus kõik korras. Peod, jõukad mehed, kallid kingitused... See, et ta aeg-ajalt siiski oma ühetoalises Lasnamäe korteris üksinda aega veetma peab, on fakt mida ta kiivalt varjab...



Kutt (rollis Priit Loog)

Ebatavalise füüsilise puude tõttu on ta tagasihoidlik ja flegmaatiline, lastes tavaliselt oma sõpradel enda eest otsuseid teha. Aga see reede näeb ta asju, mis paneb teda vägagi teistmoodi käituma.

The Guy

Because of a physiological defect, he's usually quiet and reserved, letting his friends make decisions for him. But this Friday, he sees things that make him act way out of character.

Hanger-on 1

It's not quite that he's having a contest with his friends about who can score more chicks in the club. But IF there was a competition going on (and we are not saying there is), he'd win for sure.



Kaaslane 1 (rollis Mart Müürisepp)

See ei ole päris nii, et tal sõpradega käimas võistlus selles, kes klubis rohkem tibusid rajalt maha võtab. Aga KUI oleks käimas võistlus (ja me ei väida, et on), siis ta võidaks kindlasti.



Vaikne narkomaan (rollis Madis Veltman)

Keegi ei ole kuulnud teda rääkimas. Arvatavasti on ta vaikuse taga peidus sügavalt filosoofilised mõtted maailma kohta, mida teised inimesed ei mõistakski. Või on ta lihtsalt kogu aeg pilves??

Silent Drug Addict

Nobody has heard him speak. His silence probably hides some deeply philosophical thoughts about the world, that would not be understood by others. Or perhaps he's just drugged out all of the time??

Small Town Girl

A wallflower, she watches all her female friends glide through the life without any efforts. But perhaps it's now time for the modern Cinderella to finally start looking for her own Prince?



Väikelinna tüdruk (rollis Tagne Võip)

Halli hiirekesena vaatab ta pealt, kuidas sõbrannad sujuvalt läbi elu liuglevad. Aga ehk on lõpuks aeg ka moodsal Tuhkatriinul oma printsileidmiseks tegutsema hakata?



Tüdruk 2 (rollis Kirke Algma)

Ka tema elu on valede otsuste tõttu rappa läinud. Aga kuidagi suudab ta veel oma optimismi säilitada - ja pealegi, horoskoop ütles ju äsja, et kohe võidab ta suure summa raha ja kohtub oma elu armastusega!

Girl 2

Her life too, has been messed up due to wrong decisions. But somehow she manages to keep her spirits high – and in any case, her horoscope just said that she'd win a large amount of money and meet the love of her life!

Young Drug Addict

In a wolf pack, only the alfa male gets to breed. He, on the other hand, is so far away from being the alfa male, that there's actually no letter for it in the Greek alphabet. No wonder that he's frustrated.



Noor narkomaan (rollis Lauri Pedaja)

Hundikarjas saab paarituda vaid alfa-isane. Tema aga on alfa-isase staatusest nii kaugel, et greeka tähestikus ei ole selle kirjeldamiseks tähtegi. Pole ime, et tal natuke pingeid tekib.



Kaaslane 2 (rollis Hasan Steinberg)

Ta oskab 2+2 kokku arvutada küll. Taskuarvutiga. Kui talle selleks piisavalt aega anda. Aga nii kaua kui vanemad kogu lõbusa elu kinni plekivad, ei ole nagu probleemi selles, et IQ kinganumbrist ainult natuke suurem?

Hanger-on 2

He is actually able to add up 2+2. With a pocket calculator. If you give him enough time. But as long as the parents are paying for everything, it's not really a problem if your IQ is just slightly higher than your shoe size, is it?

Friend 1

His plans change so fast, he himself gets confused about which one was the last one! That doesn't make things easier for his friends who always end up getting caught up in his schemes.



Sõber 1 (rollis Arun Tamm)

Tema plaanid muutuvad nii kiiresti, et ta mõnikord ise ka segaduses... et milline see viimane plaan nüüd oligi?? See ei tee asju kergemaks ta sõpradele, kes nendesse alati sissehäässituks osutuvad!



Maffiaboss (rollis Ago Roo)

Oli aeg, millal ta hoidis kõiki oma lähikondlasi karmi kontrolli all. Aga ajad muutuvad.... ning tal pole aimugi, et on viimasel ajal põues tõelist mürgimadu soojendanud...

Crime Lord

There was a time, when he had all of his family under an iron heel. But times change... and he hasn't got a clue that he has been holding a real viper to his chest...

The Boy

He is actually only 13 years old, but due to a rare hormonal condition, he looks 10 years older. And the medication for combating this condition has.... side effects.



Poiss (rollis Mattias Naan)

Poiss on ainult 13-aastane, harvaesineva hormonaalse defekti tõttu näeb ta lihtsalt 10 aastat vanem välja. Ning haigusega võitlemiseks igapäevane arstimate tarbimine tekitab käitumises... kõrvalmõjusid.



Karm pätt (rollis Ivo Uukkivi)

Siiani alati oma sõna pidanud, seisab ta nüüd raskete otsuste vahel. Ühest küljest on vaja tasuda auvõlg, aga samas... mingi aeg peab ka enda ja oma poja peale mõtlema.

Tough Crook

Up to now, he's always been a man of his word. But now he needs to make a decision – on one hand, he has a honour debt to pay... on the other, he needs to think about himself and his son.

Weird Drug Addict

At any given time, he has got at least 3 different drugs in his body. This has messed up his brain to the extent that he usually answers any questions a day later. Or the day before. With him, difficult to know the difference...



Kummaline narkomaan (rollis Martin Algus)

Tal on igal hetkel kehas vähemalt 3 erinevat narkootikumi. See on ta aju nii segi keeranud, et temaga rääkides saad vastuse oma küsimusele alles päev hiljem. Või hoopis päev varem. Raske aru saada, kumb...



Sõber 2 (rollis Ott Lepland)

Ei, see ei ole tema Jaguar XF ega ka viimase peal BMW. Ta teab autodest sama palju, kui tüdrukutest - see tähendab et kuidagi peaks ju 5 sekundiga 0-ist 100-ni saama, aga kus pagan see süütevõti käib??

Friend 2

(played by Ott Lepland, who represents Estonia in the 2012 Eurovision Song Contest)

No, it's not his Jaguar FX or latest model BMW. His knowledge of cars is as limited as his knowledge of girls – somehow you should be able to get from 0 to 60 mph in 5 seconds, but where the heck to you insert the ignition key??

Production company: Tallinn Skyline Productions

Producer: Andres Poom

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IMDB:

<http://www.imdb.com/title/tt2106744/>

Home page:

<http://www.badhairfriday.com>

Facebook:

<http://www.facebook.com/badhairfriday>

Trailer:

<http://youtu.be/DOskQRaqQ1E>

Teaser:

<http://youtu.be/gKgkvJbtTDY>

Producer / Executive Producer: Andres Poom

Directors: Andres Kõpper & Arun Tamm

Screenwriters: Andres Poom, Martin Algas, Liisi Rohumäe & Birk Rohelend

Unit Production Manager: Margit Sauk

Post-production Co-producer: Esko Rips

Director of Photography: Martin Randalu

Assistant DoPs: Mattias Veermets, Meelis Mikker & Joosep Kask

Assistant Directors: Margit Sauk, Oskar Lehemaa & Eva-Kristina Mill

Art Director: Piia-Berta Piir

Assistant Art Directors: Epp Salulaid & Eve Ormisson

Lighting Director: Tõnis Tuuga

Lighting Assistants: Brett Astrid Võmma & Meelis Mikker

Sound Operator: Karl Hans Õunpuu

Sound Directors: Matis Rei & Tarvo Schmeiman

Composer: Kaspar Kadastik

Make-up Artists: Ellen Valgepea, Kätlin Ahu & Maaja Tuuling

Production Assistants: Riina Viilup, Helen Mänd, Tõnis Kõpper, Grete-Liisa Sihver, Maie Rosmann

Clapper loader: Kristina Hakk

.... and others ...