

# Indies on the road

## Redeeming the Pinoy film industry one place at a time

by BAYANI SAN DIEGO JR.  
Inquirer.net

**I**NDEPENDENT FILMMAKER Ellen Ongkeko-Marfil has come up with a new “distribution strategy” for alternative films that seek an audience beyond the traditional theatrical route.

“I’ve called the program *Daangcine*,” Marfil told the Inquirer in an e-mail. *Daangcine*, she explained, refers to “film as a pathway of learning.”

“Films should be screened where the people are,” she said, “in schools and communities, not [always] in commercial movie houses.”

She said she meets “constantly” with other indie directors and producers like Raymond Lee of ufo Pictures “to put up a distribution outfit.” Marfil added, “We have agreed to promote each other’s films.”

*Daangcine* will carry Filipino films that have made a mark globally. The goal, Marfil said, is “to help develop and expand the audience base of indie films.”

She said, “We are very concerned about the sustainability of our films so we can continue producing the same [quality] of works. We [appreciate] the validity of socialized marketing and [avoiding] flat rates. Percentage sharing is more equitable.”

*Daangcine*, working actively with the Independent Filmmakers Cooperative (IFC), has clinched its first major deal: a series of screenings at the Doris Duke Theater in Honolulu, under the banner of the first Hawaii Filipino Film Festival set next month.

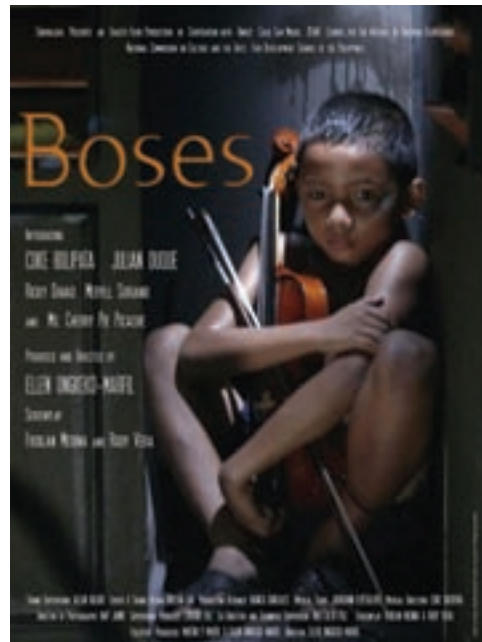
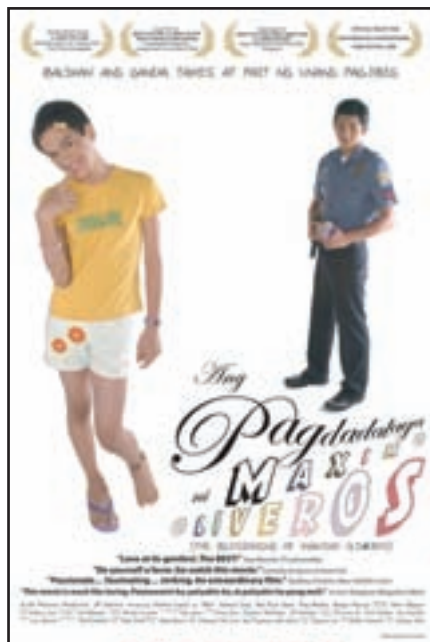
When Marfil’s *Boses* was screened at the Louis Vuitton Hawaii International Film Fest last year, the filmmaker met Gina Caruso, film curator of the Honolulu Academy of Arts. “She told me of her plan to mount the island’s first Filipino film festival, since Pinoyos comprise 30 percent of the population,” Marfil recalled.

Caruso told Marfil that the planned festival would focus “on the new Philippine cinema” which has been getting a lot of attention in international festivals.

For the Hawaii fest, *Daangcine* has programmed Jade Castro’s *Endo*, Jay Abello’s *Namets*, Aureus Solito’s *Ang Pagdadalaga ni Maximo Oliveros*, Marfil’s *Boses* and Tara Illenberger’s *Brutus*, with Chris Martinez’s *100* as opening film.

“Each film gets two to three screenings between April 10 and 19,” Marfil explained. She said the project is getting support from the Philippine consulate, the Filipino medical association and other organizations in Hawaii.

In a separate e-mail, Martinez said, “This festival could become an annual event.” ■



## Rama says fight is with Galvante, not GMA 7

by NANCY C. CARVAJAL  
Inquirer.net

**M**ANILA—Talent manager and actress Annabelle Rama insists she is not banned from entering the GMA network compound in Quezon City, despite a petition for a restraining order filed against her in a Quezon City court by Wilma Galvante, an official of the television network.

“Sabi ni Mr. Gozon, hindi ako bawal pumunta sa station (Mr Gozon said I’m not barred from going to the station), and besides this is not a fight between me and the station, it’s between me and Wilma Galvante,” Rama told reporters as she emerged from her appearance at the Quezon City Regional Trial Court Branch 95 Wednesday afternoon.

Rama, accompanied by her lawyer Agnes Maranan, appeared before Judge Henri Jean-Paul Inting to submit her motion to deny Galvante’s application for temporary restraining against her and deny the very urgent motion to reset the hearing.

“A grant of the application for preliminary injunction/TRO would be tantamount to prior restraint, which is prohibited under the bill of rights,” Rama said in her motion.

According to Maranan, TRO applications must be heard within 24 hours from service of the summons.

The lawyer also said that the allegations in the complaint could no longer be covered by a TRO because “the acts sought to be restrained have already been committed.”

Wearing a bright fuchsia blouse and black pants, Rama appeared to be in a fighting mood and said she would file countercharges against Galvante.

“Wilma, inumpisahan mo itong away na ‘to, tatapusin ko kahit saan tayo makakarating (you started this fight, I will finish it regardless where it takes us),” Rama told reporters, addressing herself to her adversary.

Rama also said she was being harassed by Galvante because she had already stopped sending messages to the TV official at least a month ago.

Galvante, GMA 7’s senior vice president for entertainment, has filed a P7 million damage suit against Rama for allegedly harassing her.

In a 40-page civil complaint filed on March 17, Galvante asked the Quezon City court to stop Rama from intimidating her either through media interviews or text messages.

Citing security reasons, she also asked the court to issue a restraining order against Rama, barring her from getting within 50 meters of the complainant.

She added that Rama had a “violent streak” and that she was suffering from the “uneasy and disturbing feeling that Rama may actually inflict bodily harm” on her.

Galvante claimed that under the Civil Code of the Philippines, everyone’s dignity, personality, privacy and peace of mind must be respected and that Rama “deliberately deprived her of continuous enjoyment of those rights by her unlawful and malicious actions.” ■



Annabelle Rama

Inquirer.net photo

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