



# McDull, the Alumni ChuntianhuahuaTongxuehui

**Feature** 35mm 90min.

**Budget**

US\$3,500,000 (HK\$28,000,000)

**Funds Secured**

US\$1,500,000 (HK\$12,000,000)

**Producers**

Peter CHAN Ho Sun, Brian TSE Lap Man

**Production Company**

Applause Pictures Ltd

**Co-production Company**

Bliss Concepts Limited

**HAF Goals**

Pre-sales, Funds

## ■ Introduction ■

*McDull, the Alumni* will be a creative composite of animation and live performances. There will be many comic scenes revolving around the theme of “going to work” and “grabbing a bite.”

In the animated parts, the pupils of Flower on the Spring Field Kindergarten fantasize about their future careers; their aspirations range from the boring to the bizarre: some want to be doctors or lawyers, others want to be cappuccino foam-blowers in a café, or chicken-chopping experts in a BBQ meat shop.

In the other parts featuring live actors, the job market of the ‘real world’ mirrors the imaginary animated realm. Here, people hold equally outlandish jobs, like chicken wing bone-removal experts. Both worlds are presented as just as silly and laughable. For this is the message of *McDull, the Alumni* – adults are nothing but grown-up kids.

The original team of *My Life as McDull* will be reunited for this project. Applause Pictures, which collaborated on the first *McDull* animation, will produce the live performance sections. The company has a track record of packaging films with a rich local Hong Kong flavor for a discerning international audience.

## ■ Director ■

**Samson CHIU Leung Chun** was born in Shanghai and raised in Hong Kong. He studied film in Canada and returned to join the Hong Kong film industry as John Woo’s assistant director in 1983. In 1989, Chiu wrote and directed his debut feature *News Attack*, starring Andy Lau and produced by Peter Ho-Sun Chan. The film won the Taiwan News Bureau Distinguish Film Award of the year.

In a market saturated with genre-filmmakers, Chiu is considered an alternative voice for his virtuosity in contemporary melodramas. Some of his best-loved works are *Yesteryou, Yesterme, Yesterday* (1992), *New Age of Living Together* (1994) and *What a Wonderful World* (1997). His recent works *Golden Chicken* (2002) and its sequel *Golden Chicken 2* (2003) are unique comedies that trace the socio-economical development of Hong Kong through the rise and fall of a local hooker. Chiu’s ambitious attempt to modify the local comedy genre with an intellectual approach has earned him both box-office success and critical acclaim.

## ■ Producer ■

**Peter CHAN Ho Sun** is a seasoned international director and the Chief

Executive of Applause Pictures. Born in 1962, in Bangkok, Thailand, Chan produced his first movie, *News Attack* in 1989, and directed his first film, *Alan and Eric: Between Hello and Goodbye* in 1991, which was awarded Best Film of the year by the Directors’ Guild of Hong Kong and Best Actor by Hong Kong Film Awards.

Chan was a co-founder of United Filmmakers Organization (UFO) during the early 1990s which produced a solid track record of box office and critical hits, including his own: *Tom, Dick and Harry* (1993), *He’s a Woman, She’s a Man* (1994) and *Comrades, Almost a Love Story* (1997). Chan was awarded Best Film and Best Director of the year by the Directors’ Guild of Hong Kong for *He’s a Woman, She’s a Man*. *Comrades* was voted one of the Ten Best movies of 1997 by Time Magazine, and swept a record breaking 9 Hong Kong Film Awards. Subsequently, Chan moved to Hollywood and directed *The Love Letter* (1999) for Steven Spielberg’s Dreamworks SKG. In 1998, Chan was voted one of the top 10 helmers to watch by *Variety*.

In April 2000, Chan launched Applause Pictures and served as Executive Producer on the Thai-Hong Kong co-production *Jan Dara*, and the Japan-Korea-Hong Kong collaboration, *One Fine Spring Day*. In 2002, Chan directed *Going Home*, his episode for *Three* (a first of its kind co-production with Korea and Thailand), winning Best Actor and Best Cinematography at the 39th Golden Horse Award in Taiwan. 2002 turned out to be a fruitful year for Chan and Applause with its release of high-grossing *The Eye*, *Golden Chicken* (both produced by Chan) and *Three*. *The Eye* sold its remake right to the Cruise/Wagner division of Paramount Pictures.

**Brian TSE Lap Man** is the original author, producer and creative director of the famous local character McDull.

Since 1990, Mr. Tse has started his multi media creative journey by the successful launching of McDull stories in Hong Kong. Mr. Tse has been story writer, children magazine publisher, script writer and producer of McDull animation, creative director of McDull’s gift items and TV commercials, and many others.

In early 90’s, Mr. Tse has written over 30 book titles on McDull and other characters. All publications by Mr. Tse were best-selling book titles in Hong Kong. Now, the publications become even popular in Mainland China and Taiwan.

Since 1997, Mr. Tse started the production of McDull animation TV series. In 2001, he produced the most successful Hong Kong made feature animation “My Life as McDull”. In 2004, he produced the second McDull movie, “McDull, Prince de la Bun”, Both animations not

only achieved commercial success, but also received strong recognitions from local and international critics.

More McDull animations are now under preparation. "McDull, The Alumni" is an attempt to combine animation with live motion pictures, and "McDull - WuDang" is a humorous martial arts animation movie catering for international audience. The projects are under development and to be realized in the near future.

## ■ Production Company ■

**Applause Pictures Ltd** was launched in April 2000. The company was created to forge new links between film industries and filmmakers of the Asia Pacific. With friends and contacts in Korea, Thailand, Japan, Singapore and its home-base Hong Kong, this pan-Asian production house sets out to syndicate financing, promote co-production agreements, encourage the exchange of talent on both sides of the camera, and to expand the regional and global distribution possibilities for the new pan-Asian films.

In four years time, Applause Pictures has produced 8 successful film including: *Jan Dara* (2001), *One Fine Spring Day* (2001), *The Eye* (2002), *Three* (2002), *Golden Chicken* (2002), *Golden Chicken 2* (2003), *The Eye 2* (2004) and *Three...Extremes* (2004). The movies produced by Applause Pictures are so successful in the box office that it allowed them to make sequels for almost each of the movies that they produced, namely: *The Eye 2*, *Golden Chicken 2* and *Three...Extremes*. The above movies also had remarkable sales performance in the international market, as well as awards at Hong Kong IFF and Golden Horse Film Festival in Taiwan.

## ■ Co-production Company ■

**Bliss Concepts Limited (Bliss)** is a Hong Kong based media company that creates entertainment and educational contents in print, TV, film, digital media and merchandising.

Bliss was first founded in 1990 to publish original McMug & McDull comics. The comics soon gained popularity by storm and the main characters McMug and McDull transformed from simple cartoon figures into cultural symbols of the community. The broad audience base served as a strong foundation for future expansion to different horizons, including children's publication, animation production, gift items, merchandise, and business collaborations.

In 1997, McDull moved on to a new platform as an animation figure. The first attempt was a TV series of 13 episodes, which are 100% local production. In 2001, McDull launched its first full-length feature movie "My Life as McDull". The movie created a record-breaking box office for locally produced animation. Not only was it a commercial success, "My Life as McDull" also received high praises and prizes in many important film festivals, such as the Grand Prix - Annecy Festival 2003, one of the most important animation events. The movie and the TV series have been licensed to France, Mainland China, Taiwan, Korea, Thailand, and Japan for the time being.

The second McDull movie, "McDull, Prince de la Bun", was released in

summer 2004. Both the animation style and the story are more mature. The movie was awarded "The Best Film 2004" by Hong Kong Film Critics Society. It was the first time the award was given to an animation movie in Hong Kong movie history.

Today, Bliss Group is an established media enterprise with key establishments across different media and product lines. It will be our long term commitment to create more enjoyable contents and products in diverse formats and geographic spreads.

## ■ Synopsis ■

*In McDull, the Alumni*, our protagonist has grown up. He is no longer the little boy who banters with his mates at school. How he wishes he could just go on bantering all day long with his mates at the renowned Flower on the Spring Field Kindergarten. But that is not to be. Like all grown-ups, he has to grapple with harsh reality.

McDull and his mates are scattered all over the place. Each one of them has to find his or her own path. In each of their hearts, they know they have failed.

Meanwhile, life goes on in the kindergarten. Someone strums a guitar and the pupils chime in to the song:

Puff the magic dragon, lives by the sea...

A dragon lives forever, but not so little boys.

With hindsight, McDull believes this could well be the maxim of the Flower on the Spring Field Kindergarten alumni.

## ■ Director's Statement ■

With the creation of McDull and his companion characters, artist Alice Mak and writer Brian Tse have given birth to what a critic-fan coined "the aesthetic of cute." A local hero that became an international star, the ebullient and gullible little piglet epitomizes the down-to-earth and self-deprecating humor of Hong Kong grassroots culture. The third installment of the animation film series promises to bring laughter and tears as McDull and his classmates graduate from kindergarten and venture into the big wide world.

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