



blus

ANIMATED SHORT FILM

STORY, DESIGN AND DIRECTION
RAJESH PK

BLU'S

GROWING UP FREELY IN HARMONY WITH NATURE, WITNESSING HER BEAUTIFUL ENVIRONMENT BEING SWALLOWED UP BY INDUSTRIALISATION, BLU DECIDES TO FIGHT FOR THE WILDLIFE, MEADOWS, RIVERS AND TREES BEFORE THEY DISAPPEAR COMPLETELY.



SYNOPSIS

WRAPPED IN MOTHER EARTH'S PROTECTIVE, TENDER EMBRACE, BLU IS BORN WITH A GREEN LEAF IN HER HAIR. BLU'S PLAYGROUND AS SHE GROWS ARE LUSH MEADOWS FILLED WITH WILD FLOWERS, LACED WITH CRYSTAL CLEAR STREAMS TEEMING WITH FISH AND JUMPING FROGS. DANCING IN THE RAIN AND PLAYING TO THE SONGS OF MYRIAD BIRDS, BLU CELEBRATES HER GREAT FORTUNE JOYFULLY EVERY DAY... UNTIL...

A COLD WIND FILLS THE BRIGHT SKIES WITH AN INFINITY OF SOULLESS CLOUDS. AN ENDLESS SUPPLY OF CONCRETE AND METAL, CHURNED BY SMOKING MACHINES FROM THE DEPTHS OF PITS GNAWED INTO MOTHER EARTH, THREATENS AN INDUSTRIAL AND URBAN EXPANSION THAT WILL OVERWHELM EVERYTHING BLU LOVES IN EVERY HORIZON...

HEARTBROKEN HER MOTHER EARTH IS THUS VIOLATED, TEARS STAINING HER ROSY CHEEKS, THE IRREPRESSIBLE BLU REFUSES TO GIVE UP. CLUTCHING HER GREEN LEAF IN HER HAND, BLU DASHES TOWARDS THE RAY OF HOPE, DETERMINED TO DEFEND AND RECLAIM HER MOTHER.



MUSIC

BLU REPRESENTS HUMANITY'S CHOICES AGAINST THE ONSLAUGHT OF ENVIRONMENTAL DEGRADATION OUR COMPLEX MODERN SOCIETIES HAVE CREATED. CROSSING BORDERS AND CULTURES, BLU'S FEATURES NO DIALOGUE, INSTEAD RELYING UPON THE UNIVERSAL LANGUAGE OF MUSIC. THE MUSICAL COMPOSITION ALONGSIDE THE ART DIRECTION RAISES THE EMOTIONAL STAKES TO REINFORCE THE FILM'S CONCEPT. THIS IS MORE THAN JUST A STORY ABOUT A SMALL CHILD. IT IS ABOUT HOW WE MUST OVERCOME EVERY SORROW CHALLENGING US IN THE PRESENT, AND FIND THE COURAGE TO STOP THE APPARENTLY NEVER-ENDING DEVASTATION TO CREATE A BETTER TOMORROW... OR LOSE IT.



ART

BLU'S HAS A PAINTERLY LOOK TO PROPERLY REFLECT THE NATURE PORTRAYED WITHIN THE STORY. SOME OF US SEE NATURE, WITH ITS CONSTANT DYNAMIC, FROM THE MACRO-MOVEMENT OF BUTTERFLY WINGS FLAPPING, TO THE DAILY MOVEMENTS OF THE OPENING AND CLOSURE OF FLOWERS, TO THE SEASONAL TRANSFORMATIONS SUCH AS THE COLOUR OF LEAVES, AN ALWAYS PERFECT YET EVOLVING PAINTING ON AN EVER-CHANGING CANVAS. THIS CHOICE OF AESTHETIC WAS A STYLE DECISION THAT UNDERPINNED ALL OF BLU'S ART DIRECTION.



DIRECTOR'S STATEMENT

I AM HAUNTED. WHAT IF...? ONE DAY I WAS TO WAKE UP TO FIND OUR GREAT GREEN MOTHER, WHO HAS RAISED US AND NOURISHES US, HAS PERISHED? THAT EVERYTHING THAT IS GREEN AND SENTIENT IS NOW DEAD AND MOULTING AROUND US?

AT THE MOMENT THAT NIGHTMARE SEEMS TO BE COMING TRUE. NOT ONLY ONE, BUT MANY DISTINGUISHED EMBLEMS OF NATURE ARE FACING EXTINCTION. MY FEAR, THAT IF I, AND YOU... THAT IF WE DO NOT ACT SOON, WE MAY JUSTIFIABLY JOIN THAT EXTINCTION LIST. IT SEEMS TO ME THAT WE ARE NOT ALWAYS THE POSITIVE, BEAUTIFUL ORNAMENTS WE MAKE OURSELVES OUT TO BE ON THIS WONDROUS, SMALL BLUE PLANET, BUT RATHER AT TIMES WE ARE THE REPULSIVE MONSTER.

I ABSOLUTELY FEEL WE ARE NOT TOO LATE. WE CAN STILL FLOURISH ALONGSIDE NATURE, ALL OF US ON OUR INCREDIBLE PLANET EARTH. TO CREATE THE GREATEST IMPACT, I ASKED MYSELF THE QUESTION, WHAT IF I TOLD THE STORY THROUGH THE EYES OF BLU, AN INNOCENT GIRL PURE OF SOUL? WHAT IF WE COULD ALL IMAGINE OURSELVES TO BE BLU: THE HAPPY DAUGHTER OF OUR BEAUTIFUL MOTHER EARTH?



WHY ANIMATION?

WE BELIEVE THAT USING ANIMATION HELP US TO TELL COMPLEX STORIES IN A CREATIVE, VISUAL, AND POETIC MANNER. WHAT IF THE MAGIC OF ANIMATION COULD CONTRIBUTE TO CREATE A BETTER WORLD, EVEN A BETTER FUTURE?





DIRECTOR'S BIO

RAJESH PK IS AN ARTIST AND ANIMATOR FROM INDIA WITH OVER TWO DECADES OF EXPERIENCE IN THE ANIMATION INDUSTRY. HE BEGAN HIS CAREER IN 2003 AND HAS SINCE CONTRIBUTED AS AN ANIMATOR TO GLOBALLY RENOWNED STUDIOS, INCLUDING DREAMWORKS ANIMATION (INDIA/US) AND DNEG LONDON.

HIS FILMOGRAPHY INCLUDES MAJOR TITLES SUCH AS MADAGASCAR 3, THE CROODS, MR. PEABODY & SHERMAN, PENGUINS OF MADAGASCAR, TROLLS, AND VENOM. HE ALSO SERVED AS THE CREATIVE DIRECTOR FOR THE ANIMATED SEQUENCES IN THE DOCUMENTARY MISSION JOY, FEATURING THE DALAI LAMA AND ARCHBISHOP DESMOND TUTU.

IN 2019, RAJESH FOUNDED REDGOD STUDIOS IN KERALA, INDIA, WITH A VISION TO TELL POWERFUL, ORIGINAL STORIES THROUGH WORLD-CLASS ANIMATION.



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