

IFFLA 2011 - Interview with Iram Parveen Bilal, director of the short film 'Poshak (Facade)'

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RU Entertainment: Can you tell me a little bit about your film?

Iram Parveen Bilal: Sure. Poshak is a twelve-minute, raw and gritty film that celebrates the freedom you need to be an artist. It's shot in Karachi.

RU E: What was your inspiration for the film?

IPB: I get very frustrated when people forcibly correlate dressing with morality or vis-à-vis immorality. I guess I made a film in celebration of, 'Don't judge people on how they dress and what they look like because you never know what's inside.' I think its always been going on in certain traditions and cultures and that's the initial inspiration but really I think across all cultures we always box people and pigeon hole people and it's a wider film from that

perspective.

RU E: What can you tell us about the process of putting this film together?

IPB: It was actually a very last minute thing. I was location scouting for the feature I'm about to shoot and I decided 'I'm in Karachi, I have my line producer, lets give it a shot.' I was writing some poetry and I knew this classical dancer, Ms Sheema Kermani. I wrote the script with her in mind. I was hoping she'd say yes. She said yes. Everything sort of worked out. I didn't have my lead until four days before shooting. We shot in two days. There was some chaos going on in Karachi that night. We were scared we were going to get shut down. We just went out onto the streets and shot it.

RU E: What is it like being a Pakistani filmmaker at an Indian film festival.

IPB: It's very inclusive. I mean, I have a relationship with IFFLA for five, six years. You know, they're family.

RU E: What other projects do you have lined up?

IPB: I have a feature I'm prepping to shoot in Karachi. It's a mystery thriller centered around young Pakistanis. I'm hoping to shoot that in November. I have a couple of other features, one based in Chicago and one in Jordan. So I guess, just chipping away. Doing work.