

A film by OLPAMAdiversion Films

Produced by SASKIA VISCHER

Directed by OLIVIER PICTET, PABLO MARTÍN TORRADO, MARC RECUENCO

LO MÁS IMPORTANTE DE LA VIDA ES NO HABER MURTO

THE MOST IMPORTANT THING IN LIFE IS NOT BEING DEAD



EMILIO
GUTIÉRREZ CABA

FRANCISCO
NORTÉS

MERCÈ
MONTALÀ

CARLES
ARQUIMBAU

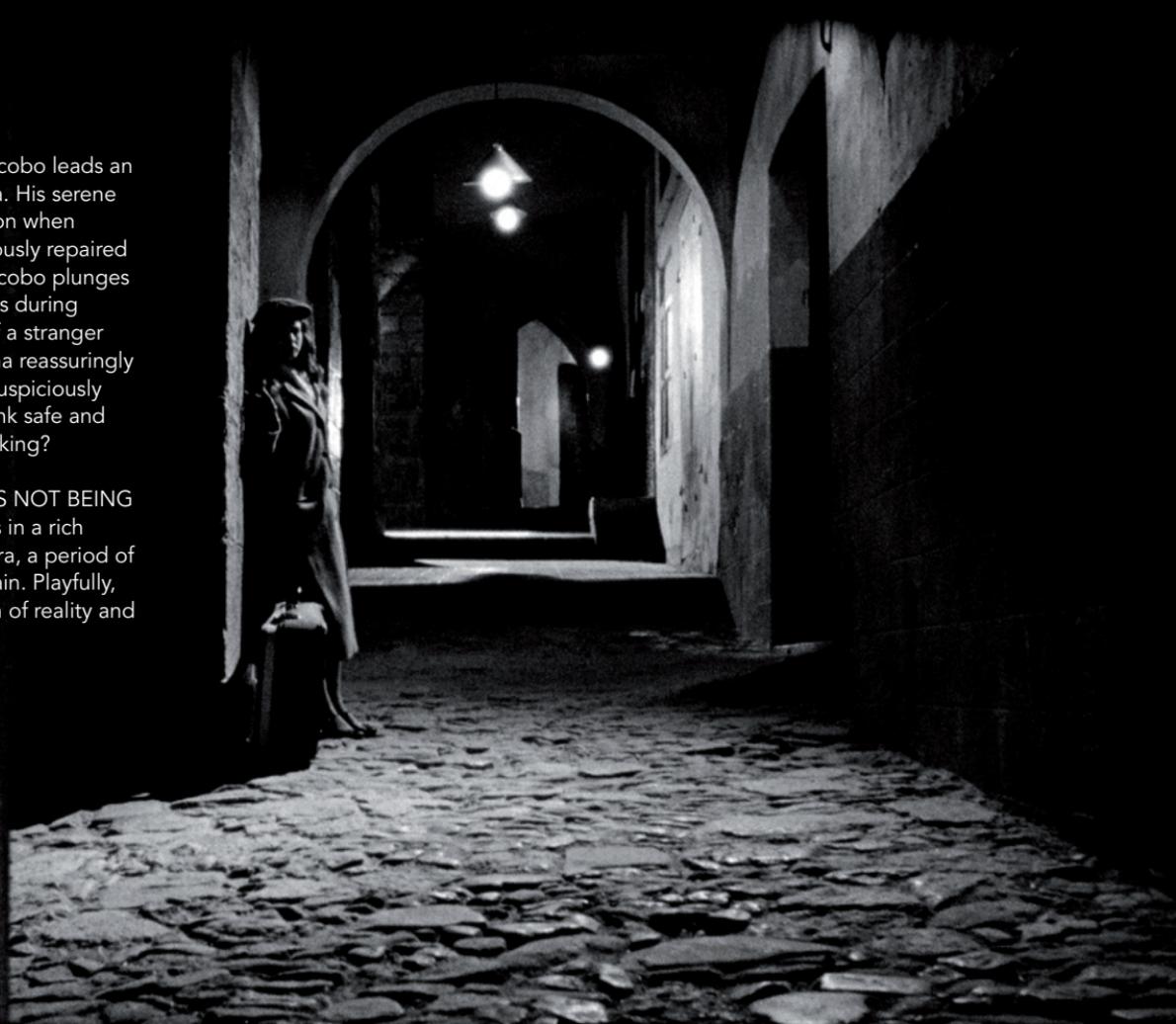
ALBERT
AUSSELLÉ

MARIÁN
AGUILERA

Synopsis

An esteemed piano tuner and repairer, Jacobo leads an apparently happy life with his wife, Helena. His serene existence is thrown into a state of confusion when insomnia creeps in, and pianos that previously repaired miraculously overnight remain unfixed. Jacobo plunges into paranoia and madness, hearing noises during the night and having ephemeral visions of a stranger roaming the house in a night gown. Helena reassuringly denies anything out of the ordinary, and suspiciously insists he is hallucinating. Is the life we think safe and secure true, or is there a second reality lurking?

THE MOST IMPORTANT THING IN LIFE IS NOT BEING DEAD is a tale of betrayal and forgiveness in a rich musical universe, set against the Franco era, a period of political deceit and distorted reality in Spain. Playfully, the tragicomedy questions our perception of reality and the vulnerability of our human condition.

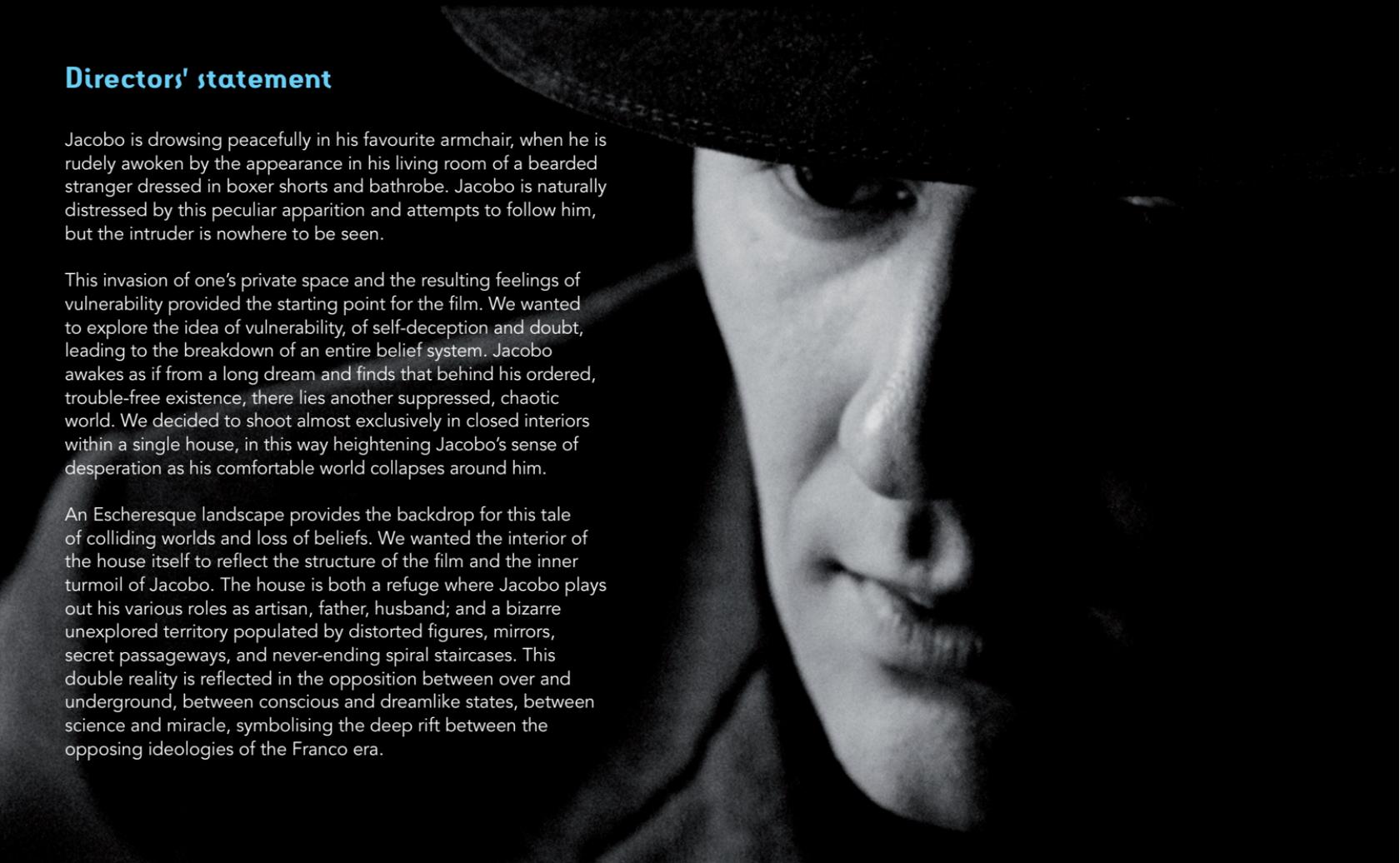


Directors' statement

Jacobo is drowsing peacefully in his favourite armchair, when he is rudely awoken by the appearance in his living room of a bearded stranger dressed in boxer shorts and bathrobe. Jacobo is naturally distressed by this peculiar apparition and attempts to follow him, but the intruder is nowhere to be seen.

This invasion of one's private space and the resulting feelings of vulnerability provided the starting point for the film. We wanted to explore the idea of vulnerability, of self-deception and doubt, leading to the breakdown of an entire belief system. Jacobo awakes as if from a long dream and finds that behind his ordered, trouble-free existence, there lies another suppressed, chaotic world. We decided to shoot almost exclusively in closed interiors within a single house, in this way heightening Jacobo's sense of desperation as his comfortable world collapses around him.

An Escheresque landscape provides the backdrop for this tale of colliding worlds and loss of beliefs. We wanted the interior of the house itself to reflect the structure of the film and the inner turmoil of Jacobo. The house is both a refuge where Jacobo plays out his various roles as artisan, father, husband; and a bizarre unexplored territory populated by distorted figures, mirrors, secret passageways, and never-ending spiral staircases. This double reality is reflected in the opposition between over and underground, between conscious and dreamlike states, between science and miracle, symbolising the deep rift between the opposing ideologies of the Franco era.



Actors and key crew

Jacobo 80 - Emilio Gutiérrez Caba (twice Goya winner)

Jacobo 50 - Francisco Nortes

Helena 80 - Mercè Montalà

Helena 50 - Marián Aguilera

Gerard 80 - Carles Arquimbau

Gerard 50 - Albert Ausellé

Vecino 80 - Xavier Tor

Vecino 50 - Jordi Domènech

Director of photography - Pietro Zuercher

Music composer - Julien Painot & Ladislav Agabekov

Director of sound - Marianne Roussy

Sound editor & mix - Denis Masé

Costumes designer - Montse Garre Escayol

Hair & make-up - Silvia Pellissa Serra

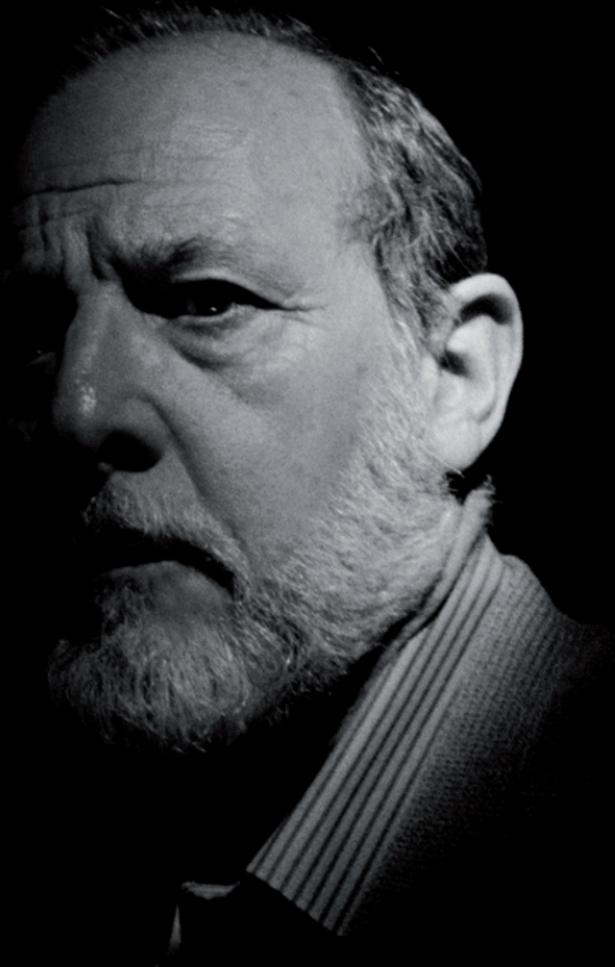
Editor - Jordi J. Recort

SFX supervisor - Boris Rabusseau

Animation and croc artwork - Alejandro Martín

Location manager - Fabien Cachin

For full list of cast & crew, please contact info@lomasimportantefilm.com



A film by OLPAMAdiversion Films

OLPAMA is a collective of three co-writer-directors from Geneva, Madrid and Barcelona, who collaborate to create stylised films of original and surprising narrative. This new voice in European art offers a fantastic, comical, absurd, magical cinema; an alternative vision to catastrophism, that is positive, hopeful and seeks to entertain. The stories are totally original, intelligently constructed narrative that is accessible to mainstream and cinephile audiences alike. OLPAMA converts the histrionic into the starting point and tells their stories with extravagance, influenced by numerous masters of art.

OLPAMA's unique collaboration enriches the creative process, from idea to finished film and beyond, in a harmonious manner, taking the story and form to higher and deeper levels of creativity. Each co-director has his area of specialisation, and spends greater attention on his aspect of filmmaking; OLivier takes care of the aesthetics of the picture, PABlo writes and directs the actors' performances, and MArc co-writes and designs the sets.

Since meeting at IDEP film school in Barcelona 2001, their work includes shorts, experimental and documentary, selected at numerous Festivals internationally (award-winning). LO MÁS IMPORTANTE DE LA VIDA ES NO HABER MUERTO is their first feature-length fiction film.



Individual biographies

OL

Olivier Pictet (1977) is a Geneva native, following a typical economics route at the HEC University in Lausanne, preparing for a corporate career. His path undergoes major change in 1997 during his Erasmus in Barcelona. A couple of years later, he decides to follow his passion for film and photography, living in Spain and USA (New York). In addition to his projects with PAMA, Olivier directs several mountain and extreme sports films. Since 2008, Olivier combines his business acumen and passion for film, joining the management team of Freestudios SA, an established production services company in Geneva.

PA

Pablo Martín Torrado (1973) was born in Madrid and grew up surrounded by art, culture and creativity; the son of two established Spanish artists. Majoring in English literature and philology at the University of Granada in 1997, he evolved to cinema from 1999 participating in numerous writing, actor directing, directing and editing courses. Throughout all these years, Pablo writes continuously, living in Dublin, Brussels, Malaga and Barcelona. As well as film directing, Pablo has been teaching and is completing a PhD in cinema theory and criticism at the University of Pompeu Fabra.

MA

Marc Recuenco Bigordà (1978) is originally from Catalunya, the son of a pianist. His first vocation is interior design and architecture, studying and working draftsmanship. In 2001, he starts IDEP in production and film directing with OLPA. From 2002, he pursues film-directing studies at the Centre d'Estudis Cinematogràfics of Catalunya. Alongside architecture design work, Marc is totally devoted to film, profusely drafting ideas for new scripts and making short films. His current specialisation is scenography and narrative structure.



OLPAMA Filmography

ARRENDADOR, 2007, fiction, 22 minutes, s16mm

THERMOS, 2006, documentary, 60 minutes, s16mm and s8mm ; selected Capture The Ride Toronto '07, Gijon '07, Frozen Goggles '07 ; European distrib. theatrical, TV, DVD

SÍNDROME, 2005, fiction, 16 minutes, s8mm ; selected UNICA '05 and Girone '05

BROADWAY 137 (3') / NYC EXPERIMENT (2'), 2004, experimental, s16mm s8mm

APTO, 2004, video art, 3 minutes, s8mm, winner Festival El Rotllo Terrassa

MECACHIS, 2004, video art, 6 minutes ; selected Baumann '04, Vila-Real '05

SERAFÍN, 2003, fiction, 16 minutes, DVCAM ; selected Sitges '03, Jerez '03, Bahía de Pasaia '03, Cáceres '04, BaseFilm '04, Sabadell '04, UNICA '05

CATORCE, 2003, video art, 6 minutes, DVCAM ; selected Baumann '03, Visual Sound '03, AVFAD '03, Vallecas '05, LOOP '05 ; winner SONY 1st prize

For more information please visit www.barnaestupeli.com



Produced by SASKIA VISCHER

saskia vischer productions is an independent story development and film production company based in Geneva Switzerland. Our main focus is the development, production and promotion of feature-length fiction for cinema. We seek meaningful stories of independent origin and spirit, that crossover to mainstream audiences around the world, partnering with creative and business talents around the world, regardless of national boundaries.

The company balances a strong business background from event management, Internet dotcom entrepreneurship, MBA (finance and strategy), together with artistic sensibilities, literature and philosophy. Founded in 2004, previous experience includes shorts, experimental, documentary, corporate, music videos, TV commercials and other projects in the creative industries.

Member of EAVE, Rotterdam CineMart Lab, Cannes Producers Network and board of Fonction : Cinéma.

For more information please visit www.saskiavischer.com



Technical info

80 minutes

Shot on s16mm, DI, 35mm

Completion 2010

Original version: Spanish

Sub-titles versions: English, French, German

Black/white and colour

A film by OLPAMAdiversion Films

Directed by Olivier Pictet, Pablo Martín Torrado and Marc Recuenco

Produced by Saskia Vischer

Screenplay by Pablo Martín Torrado in collaboration with Marc Recuenco

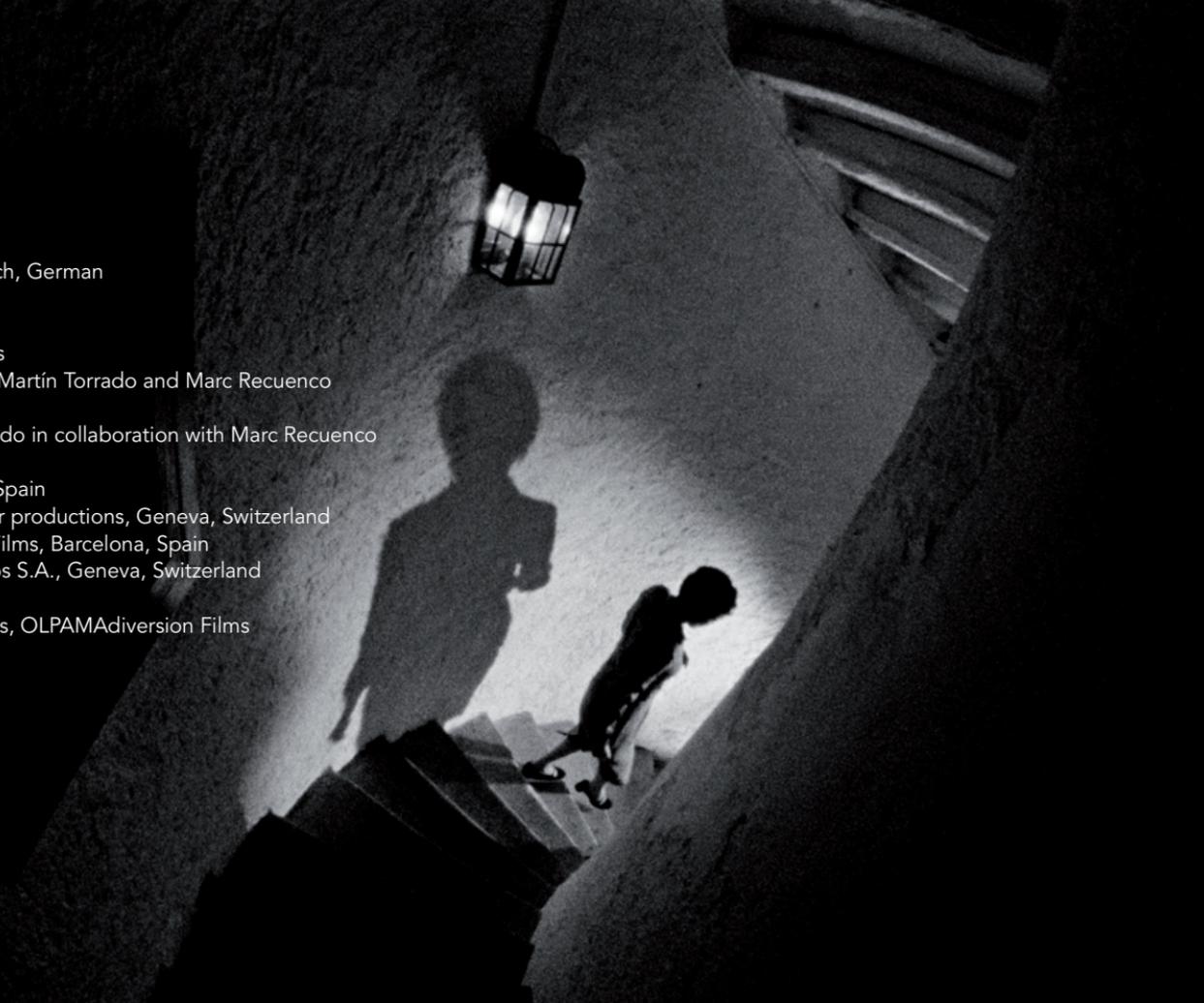
Co-production: Switzerland and Spain

Delegate producer: saskia vischer productions, Geneva, Switzerland

Co-producer: OLPAMAdiversion Films, Barcelona, Spain

National co-producer: Freestudios S.A., Geneva, Switzerland

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