

Film Studios launched in Faure

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The much-maligned Cape Town Film Studios is expected to be completed in a year from now if all goes according to plan.

After years of nightmarish headlines about funding being withdrawn, land snags, unco-operative governance and premature jubilation, the countdown for the construction of the studios formerly known as Dreamworld started at an event yesterday.

Newly-appointed chief executive officer Nico Dekker made his entrance in block-buster style with cars exploding and flipping around him, and great balls of fire burning behind him.

The dignitaries, politicians, celebrities and industry leaders were treated to film flamboyance flavouring all aspects of the event – from the epic background music and bottomless popcorn to the free-flowing wine and callsheet-formatted programmes.

But the star of the day was the location in Faure, where the big screen, canopied by an African sky, provided the backdrop for what is hoped will be the Cape Town film industry's unique selling point.

It is envisaged that the ambitious project will make the city a viable competitor in international film production.

That hope was yesterday repeatedly expressed – and that it would also prove to be the previously missing part of the puzzle, which will see local productions soar.

“We usually work on other people's movies, not our own, but this is the beginning of something different,” said Dekker.

The city and provincial government also re-asserted their resolution to work together to make the studio project a success.