

INTRODUCTION:

The School of Aesthetics (SOA), the very first of its kind film school based in Lahore, established to facilitate a pool of competent indie filmmakers with all the given resource and expertise to further spearhead their desired production projects. The difference making aspect of the organization is that we formulate a bond with our graduates, so if ever they need any sort of production assistance in the future, they can always look up to our support. With the gradual elevation of the film industry, no institutional body offering a film degree, can guarantee a position in the market; but the SOA's well-designed structure is engineered to place our batch of talent into the recognition mode.

OUR MOTIVE:

We are driven by the single-minded intention to retain the stream of content back to its former glory. Our crash-course would assure that genuine content is released with minimal hassle as we negate the procrastination dilemma and inject the "CAN DO ATTITUDE" into the argumentative conscience of storytellers.

OUR STOCK:

What comes to a filmmaker's mind when he decides to put his imagination to screen? Yes, you guessed it right, it's the equipment. Here at SOA, an array of high-tech gear is available to challenge your filming ability, so the need to rent out expensive production tool is now a 'NO WORRY ZONE'. What's left to complain? Land on to our premises and get down to shooting!

THE TRAINING FACILITY:

Our recruits go through a series of transition with their filming approach. Initially, we would place them into a pool of nesters, where they would experience first-hand as to how a legit production is put to action. After they've graduated, we would represent them as our very own team of freelancers under their respective rankings. This would combust the amateur label permanently from their indie film maker profile and place them into the big leagues.

KNOW YOUR ROLE:

Become a Nester:

Join the team of amateur Indies with some sort of filming passion and become LEGIT!

Become a Coach:

Spearhead our recruits to facilitate the revival of Pakistani cinema

Become an Actor:

Give an audition to prove your ability to fit into our conceived characters

Joint Venture:

Don't know how to produce? Leave it all on us, we'll make it happen by handing over your story to our production team.

FILM SCHOOL PROMO:

Finally, it's here! The first of its kind film school that adapts to the 'Say No to Procrastination' ideology and empower young film makers to start off with their dream projects with little hesitation. With a demand for resourceful means to shoot in the market, we have come up with a very practical approach towards jotting down the bricks, which if further enhanced can prove to be a huge thing within its completion process.

Our batch would comprise of 10 recruits, who'll be endowed with whatever equipment they require for any particular project, through our range of production valuables that every potential film student desire. So if you have the dedication, we know how to extract the art out of you!

REGIONAL ADVERTISEMENT:

It's been forever since we started to think of a first ever FREE film school in this ancient city of Rawalpindi, we knocked on a couple of doors with a proposal at hand, but no response was ever deemed.

Okay! So here we started, right from home; a place not so attractive or welcoming, since we can't afford to pay heavy rents at the moment. We believe that passion should drive young filmmakers even to the doors of hell.

Hence, we start our first batch with 10 students; the interviews will be conducted on Sunday 6-August-2017

And yes least to mention, we have the best cinematic equipment with an array of cameras including Osmo, Dslrs , Canon C100, lighting and pro Synnheiser sound equipment including the mixers (and yes we'd be producing some awesome EDM music God damn it!) for film makers to be used on their conceived projects. Stay tuned for more!

Venue for the interviews: Gloria Jeans I-8 Markaz 4-8pm