

mixer

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CO-PRODUCTION



WILD MINDS, WARM HEARTS



WILD MINDS, WARM HEARTS

13X52'

Directed by: Mara Mourão

Co-production: Mamo Filmes and The Film Works



Imagine a television series that searches the world for the brilliant oddballs with simple solutions to the hard questions that affect us all: Solutions so simple and so brilliant that they turn the world on its head!

Welcome to: Wild Minds, Warm Hearts!



The Series

Wild Minds, Warm Hearts is a one-hour, 13 part television series that tells three stories in each hour. The style of the filmmaking will try to match the brilliance of the Wild Minds, Warm Hearts. Each episode will try to evoke and recreate the creative process by which these people came up with their remarkable ideas. Ideas such as:

In Brazil:

When “doc Ogêno” arrives, the crowd is inevitable. The twenty thousand inhabitants of the 17 riverside communities from Santarém, in the countryside of Pará, get together and everybody wants to greet him, or have a quick word with him. **Eugênio Scannavino Netto** is an infectologist and it took him 13 years to achieve such popularity in a place where there is no radio, nor television. Instead the young physician works in the Amazon using theatre and his “Health and Happiness” circus to spread the word.

Among the very poor residents of the Amazon, preventive health care includes showing them ways to use plants and animals in the rainforest environment. Some conditions can be easily cured through inexpensive home remedies.



GENERAL DIRECTOR

Mara Mourão is a director of commercials, documentaries and feature films. Her production company, **Mamo Filmes**, produces high quality feature films, TV Series and Documentaries for the International Market. Its repertoire has won numerous Awards and has reached millions of spectators worldwide on prominent Channels such as Discovery Channel, Fox and Globo. Mara wrote, directed and produced three full-length films: **Doctors of Joy** – Feature documentary – 96 min. IMOVISION Distribution. Co-produced by Grifa Mixer, Teleimage and Discovery Latin America/Iberia. The film Doctors of Joy received the **UNESCO** Seal for promoting a Culture of Peace and it's TV Version was nominated for an **Emmy** Awards in 2005. The movie received 10 awards in Brazil and México. **Overwhelming Women** – Feature film – 90 min. Released in February 2002 in Brazil, Portugal and México by FOX Films Distribution. **Hello** – Feature film – 91 min. – Released in November 1998 in Brazil by RioFilme Distribution. **Mara Mourão** also directed a TV series with 22 episodes of 40 min., broadcast by FOX and TV Record.



THE PRODUCTION COMPANIES

Mixer – Mixer is Latin America's largest independent Media Powerhouse, which unites the top talents from advertising, Television, Cinema, Digital Animation and Mobile Content. In the documentary segment, Mixer produces high interest, high quality documentaries for the national and international TV-Market as well as theatrical features. Its repertoire has won numerous Prizes and honors in international and national festivals and has reached millions of spectators worldwide on prominent Channels such as: National Geographic, Discovery Channel, Animal Planet, Fox, People & Arts, France 3, STV, TV Cultura, Globo Cable channel, Directv and TV Escola amongst others. We currently have more than 300 hours of images of Brazil in 35mm, 16mm and High Definition at the disposal of the international audiovisual market. In addition, we count on vast experience shooting in adverse regions and situations.

Mamo filmes – It produces high quality feature films, TV Series and Documentaries for the International Market. Its repertoire has won numerous Awards and has reached millions of spectators worldwide on prominent Channels such as Discovery Channel, Fox and Globo. Mara wrote, directed and produced three full-length films.

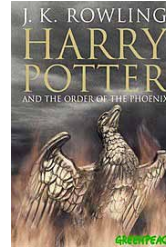
The Film Works – The Film Works of Toronto, Canada is an independent production company founded by partners Paul Stephens and Eric Jordan. The company has earned an outstanding reputation for entertaining, innovative, premium drama in both feature film and television.

The Film Works' most recent feature film is ***Beowulf & Grendel***, a powerful historical epic based on the poem, *Beowulf*, starring *Gerard Butler* and *Stellan Skarsgard*. (See beowulfandgrendel.com) Other Film Works feature films include ***Julie Walking Home***, an international co-production from acclaimed writer-director Agnieszka Holland, which premiered at the 2002 Venice International Film Festival. Also premiering in 2002 was Canadian director David Sutherland's ***Love, Sex and Eating The Bones*** which won Best First Feature at the Toronto International Film Festival. Earlier features include the film adaptation of Rohinton Mistry's ***Such a Long Journey***, a Canada-UK co-production and multiple Genie Award winner, and two features by acclaimed writer-director Clement Virgo, ***Love Come Down*** and ***The Planet of Junior Brown***, which won the Grand Prize at the Urban World Film Festival in New York. The Film Works' first feature was ***Ganesh: Ordinary Magic***, directed by Giles Walker, winner of the Grand Prize at the Frankfurt Kinderfest.

On the television side, The Film Works started production in 1980 with ***Spirit Bay***, the first North American television series with an all Native cast, starring *Graham Greene*, *Tantoo Cardinal* and *Gary Farmer*. *Spirit Bay* was broadcast on networks around the world. The Film Works' first television movie, ***Where the Spirit Lives***, produced for CBC and PBS *American Playhouse*, was also broadcast worldwide, winning more than twenty international awards, including the Gemini Award for Best Television Movie; ***Life With Billy*** captured the TV Movie Prize at the San Francisco Film Festival; ***The Arrow***, a mini-series starring *Dan Aykroyd*, won the Chrysler Award for the Most Popular Canadian TV Program, and six Gemini awards and ***Cowboys and Indians: The Killing of JJ Harper***, starring Adam Beach, premiered on the CBC and won a Blizzard Award in 2006.

The Film Works continues to work with outstanding writers, directors and international partners to develop and produce remarkable television and feature films.

In Canada:



One rainy morning on a mountainside in Clayoquot Sound (one of British Columbia's most majestic old growth rainforests), **Nicole Rycroft** found herself, yet again, standing atop a blockade in an effort to keep loggers out of the ancient forests. While waiting for the police to arrive, Nicole realized that although the blockade might stave off the chainsaws for a while and would, as a tactic, raise the issue before decision-makers, it was not a solution strategy. She decided to turn confrontation politics on its head. She went directly to the paper producers and convinced them to produce “ancient forest friendly paper”. She convinced publishers to demand it and, if they dragged their feet, she took her appeal directly to their best selling authors.

When the fifth volume of the Harry Potter series is released later this year in Canada, it will be printed entirely on ancient forest-friendly paper and will save 15,000 old-growth trees! Nicole Rycroft is safeguarding the biodiversity and the long-term survival of ancient forests by shifting heavy paper consuming sectors away from products that originate in the ancient rainforests of British Columbia and endangered forests globally.

The Wild Minds, Warm Hearts Are Ashokas

In the 3rd Century B.C.

Ashoka was a ruthless Emperor of India who united the Indian sub-continent by force. However, seeing the destruction he had brought to his homeland, he was stricken with remorse and renounced violence.

Ashoka then dedicated the rest of his life to the peaceful promotion of social welfare, economic development, and tolerance for all religions. He instituted the region's first medical services, launched a vast well-digging program, and developed the first comprehensive infrastructure in southern Asia. Ashoka also planted thousands of shade trees along India's hot and dusty roads. The **Wild Minds, Warm Hearts** are called **Ashokas** because they continue his extraordinary creativity, global-mindedness, and tolerance. In Sanskrit, Ashoka means "**the active absence of sorrow**".

Ashokas World-wide



There are more than 1,800 Ashoka Fellows in 60 countries. These Fellows have transformed the lives of millions of people in thousands of communities worldwide. They are the social entrepreneurs of the world.

The Production:

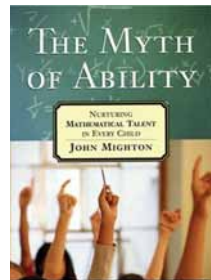
Wild Minds, Warm Hearts is a Canadian/Brazil co-production. It will be produced under the new co-production treaty between these two countries.

Wild Minds, Warm Hearts...

Wild Minds, Warm Hearts is about innovative social entrepreneurs, people with arresting ideas who don't just build new schools but build whole new educational systems. Here are some other brilliant stories.

Mandla Mentoor, grew up in Johannesburg, South Africa, next to a dump. He started thinking about the idea of a dump. Why is a dump, a dump? What would happen if you transform this dump into an outdoor art gallery?

And pretty soon – with the help of a group of young people – a big change was taking place in the long-neglected mountain in Soweto. The garbage that littered the mountain has been recycled into sculpture and jewellery; the unruly grasses and shrubs, into parks and playing fields. What was once a mountain of pain during the apartheid era has now become Soweto's Mountain of Hope. It has become a place to visit, a place of pride, a symbol of the community's hope and not its blight. By transforming abandoned open spaces and unofficial dumps into ecologically healthy and aesthetically pleasing places, Mandla is breathing life into South Africa's urban environmental awareness movement and restoring economic viability and community pride.



When **John Mighton** was only 11 years old, he came across two books that would radically change how he thought about mathematics. In one, two children construct a Möbius strip which enables them by some fantastic process to travel in time. The other book spoke of mathematically gifted children in pages full of charts and formulas. From the first story John gained the conviction that mathematics was a magical subject that could allow him to transcend everyday reality. From the second he read that he could become a mathematician only if he had a perfect inherited gift for the subject. When he received a D in calculus at university, he left his dreams of mathematical exploration behind and decided to drop mathematics once and for all. He became a successful playwright, receiving a Governor General's Award for his work.

But then, life threw him another curve. To make ends meet, John found a part-time job as a tutor. One of his first students was close to failing Grade 8 math. His teacher told him he wasn't bright enough to do well in the subject, but John resolved to help him prove that teacher wrong. They made amazing progress, and the student eventually earned a scholarship to Waterloo University. Inspired by the success of his students, John returned to his own mathematical studies. He completed a doctorate in mathematics at the University of Toronto and won a prestigious fellowship from the Natural Sciences and Engineering Research Council of Canada.

John is changing the way that teachers and educational authorities view the abilities of their students using a new educational system called JUMP – Junior Undiscovered Mathematical Prodigies. JUMP students are setting new standards for the teaching of mathematics. If they can all tackle difficult mathematics and succeed, the question arises: "What else might they be capable of learning?"



Andreas Heinecke' family is Jewish and German. Members of his mother's family were victims of the Holocaust while his father's side were supporters of the regime. As a child, he grew up with the very palpable tension, misunderstanding, and even fear that existed across these human borders. It was not until he was 13 years old that he learned that his Jewish relatives were murdered and that his mother had lost much of her family in WWII. Very early on, Andreas started to ask, Why do people marginalize others? How can part of my family have killed another part of my family? On what grounds do we judge people and feel inferior or superior? The impact of this research confirmed to him the importance of his quest for tolerance, open dialogue and exchange.

His quest has led him to design 'platforms' to counteract prejudices. For instance, one of his platforms, "Dialogue in the Dark", has allowed over 4 million people in 19 countries to experience blindness. 4,000 blind guides take us into their world - a world where light is in short supply but where wind and raindrops teach orientation, smell and texture are as important as colour and someone's voice communicates more than you ever thought. The emphasis is not on the difficulty and the problem of the disabled but on the new, often quite superior skills that blind people must develop to function in the sighted world. There are over 610 million disabled people in the world and only 15 percent have jobs. Andreas is changing the way we look at 'disability' and at the same time creating both jobs and a new environment of understanding for the disabled.