

Different Than Before *Press Kit*

baba

boldly

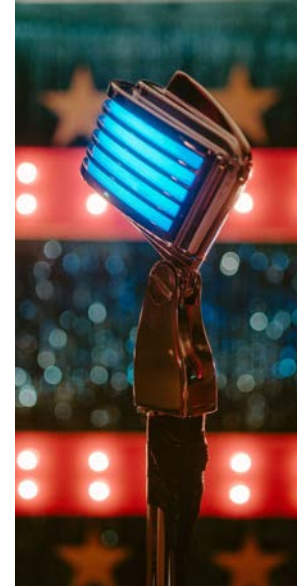
“Something’s gonna change, if not today,
then tomorrow we’ll rearrange.”

Different Than Before by Amanda Sum

Why we're making “Different Than Before”

Amanda Sum wrote the song *Different Than Before* in May 2020. It was Asian Heritage Month, a time intended for celebrating Chinese-Canadian culture, yet it was overshadowed by harsh uprising of Asian hate crimes, due to racist outlooks and language perpetuated by political leaders in response to the COVID-19 pandemic. The song stemmed from this yearning and need for systemic change, with an acknowledgment that these kinds of changes do not happen immediately.

This music video aims to tell a hopeful story and uses a positive approach to call for change. We must keep our foot on the pedal and be adamant about educating ourselves and holding each other accountable until we reach a day when our Asian elders, family, and friends can do mundane activities without fear of being attacked.



“Different Than Before” Music Video Synopsis



The story occurs at the engagement party of Sarah, where she is celebrating with her sister Amanda, her parents, fiancé and friends at a Chinese restaurant. Just when they are having fun singing karaoke on stage, a group of racist hecklers shout rude comments and racial slurs at them. This puts Father (Baba), the head of the family, at a crossroad where he needs to decide what to do that is best for his family.

THE TEAM

Songwriter, Performer & Actor

Amanda Sum

Amanda Sum is a performer and creator dancing between music and theatre. Amanda's jazz influence indie-pop music has been played on CBC Radio, and last year, she played at the TD Vancouver International Jazz Festival with her Asian girl band. She wrote and arranged her debut full-length album, which will be released later this year. Amanda is Theatre Replacement's current COLLIDER Artist in Residence, developing her "pop-up book performance", *New Age Attitudes: Live in Concert*. Amanda holds a BFA from SFU. Recent theatre projects include *do you want what i have got? a craigslist cantata* (The Cultch), *East Van Panto: Pinocchio* and *Panto Come Home!* and *Alice in Wonderland* (Theatre Replacement), and *Chicken Girl* (rice&beans). Amanda directed and choreographed dance short film, *Wide Stance Dance*, for the Festival of Recorded Movement, and has lent a choreographic eye to her debut music video, *Groupthink*, as well as *Different Than Before*.

Amanda is committed to championing under and mis-represented groups. Her upcoming debut album is made by an all-female team, from production to studio engineering, to mixing, mastering, photography and graphic design. She arranged for a 7 piece all-Asian female band to play on the record. Collaborators include Olivia Quan, Elisa Pangaeng, Jamie Lee, Ginger Chen, Mary Ancheta and Emily Millard.



Director

Mayumi Yoshida

Born in Japan, raised in three continents, Mayumi Yoshida is an actor, writer, director, based in Vancouver, BC. She is known for her role as Crown Princess (*The Man in The High Castle*, Amazon Prime) which got her a nomination for Best Emerging Actor at UBCP/ACTRA Awards.

As an award-winning writer/director, Mayumi is a leading force in emerging Asian-Canadian Cinema. She's an alumna of Women In the Director's Chair Career Advancement Module, Women in Focus Mentorship at Whistler Film Festival and currently a participant in the WarnerMedia x Canadian Academy Access Writers Program, TIFF Netflix Talent Accelerator Fellowship and TIFF Writer's Studio. Her directorial debut short film *AKASHI* which she wrote and acted in as well, won Outstanding Writer out of 4500 films at NBCUniversal Short Film Festival, Best Female Director at Vancouver Short Film Festival, Matrix Award for outstanding achievement in a short film at the Vancouver International Women in Film Festival and many more awards internationally. In 2019, Mayumi received the Newcomer Award at Vancouver Women in Film Festival's Spotlight awards for her success in multiple fields. Currently she is directing her latest Music Video *Different Than Before* by Amanda Sum, which was granted funding from Creative BC and RBC & Prism Prize. The music video is produced through BOLDLY and stars Tzi Ma (*Mulan*) and Olivia Cheng (*Warrior*), set to release in May 2022. On the side, Mayumi also works on projects with A24/Apple/Netflix as a Japanese cultural consultant. Mayumi is currently in development of her first feature film, and she is repped by Gersh, Atlas Literary and Characters Talent Agency



Producers

Sebastien Galina

Sebastien is a film producer with Argentine and Italian heritage, with a strong passion for developing director career paths in commercials, music videos, and short form content. As a queer producer, my 30-year legacy goal is to help fuel accelerator programs for underrepresented creative voices to export onto the world stage.

Projects produced have earned: Vimeo Staff Picks; Gold Young Director Award; Gold Kinsale Shark Award; Shiny Award, world premiere at South By Southwest (SXSW); Toronto International Film Festival (TIFF); and nominations at: Berlin Commercial Awards; I.4 Awards; UKMVAs.

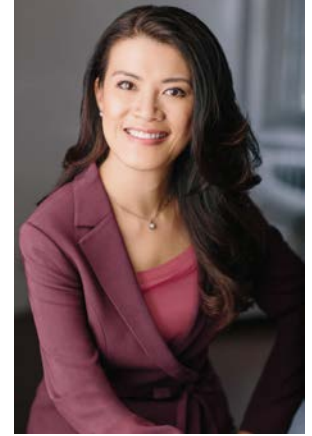
In 2019, our production company won the Small Business BC Best Company Award.



Lynne Lee

Lynne is a Chinese Canadian marcom-turned-film executive dedicated to promoting underrepresented voices in the Film industry in Vancouver, BC. As the former Festival Director of the Vancouver Asian Film Festival, and Producer/Director of the Mighty Asian Moviemaking Marathon, I strive to foster and showcase Asian talent.

As a Film Producer, I find projects that tell Asian stories or stories that you might not usually get to hear, such as the Short film “My Name Is Arnold”, and this music video, “Different Than Before”. Through my network in Asian communities nationwide, I hope to help amplify the message of this video to Asians and general public everywhere in the world.



Lead Actors

We are very lucky to have world renown talents Tzi Ma and Olivia Cheng playing our lead characters, Father and Sarah. It was important to us to have champions of anti-Asian racism efforts and no others fit the bill better than these two advocates who were at the forefront when Asian hate crimes shook the world in 2020, and constant advocates of representation.

Tzi Ma

BIO

For more than four decades, Tzi Ma (pronounced "TAI MA") has blazed new trails for the representation of Asian Americans in Hollywood. Celebrated for his uncanny versatility, his body of work encompasses virtually every genre across film, television and theater. From big budget studio pictures like Disney's *Mulan* and the *Rush Hour* series to acclaimed independent films like *The Farewell* and *Meditation Park*, Ma's unforgettable performances have garnered unanimous critical acclaim and honors throughout his groundbreaking career.

ARTIST'S STATEMENT

I've always supported emerging talent in our AAPI/Asian Canadian communities worthy of my attention. Mayumi as a writer/director and Amanda as lyricist/Singer were most impressive and the subject matter of this music video fit my long standing for our community to stand up and speak out in these unprecedented times of violence against our community's most vulnerable. I can't wait for you to see it.



Lead Actors

Olivia Cheng

BIO

Olivia Cheng is the dynamic actress from “Warrior”, a series based on a concept by martial arts icon, Bruce Lee, that’s returning to HBO in 2023. She was recently honored by Film Independent and SAGIndie as a New Wave Actor to watch. She also recently wrapped two seasons of Apple TV’s “SEE”, a post-apocalyptic action drama starring Jason Momoa. Her first short film as a writer-director opened at the 2021 London International Film Festival, and she is actively producing film and television projects. As an activist, Olivia has always been passionate about racial justice issues, and now works with Inspire Justice amidst the recent spike in Anti-Asian violence.

ARTIST’S STATEMENT

When Mayumi sent me the treatment for the Different Than Before music video, I immediately said yes because her concept captured the pain of what many in the Asian community are feeling right now, and more importantly, celebrates the joy, humour and resilience we have within us. This video is about showcasing our humanity, and I love that we centre Tzi Ma’s character to represent the elders in our community who’ve taken the brunt of so much violence.



Cinematographer

Alfonso Chin

Alfonso Chin is a cinematographer based in Vancouver, Canada. His multicultural background sparked a desire to experience stories from various cultures, which he found through world cinema, painting and photography at a young age.



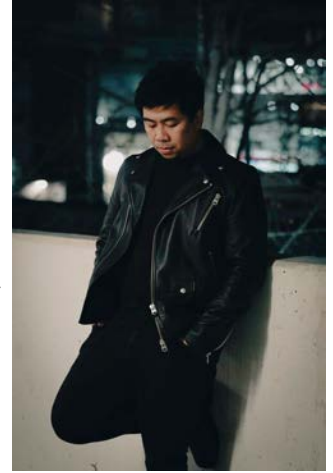
Alfonso believes that cinematography for each story is shaped to bring out an emotion and to create a visual language that is unique for the story. In a similar way that music, painting and other art forms stimulate a subconscious impact on the audience.

Alfonso has garnered nominations and awards at the Canadian Society of Cinematographers, Canadian Screen Awards, Ariel Awards (Mexican Academy Awards), and prestigious international festivals.

Production Designer

Neil Colango

Neil Colango is a Vancouver-based Production Designer, Art director, and Props master based in Vancouver, BC. Born and raised in Bacolod City, Philippines, he was mentored by legendary Filipino filmmakers Peque Gallaga, Gabriel Fernandez, and Production Designer Rodell Cruz during his formative years. Their influence has helped him develop into one of the top young Art Directors, specializing in advertising, TV, Commercials and Feature films.



His credits include high profile projects like Universal Pictures “Bourne Legacy”, HBO’s “Peacemaker”, Netflix’s “VoiR”, “The Mother”, “Midnight Mass”, CW’s “The 100”, and “Survivor USA & Philippines”. He is passionate about teaching younger props & art students his wealth of knowledge. He has designed short films “Alien: Ore”, “Parabola”, “Sol”, “In Loving Memory”, “Gemini”, “The Day We Met”, “Karaoke Mamas”, “Jane” and more.

Production Company

Boldly

We're boutique. We're hands-on. We're all about community.

We started in 2013 with a few partners, and now our network of creative filmmakers extends past several hundred across Vancouver, Toronto, LA, and beyond.

<https://boldly.ca>



Shelby



Sebastien



Geoff



Kristoff



1.4



NOWNESS



tiff



Behind the Camera

The creators and producers of this project are all strong believers and advocates of promoting diversity and the right representation in front of and behind the camera.

This project featured:

- 77% BIPOC Crew
- 54% Female Crew



Who is involved?

The community has come together in support of this project. In addition to some grant funding from MVP Project and Creative BC, we have earned sponsorships for equipment rentals, local restaurant partners, and volunteer crews to make the film shoot a success.

The following community partners have donated so far...



PREVIEW

Behind-the-scenes photos by Belen Garcia





RELEASE PLAN

Release Plan

We plan to release the film in conjunction with Asian Heritage Month in May 2022. Currently in discussion:

- A private premiere for the film hosted by ExplorAsian
 - A digital streaming discussion with the community
- Q&A panels with the filmmakers & artists with MVP Project
- An online premiere with a global streaming partner
- Publication coverage and press releases in music, film and advocacy
- A social media campaign sharing the film far and wide

Reaching the Asian community and general public locally and globally.

For More Information:

Sebastien Galina
Producer
sebastien@boldly.ca
+1 778.898.0654

Lynne Lee
Producer
lynnelee@cheerful.com
+1 778.952.2322

#differentthanbefore