

**Press kit**

# ***„Business as usual“***

a short film by Kawo Reland

**Production:**

**JewelLabs Pictures  
Ing. Viktor Perdula Filmproduktion  
Halsriegelstrasse 77  
A - 2500 Baden  
Austria**



**JEWELLABS  
PICTURES**



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## 1. Projectdata

- Film:** short film „*Business as usual*“
- Logline:** "*Business as usual*" is a story about the power of cooperations, managers and the media but above all about the simple employee.
- Tagline:** How far would you go to keep your job?
- Length:** 22:00
- language:** German, English subtitles available
- status:** completed July 2009
- shooting format:** DVCPRO HD 35mm adapter
- screening format:** HDCAM, (DigiBeta, DVCam, ... also available)
- selectionscreener:** DVD (PAL or NTSC)
- Production:** Jewellabs Pictures – [www.jewellabs.com](http://www.jewellabs.com)  
Ing. Viktor Perdula Filmproduktion  
A-2500 Baden bei Wien, Halsriegelstrasse 77  
Austria / Europe
- Producer:** Viktor Perdula, [viktor.perdula@jewellabs.com](mailto:viktor.perdula@jewellabs.com), +43 699 13005010
- Director:** Kawo Reland
- D.o.P.:** Alexander Püringer
- Cast:** Natascha Berg, Serge Falck, Karin Kiurina,  
Alexander Fennon, Arthur Denberg
- Web:** <http://business.jewellabs.com>



## **2. Synopsis**

The Owner and Head of an international company manufacturing and selling cleaning products engages a mysterious nameless “cleaner” to motivate three of his worst performing employees to achieving a better sales performance. Gilbert Schider, a mid-level manager welcomes the mysterious lady in Vienna and is immediately taken with more than just her management skills. In the company conference room, the ruthless “cleaner” corners the three employees and forces them to their emotional limits. The growing pressure and the imminent layoff slowly reveals the three employees' individual stories and fates. The cleaner's extreme methods culminate in a radical and surprising solution, referencing a society that teeters on a knife edge whilst being dominated by corporations and the media. The movie embraces this question in a suspenseful, yet winking manner.



### 3. Director's statement – Kawo Reland

**"Business as usual"** is about the power of corporations over the lives of their employees and the unacceptable working conditions our society has to deal with every day. The health and well-being of the individual employee simply doesn't count as much as the satisfaction of the stockholders and managers. To the contrary, managerial failure of leadership often is rewarded with a high pay-off and a safe retirement plan. The ordinary employee is then made responsible for his superior errors and has to bear the consequences.

'Clarity', 'accuracy' and 'perfection' are keywords in the corporate world and used to describe the successful company. Motivation coaches or cleaners provide these qualities. They „clean“ the company and filter out the cause of financial loss.

What I like the most about film making is that I am able to visualize my personal opinion on several topics. In reality an low level employee with a decreasing performance due to mobbing would immediately lose his job. **'Business as usual'** enters the core of the issue and calls to account the one who truly responsible for the well- or ill-being of the employees.

**"Business as usual"** is one of five movies dealing with the topic 'strong women'. It was important to me to show the strong side of the gender mistakenly labeled as „weak“and show strong female characters in stories that are as exciting as they are extreme.



#### 4. Producer's statement – Viktor Perdula

The society we live in is dominated by capitalism, cooperations and the media. It is very easy for a company of a certain size to build up an image for the outsider, which often doesn't correspond to what's really going on.

When I got the script pitched by Kawo Reland in spring 2008 I was really inspired by the way the small employee is given a voice and a face. The decision to continue with this project was very easy. Production started in May 2008 and the film was shot just one month later. The production team went through a lot of effort in making this happen in such a short time period, and everyone of them deserves a big "Thank you".

Only after finishing the production in July 2009 and after the first testscreening, it was clear that we hit the nail on a lot of people's feelings about structures and the exercise of power in big companies in times of optimization and mass layoffs, although the illustration is quite oversubscribed. The "clean" and "precise" approach of the motivation trainer engaged by the Russian CEO of the fictitious corporation stands for itself and yet the rather extreme solution embraces the basic idea with a wink.

After producing "Masken", another short by Kawo Reland, it was quite refreshing to do a totally different story with the same director. "***Business as usual***" is the fifth and last film in a series about "Strong Women", showing women in a strong yet sometimes rather extreme position. The collaboration with Kawo Reland will continue in compiling and producing a short film program with this five films.



## 5. Biographies

### 5.1. Director: Kawo Reland



Born 1975 in Vienna. Due to his acting education at the Max Reinhardt Seminar, the focus in his directing is always on the work with the actors.

Among numerous narrative movies, Reland also directed several commercials.

#### filmography (selection):

**1999:**

Der Vermieter – shortfilm  
(cinema)

Ausgedämpft – shortfilm  
(festivals)

**2000:**

Der Sensenmann – shortfilm  
(internet)

Kristallportale – shortfilm  
(festivals / internet)

**2001:**

Früh übt sich – shortfilm  
(festivals, ORF / 3sat)

**2002:**

Radio Nemesis – shortfilm  
(festivals / T-Online portal)

**2003:**

FGÖ – Forum gesundes Österreich  
(TV-commercial)

Bunnylove – shortfilm  
(festivals)

**2005:**

Mautner Markhof Senf  
(TV-commercial)

**2006:**

Mein Leben – shortfilm  
(festivals, TV)

**2008:**

Masken – shortfilm



## 5.2. Producer: Viktor Perdula



### Jewellabs Pictures

Ing. Viktor Perdula Filmproduction  
A - 2500 Baden, Halsriegelstraße 77  
Telefon: +43 699 / 13005010  
[viktor.perdula@jewellabs.com](mailto:viktor.perdula@jewellabs.com)

Born 1978 in Vienna. In 2002 he founded the production company Jewellabs Pictures and produced several commercials, corporate videos as well as shortfilms. In addition he works at several ongoing TV and web-formats as unit- and production manager.

### filmography (selection):

#### 2005:

Feature „**Waiting for the Moon**“  
S16mm

Director: Jürgen Karasek

Producer: Karasek, Hirschegger  
(Production-, Unit- and Location Manager)

Feature „**Facetten**“

DVCPRO HD 35mm Adapter

Director: Erik Etschel

Production: Filmakademie Wien (Unit- and Location Manager)

#### 2008:

commercial „**Ute Bock - Filmriss**“  
35mm

Director: Malte Fiala

Production: Jewellabs Pictures  
(Producer)

shortfilm „**Masken**“

DVCAM

director: Kawo Reland

Production: Jewellabs Pictures  
(producer, productionmanager)

#### 2009:

shortfilm „**Fern & Nah**“

S16mm

director: Jasmina Eleta

Production: Filmakademie Wien (Co-producer, productionmanager)

shortfilm „**Checkpoint**“

XDCAM HD 35mm adapter

Production: JL Pictures / Michi Rottmann  
(Director, Co-producer)

#### ongoing:

TV-Shows for **ORF children's program**

DigiBeta, HD and Studio Recordings

Production: KIDS TV for Austrian TV.  
(unit- and location manager)



### 5.3. D.o.P.: Alexander Püringer



Born 1983 in Vienna.

He studied Theatre- film and media science as well as communication studies. After spending one year at the filmschool Vienna he switched to the graphic school where he succesfully completed his education as photographer. Since then he has been working as cinematographer in numerous productions including shortfilms, features, documentaries and commercials.

#### Filmography (selection):

##### 2004:

shortfilm (16mm)

„Die Augen des Coppola“

Director: Thomas Eichtinger

shortfilm (HD + adapter)

„Das Andere“

Director: Phillip Scheidl

##### 2005:

shortfilm (Super 16mm)

„Diebe“

Director: Thomas Eichtinger

documentary (Digibeta)

„Eine Stadt ein Buch“; 3Sat/ORF

Director: Peter Zureck

shortfilm (DV)

„Die Macht der Gefühle“

Director: Stefan Lengauer

##### 2007:

tourism commercial (HD)

„Wien Tourismus“

Production: Moors Filmproduktion

shortfilm 30min (HD+Adapter)

„Spätvorstellung“

Director: C. Hintermayer, S.Schramek

##### 2008:

documentary (HD)

„Secrets Of Mentalism-Spoon Bending“

Director: Arne Nostitz



## 6. Cast

### 6.1. Natascha Berg



<http://www.natascha-berg.de>

Born 1980 in Mannheim Germany. She started working as a model at the age of 14. In the year 2000 she won the title of Miss Germany and represented her country at the Miss World pageant in London.

Afterwards she started working as a TV-host, became anchorwoman for the news broadcast of several German TV-channels, hosted travel magazines as well as shows for the German pay-TV Premiere. Currently she is concentrating on her acting career and living in Los Angeles.

### Filmography (selection):

#### 2007:

"Testing life"

Director: Carolin von Petzholdt

Role: Gina Bäurich

"Present perfect"

Director: Michael Ingledew

Leading Role: Frau von Wittgenstein

#### 2008:

"Tutto il mondo e palcoscenico"

Director: Bernard Hiller

Teatro dell'angelo ylsola dell'cinema, Rom  
(musical)

#### 2009:

"Just the Three of us"

Director: Chil Kong

Role: Michelle

#### 2009:

"The Day I'll be God"

Director: Jonthan van Put

Leading Role: Jennifer Aquela



## 6.2. Serge Falck



[www.falck.at](http://www.falck.at)

Born 1966 in Antwerp Belgium. At the age of 18 he moved to Austria and completed his acting education at the theatre Innsbruck.

After several engagements at the Theater Josefstadt, Volkstheater Vienna as well as the Schauspielhaus Frankfurt, he started his TV-career with series like ‚Medicopter117‘, ‚Tatort‘ or ‚Kaisermühlen-Blues‘. In 1996 he received the Golden Romy Award for his work on the screenplay für the movie ‚AUTSCH!!!‘.

### Filmography (selection):

1984 ‚Tatort‘ –

„Der Mann mit den Rosen“ ORF

Director: Kurt Junek

1986 ‚Marionetten‘ ORF

Director: Franz Stoss

1988 ‚Ein Sohn aus gutem Hause‘

ARD/ORF

Director: Karin Brandauer

1990 ‚Muttertag‘ ORF

Director: Werner Woess

1992–1993 ‚Kaisermühlen-Blues‘

Director: R. Schwabenitzky

1995 ‚AUTSCH‘ ORF/ZDF

Director: Paul Harather, additional work on script.

1997-2003 ‚Medicopter117‘

RTL/ ORF

Director: T. Nickel, W. Dickmann

2004 ‚Der Todestunnel‘ Sat1/ORF

Director: Dominique Othenin-Girard

2004/2006 ‚Vier Frauen und ein Todesfall‘

Dor-Film

Director: W. Murnberger, C. Jüptner



### 6.3. Additional Cast



#### **Karin Kiurina**

Born in Vienna. She attended the acting school Mozarteum in Salzburg. She received permanent engagements at the E.T.A. Hoffmann-Theatre in Bamberg, the Vereinigte Städtische Bühnen in Krefeld as well as the Stadttheater St. Pölten.  
[www.karin.kiurina.de.tf](http://www.karin.kiurina.de.tf)



#### **Alexander Fennon**

He completed several acting courses and started acting in impro theatre performances. He appeared in several short- and feature films, TV-series like SOKO Donau-„Abgestürzt“, as well as commercials like OBI Baumarkt, Post – Austria and many more.



#### **Arthur Denberg**

Born 1958 in Salzburg. He appeared in several TV-productions and shortfilms: ‚SOKO Donau‘-„Gestrandet“ 2007, ‚Medicopter117‘ 1999/2002, ‚Kommissar Rex‘ – „Der maskierte Tod“ 1995, and many more.



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## 7. Crew Credits

Screenplay - Kawo Reland  
Andreas Reisenbauer

Director - Kawo Reland  
Assistant Director - Paul Reisinger  
Script / Continuity - Fabian Weiss

Producer - Viktor Perdula

Music - Reinhard Fuchs

D.o.P. - Alexander Püringer  
1st Assistant Camera - Anna Baltl  
2nd Assistant Camera - Sonja Aufderklamm  
Gaffer - Alexander Haspel  
Electricians - Christopher Fuchs  
Stefan Vucsina  
Jakob Wölcher  
Benjamin Paya  
Still- & Set Photographers - Roland Rudolph  
Fritz Novopacky

Soundrecordings - Sabine Maier  
Manuel Grandpierre  
Georg Kreuzer  
Lenka Mikulova

Production Manager - Viktor Perdula  
Unit & Location Manager - Tanja Wolf  
Production Secretary - Suzana Tuna  
Production Assistant - Giorgio Carrato  
Catering - Maria Hunger

Set Decorator - Fritz Novopacky  
Set Construction - Michi Hochwarter  
Logo Graphics - Daniela Perdula

Makeup - Uschi Filipp

Editor - Christian Rath  
Title Design & Compositing - Paul Reisinger  
Colour Grading - Alexander Püringer  
Christian Rath

Sound Editor - Sabine Maier  
Sound Design & Mixing - Konrad Glas



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