



# Balloon

Marketing Pack for venues, part of BFI FAN's support for new releases

*“Both a gorgeously intimate family drama and an idiosyncratic artistic statement flecked with humor and sorrow, but alive always to the co-existence of the banal with the spiritual.”*

Variety



**Specification details:**

Dir. Pema Tseden | Cert 12A | 102 mins | China | 2019

**Distributor:** Day For Night

**Available:** 24 September 2021

**Booking:** [duncan@day-for-night.org](mailto:duncan@day-for-night.org)

***Audio Descriptive versions of the film are available to book. Also all versions of the film will be captioned.***

**Logline:**



In Tibetan director Pema Tseden's (Soul Searching, Tharlo, Jinpa) multi award-winning Balloon, a family struggles against the conflicting dictates of nature, spirituality, politics, and free will.

### **Shorter Synopsis:**

Dargye and Drolkar's two boisterous youngest sons have blown up their parents' condoms like balloons. Not only does this outrage the entire village in Tibet in the early 1980s, but more practically: they have no more condoms. The shepherd couple already have three sons, and as China has recently introduced its one-child policy, they can't have any more. But Dargye is as horny as one of his stud rams, so some form of contraception is essential.

Once China's one-child policy was relaxed in 2015 – now permitting two children per family – space opened up for films examining the consequences of the measure. Tibetan filmmaker Pema Tseden takes a drily comic approach to the subject, captured in deceptively simple handheld footage full of implicit symbolism. In his world, there is no chasm between modernity and tradition; rather, the two gently rub against each other.

### **Synopsis:**

Tibet, 1980s: Dargye and Drolkar's two boisterous youngest sons have blown up their parents' condoms like balloons. Not only does this outrage their entire village, but more practically: they have no more condoms. The shepherd couple already have three sons, and as China has recently introduced its one-child policy, they can't have any more.

Once China's one-child policy was relaxed in 2015 – now permitting two children per family – space opened up for films examining the often profoundly traumatic consequences of this measure. Tseden takes a drily comic approach to the subject here, captured in deceptively simple handheld footage full of implicit symbolism. In his world, there is no chasm between modernity and tradition; rather, the two gently rub against each other.

With its cool colour palette, attentive handheld camerawork, and painterly passages that seem to transpire somewhere between this world and the next, Balloon approaches weighty themes with beguiling brio and a sense of wonder.

## **Assets**

**Official Website:** <https://www.day-for-night.org/>

**Distributor Twitter handle:** [https://twitter.com/day4night\\_films](https://twitter.com/day4night_films)

**Official press release:** [Download here](#)



**Background notes:** [Download here](#)

**Official poster:** [Download here](#)

**Stills:** [Download here](#)

**Social media assets:** [Download here](#)

**BFI FAN programme notes written by Dechen Pemba, High Peaks Pure Earth:** [Download here](#)

**Director Q&A (38 minutes long):** [Download here](#)

**Promotional video focusing on 'Balloons in Cinema':** [Download here in multiple formats including DCP](#)

**Trailer YouTube version:** <https://www.youtube.com/watch?v=t8obSqeC3m8>  
([Download trailer here](#))

**Screener available on request.** Please contact [duncan@day-for-night.org](mailto:duncan@day-for-night.org)

## About the director

Pema Tsenden is a Tibetan filmmaker based in Beijing. He studied at the Beijing Film Academy and his films are Chinese productions, although they are all based in the Amdo region of Tibet where he is from. This is quite a delicate situation, as it is the case for Tibetan filmmakers, writers and other creative individuals working in Tibet and we always tread carefully so as not to put any such individuals in a difficult situation that could ultimately be dangerous for themselves and their families.

As such, due to political sensitivity and for the film-maker's benefit, we would advise not liaising with the following organisations in relation to promoting this film.

- Students for a Free Tibet
- Free Tibet (ie. currently listed as Free Tibet Campaign in draft marketing materials)
- Act For Tibet
- Tibetan Gov in Exile
- phayul.com
- Tibet Information Network
- TCHRD
- Gu Chu Sum
- Appropriate Technology for Tibetans
- Human Rights in China

## Audience surveys

For feedback on the New Release title and your event, please direct your audience members to [www.newreleasesurvey.co.uk](http://www.newreleasesurvey.co.uk) to fill out our BFI FAN Audience Survey.

Responses can be shared with venues upon request.

- [Easy Read feedback survey](#)
- [Download a MP4 slide here to put on your screens before the film to encourage audiences to fill out the survey.](#)
- [Download the QR code here](#)

### Simple and easy wins for exhibitors

- Facebook and Instagram ads: this is an easy and effective way at reaching target audiences. FAN support can pay for the ad and we can also talk you through campaign set-up to maximise results.

### We expect *Balloon* to appeal to:

- Independent film lovers
- People interested in social issues
- People interested in World Cinema/Chinese films

### Balloon: campaign and marketing ideas

The focus of BFI FAN's support for new releases is developing diverse audiences:

- **Price:** If you have a young person/student ticket offer, why not promote it alongside *Balloon*
- **Experience:** Research into audiences highlights how important the whole experience is. Think about promoting guest speakers or post-film discussions along with your screenings.
- **Interaction / social media:** Focus on the fact that it is a film all about loss, something that will resonate with most audiences.

## Related organisations

- <https://tibetancommunityuk.net/>
  - Contact: Pema Yoko
  - Community group
- <https://highpeakspureearth.com/>
  - High Peaks Pure Earth
  - Twitter: @hpeaks
  - Website with insightful commentary on Tibet related news and issues and provides translations from writings in Tibetan and Chinese posted on blogs and social media from Tibet and the People's Republic of China. Also active on Twitter
- **Samye Ling**
  - Tibetan monastery in Dumfries

- <https://www.samyeling.org/>
  
- **Jamyang Centre**
  - Buddhist centre based in London
  - [welcome@jamyang.co.uk](mailto:welcome@jamyang.co.uk)
  
- **Tibet Relief Fund**
  - <https://tibetrelieffund.co.uk/>
  - London based aid organisation
  
- **Tibet Foundation**
  - <https://www.tibet-foundation.org/>
  - London based organisation focusing on cultural events.

## Tibetan food organisations

**Momo Bar - Bristol**

<https://momo-bar.co.uk/>

**Himalaya Cafe - Edinburgh**

<https://www.instagram.com/himalayacafeedinburgh/>

**Kailash Momo - London**

<https://www.facebook.com/Kailash-MOMO-Restaurant-193502724031828/>

**Tibet Kitchen - London**

<https://www.facebook.com/tibetkitchenlondonn/>

**Yakland - London**

<https://www.yakland.co.uk/home>

**Tibetan Kitchen - Manchester**

<https://www.tibetankitchen.co.uk/>

**Taste Tibet - Oxford**

<https://www.tastetibet.com/>

## Promote your screenings

Find out how to tell new audiences about your events and make them unforgettable with our simple guides:

- **A Simple Guide To: DIGITAL MARKETING:** Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.
- **A Simple Guide To: AUGMENTING FILM SCREENINGS:** Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

**If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:**

- Chinese cinema
- Family issues
- Social issues
- Tibet

## Event Ideas

- Organise a virtual Q&A with the talent (contact Day For Night for more info)
- Engage national Tibetan communities/groups and put on special screenings w/ post-film conversations
- Reach out to local Tibetan communities for potential guest speakers and/or special fund-raising screenings

### Planning your event

*There is a regional marketing freelancer in each Film Hub region working on grassroots outreach, press and marketing, alongside a small budget for activity. They will also be working with students (both foreign and home) and language schools. Get in touch on [fannewreleases@watershed.co.uk](mailto:fannewreleases@watershed.co.uk) to be linked in to the campaign in your area - we can help with event ideas, finding speakers and other grassroots marketing.*

- **Email template for schools/university/youth networks**
- **Email template for event screenings**
- **Email template for contacting venues**

## Press

Get in touch with local press for any special events with the below press release template alongside stills from the film.

## Generic press template for local press and listings

### **AWARDS:**

- Sfera 1932 Award – Special Mention, Venice Film Festival 2019
- Silver Hugo – Best Screenplay, Chicago International Film Festival 2019
- Best Film – New Asian Cinema award, Five Flavours Asian Film Festival 2019
- Grand Prize, Tokyo FILMeX 2019

### **Key Press Quotes**

“Both a gorgeously intimate family drama and an idiosyncratic artistic statement flecked with humor and sorrow, but alive always to the co-existence of the banal with the spiritual.” - Variety

“Delicate, playful and slightly mystical.” - Hollywood Reporter

“Balloon is a family drama in a realistic mode, with a strong quasi-documentary ethnographic streak. But it also has a pensive philosophical dimension and a style that is open to moments of reverie verging on magic realism.” - Screen International

### **Articles of Interest**

- [Tibetan Director Pema Tseden’s “Balloon” Deconstructs China’s Stringent Birth Control Laws](#)
- [Tibetan director discusses the future of ethnic minority film in China](#)
- [The Tibetan Filmmaker Fighting to Put Minority Stories on Screen](#)

### **Reviews**

- The Guardian: [Balloon review – playfulness and melancholy in Tibet’s sheep-herding life](#)
- Variety: [Balloon review](#)

### **Sample social media posts**

#### **Twitter/Instagram:**

“Delicate, playful and slightly mystical.” - @THR

Watch Pema Tseden’s multi award-winning #Balloon from @day4night\_films, which sees a family struggle against the conflicting dictates of nature, spirituality, politics, and free will.



Balloon is out on 24 September

[VENUE]

[DATE]

[LINK]

“A gorgeously intimate family drama and an idiosyncratic artistic statement flecked with humor and sorrow.” - @Variety

Watch Pema Tseden’s multi award-winning #Balloon from @day4night\_films, from 24 September in UK cinemas.

[VENUE]

[DATE]

[LINK]

**Facebook:**

“Delicate, playful and slightly mystical.” - The Hollywood Reporter

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