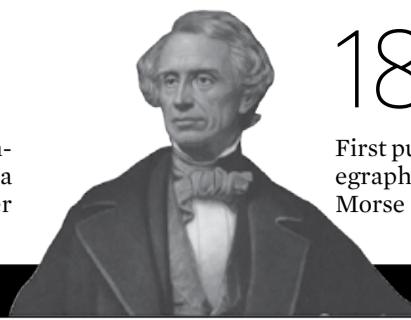


1599

Jacob van Neck's fleet leaves Bantam, Java in modern day Indonesia with 1 million pounds of pepper and cloves



1838

First public demonstration of telegraph message sent by Samuel Morse and Alfred Vail

1922

Insulin first used on humans to treat diabetes, on Leonard Thompson, 14, of Canada

1964

1st government report warning by US Surgeon General Luther Terry that smoking may be hazardous

## Al Arabiya | Riyadh

**J**oud, a film produced by the King Abdulaziz Center for World Culture (Ithra), is a unique, dialogue-free motion picture that takes audiences on an immersive journey to tell stories of the cycle of life through the power of visuals, sound and cinematography.

Its title aptly translates to 'scarcity in the face of generosity', evoking a traditional trait held and cherished in many Arab cultures, Arabian Peninsula Bedouin cultures in particular, while the structure of the film is based on the Qasida, or the pre-Islamic poem, a powerful method of storytelling and highly influential medium in past times, leading the film's creators to dub Joud as an 'ancient poem for modern times.'

Shot in 15 different regions and terrains in Saudi Arabia by a diverse cast and crew of Saudis and several nationalities, the film journeys across diverse walks of life in the Kingdom. Relying heavily on a soundtrack that blends traditional and contemporary sounds, Joud seeks to utilize the power of sight and sound and to showcase everyday experiences and using it to juxtapose old and modern aspects of life and tradition.

With the opening of movie theatres in



As Joud is free of dialogue, it aims to tell the story of the cycle of life by using gripping footage

the country, a burgeoning Saudi movie industry aims to make its entryway into the global movie scene. Additionally, the Kingdom seeks to utilize its diverse terrains to become a movie-making hub for regional and international films, much like the country of Jordan where films such as Indiana Jones and The Martian brought global tourist attention and traffic to areas such as Petra and Wadi Rum, respectively.

Joud, being filmed all across the

#### Why Make a Dialogue-Free Movie?

The film is directed by Andrew Lancaster and co-directed by Osama al-Khuragi. Lancaster is an award-winning Australian director and composer known for his strong visual story-telling, making a name for himself by creating movies with no sound. al-Khuragi is a Saudi director and film-maker whose portfolio includes national and international award-winning films, documentaries and a sitcom.



We sought to use a full range of sound, traditional and contemporary to represent the diversity and depth of life to have universalities that could go across culture

TODD NIMS



Bneya Ataway, actor in Joud

"It wasn't easy," al-Khuragi chuckled as he recalled the challenges of directing a movie with no words. "The Arab culture is generally very dependent on oral communication, so it was a challenge to find interesting visual subjects to tell a story, but I am proud we created strong storytelling in the movie even with the boundaries we gave ourselves."

The role of a powerful & effective soundtrack to convey what words do not

"It's almost like a meditation," said producer Todd Nims, who along with co-producer Abdullah Ayyaf came up with the general concept of the film. "We sought to use a full range of sound, traditional and contemporary to represent the diversity and depth of life to have universalities that could go across culture," Nims added about the general feeling of the film.

The soundtrack for Joud was composed by film composers Jerry Lane and Diya Azzony. Lane also composed the Oscar-nominated score on Jordanian film Theeb, while Azzony has worked on over 18 films and documentaries over the last three years. The two collaborated to bring on a fusion of local and international sounds to create the soundtrack.

A central component of the soundtrack is live recording of local and international musicians. Several live

**Joud is an experimental film that journeys into the heart of Saudi Arabia. Immersing the viewer into Arabian culture, the movie conveys how the kingdom has gone through a dramatic transformation, driven by oil revenues, over the years where modern cities have risen, what was once, a desert**

recordings were conducted in Jeddah with local musicians and another live recording was done in London with the London Contemporary Orchestra. According to the filmmakers, there are plans to release the official soundtrack of the film as its own record.

"We think it's very universal and that's the point," Nims said about the film score.

Joud was previewed first in Saudi theatres as part of Saudi National Day celebrations, and then shown internationally in cities such as Paris, Washington, New York, and others.



Fahad Nawaf Meteib al-Fereidey, an actor in the movie

UTIFUL

# Makeup tips in new Egypt workshop

programme already in operation in Lebanon and the UAE called "Be Beautiful"

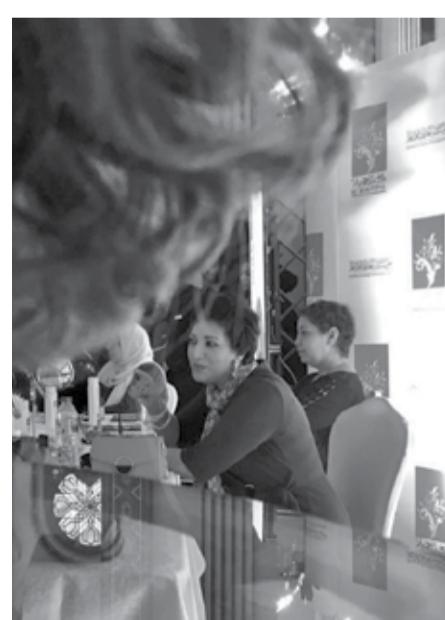
"When the cancer patient feels that she is beautiful and when she gets proper nutrition that will have a positive effect on her mental state and that strengthens her immune system," said Hanadi el-Imam, founder of the Hoda el-Imam Foundation, which is organizing the workshops.

She said the aim is to offer the workshops in five Egyptian governorates within a year.

Faten Fawzi, a breast cancer patient who was among a group of five patients learning how to paint their eyebrows and apply conditioner on dry skin at Cairo Marriott Hotel, said she felt like her hair was burned after chemo.

"I went to my hairdresser and he shaved it off completely and I was devastated and started crying," Fawzi, 46, said.

"But after that I put on a chic wig that looked like my hair and



Faten Fawzi (2nd R), receives makeup tips with other cancer patients at Cairo's Marriott Hotel in Zamalek district, Egypt

you couldn't tell at all that I had cancer."

While she recently got rid of the wig, Fawzi said she still paints her eyebrows and cares about her makeup routine because it makes her feel better.

Ghada Salah who was diagnosed with breast cancer in 2013, said she started to experiment with different wigs and colourful hats after she lost her hair to chemotherapy.

"I didn't want to look sick," she said. "I didn't want people to think 'poor her, she has cancer.'"

The organizers hope to serve 5,000 Egyptian women in the first year, said Dina Omar, a cardiologist and one of the founders of Be Beautiful.

Globally, cancer is responsible for one in six deaths, according to the World Health Organization.

Approximately 70 per cent of deaths from cancer happen in low and middle-income countries, WHO said.



Wigs are seen during a workshop for cancer patients to receive makeup tips at Cairo's Marriott Hotel in Zamalek district, Egypt