

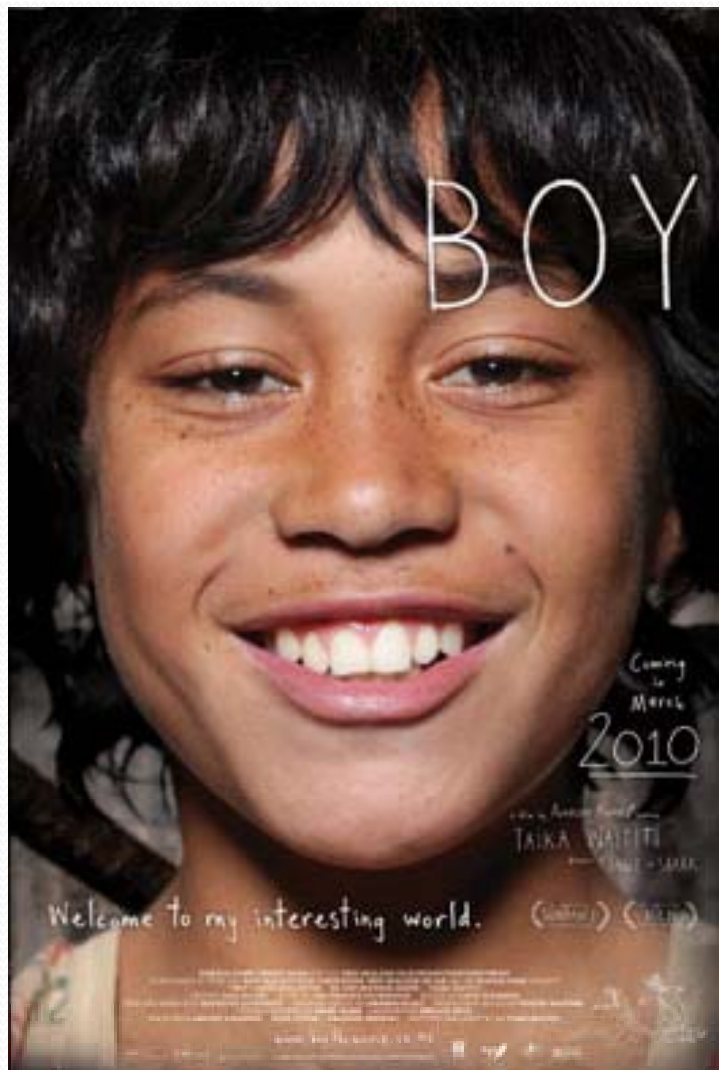
The Strength of Boy

Maori movie writing grows up



The Dominion Post collection, Alexander Turnbull Library





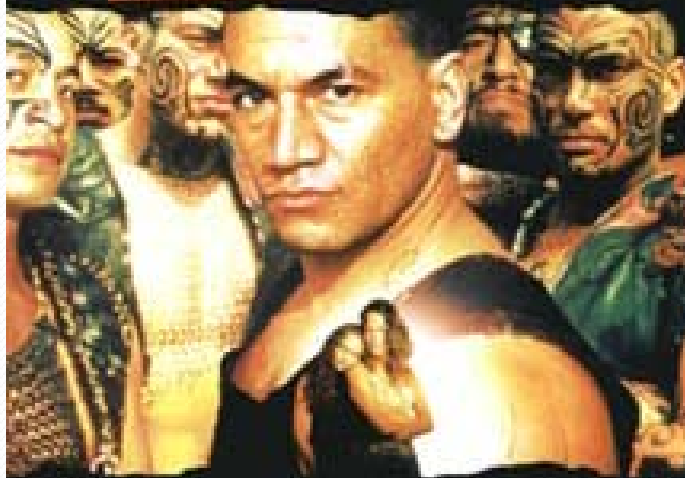
Why was “Boy” so successful?

1. Written, directed and starring Taika Waititi – big risk, but...
2. A COMEDY about young tamariki left to fend for themselves... and their loser gang member Dad. But is it a comedy? A comical tragedy? Coming of Age dramedy? Who grows up?
3. Michael Jackson as Mentor? Bad taste or a tribute to the ‘good’ Michael?
4. INNOVATIVE MARKETING – (YouTube, Facebook) - Christchurch Crazy Horses Gang Chapter, Taika friend-ing everyone.
 - Crossover to promote *POI E* as No.1 single again.
 - Crossover from *FLIGHT OF THE CONCHORDS*
 - DVDs sold in Post Shops and Warehouse... after initial pirating.

Top 10 NZ Films at NZ Box Office

1.	\$9 294 450	BOY	2010
2.	\$7 047 000	THE WORLD'S FASTEST INDIAN	2005
3.	\$6 795 000	ONCE WERE WARRIORS	1994-95
4.	\$6 400 000	WHALE RIDER	2005
5.	\$4 075 000	SIONE'S WEDDING	2006
6.	\$3 200 991	WHAT BECOMES OF THE BROKEN-HEARTED?	1999
7.	\$2 420 00	FOOTROT FLATS	1986-87
8.	\$1 910 000	SECOND-HAND WEDDING	2008
9.	\$1 813 572	THE TOPP TWINS - UNTOUCHABLE GIRLS	2008
10.	\$1 600 000	GOODBYE PORK PIE	1981

OZU WARRIORS



**"A relentless sledgehammer
of a film. Undeniably powerful"**



RESTRICTIONS APPLY TO PERSONS
UNDER THE AGE OF 15 YEARS
MEDIUM LEVEL VIOLENCE AND COARSE
LANGUAGE, ADULT THEMES



A New Maori Dimension

– Tainui Stephens

“With the current review of the Film Commission and the necessary changes the industry is going through, it is perhaps the Maori creative spirit that we need to protect and nurture most of all. We exist because of our ideas and our imaginations.

I suggest that the way we achieve all of this, is to normalise the presence of the Maori world in our lives. No easy task. But one we need to want to do.”