

France's Cote D'Azur was recreated in Uruguay by Oriental Films for Stella Artois, directed by Agustin Alberdi



projects including TV commercials, feature films and video games. Additional to this, the VAT is reimbursed to all foreign production regardless of the amount spent. VAT in Mexico is 11% in border towns and 16% in the rest of the country," says Mauricio Pedroza, Mexico Film Commission's chief of locations. He adds that this has generated a growing interest in Mexico. So far three feature films are confirmed to take advantage of the incentive and shoot this year, and the commercials count is 10, all coming in from the US.

During 2009, some 922 commercials were produced in Argentina, 71% of them in the city of Buenos Aires. "From this number 363 were international productions, which means that every day an international ad is produced in Argentina," says Buenos Aires Film Commissioner Ana Aizenberg. She adds: "In the first trimester of 2010 we have assisted on 217 commercials in various public spaces of the city of Buenos Aires. International productions come here mainly from the US, Spain, England, France and Germany." She adds that 2010 has seen a 20% increase of activity compared with 2009, at least for the first trimester, which is

the high season for Buenos Aires. According to Aizenberg, USPs include a cosmopolitan city with a mix of Europe architectural styles and modern structures; local production companies with expertise in adapting production schemes to other markets; bilingual crews; the latest equipment available from international suppliers who are based in the city of Buenos Aires; and low prices when compared with the US or Europe." She adds: "From June 2010, BASet, which is the office in charge of issuing filming permits in Buenos Aires, will operate an online request system. This allows production companies to request permits in a more comfortable way and check locations availability online."

Still in South America and Uruguay reports work coming in from the US and the UK, as well as its South American neighbours Mexico, Argentina and Brazil. A prestigious shoot — by Uruguay's Oriental Films for Stella Artois, by local director Agustin Alberdi from a concept by Mother, London — returned to Buenos Aires for the second year in 2010. "This year they worked with Stink, and recreated the Cote D'Azur in Uruguay," says Lucila Borta-

PATRICIO PARRAGUEZ:
"THERE HAVE BEEN MORE REQUESTS FOR SPECIFIC LOCATIONS IN CHILE, RATHER THAN FOR A GENERIC 'LOW-COST' COUNTRY"

gary of the Uruguay Film Commission & Production Office.

ProChile's Patricio Parraguez reports that his country is showing up on the global radar more frequently, resulting in an increased number of inquiries this year from a wide variety of countries. "There have been more requests for specific locations that exist in Chile, rather than simply looking for a generic 'low-cost' country. More interest is being shown in our desert locations, Patagonian backdrops, coastal roads, and mountains. Santiago has a incredible variety of locations within easy driving distance of the city, including areas that can pass easily for Europe or North America. The coast is a stone's throw from the capital, as are the Andes mountains," he says. "We recently

had a shoot for the Renault Megane Cabriolet's worldwide launch. The agency was searching for coastal locations and high-end architecture to resemble the Mediterranean landscapes of coastal Europe. Their shoot had to be in January and their usual Mallorca locations had bad rain. Chile offered extensive coastal roads with a high degree of controllability even during the peak of the South American summer. Impressive examples of modern architecture on the coast sealed the deal for Chile as the destination for this 10-day shoot," Parraguez says.

Into Europe and Scotland continues to be a popular destination for local and international commercials productions. "In the last few months Scotland has provided the backdrop for a number of high

profile ad campaigns including: Starburst's 'Contradictions', featuring a Korean bagpiper at a 16th century castle on the shores of Loch Fyne; celebrity chef Phil Vickery feeding the Glencoe Mountain Rescue Team halfway up a mountain for an Aldi commercial; LG Television's 'Something Better With SL – Live Borderless' on the inhospitable gannet colony of Bass Rock in the Firth of Forth; and Citroen's 'Rain' on the dramatic twisting roads of Skye," Any Fairbairn of Scottish Screen says.

She adds: "Earlier this year Passion Pictures braved the snowy weather to shoot on the snow-clad slopes of the Pentland Hills for the popular 'Meerkat' series of commercials. The 'Battle of fearlessness' shoot was quite a challenge due to the weather in early January, but aesthetically the snow worked very well, helping the Pentlands double for the Russian Urals. The forestry commission and the local council were said to be very helpful, especially ploughing the access road to enable the crew to get their equipment up onto the hill." ■

• For information and contact details of Film Commissions around the world: www.afci.org; www.eufcn.net; www.afcnet.org