



The Right Juice

What happens when you put a handful of former 48HFP filmmakers together to make a feature film? *The Right Juice*, that's what. Filmmaker Kristjan Knigge has competed in seven different 48HFP competitions, including Amsterdam where he won Best Film in 2007 for "[Room 303](#)." Dick Merx served as DP on two different Best 48HFP Films in the Utrecht, and Chris Parker introduced the 48HFP to the Netherlands in 2007 with Richard Schut. Now Kristjan, Dick, and Chris are collaborating on their first feature film, *The Right Juice*. It's literally just two weeks away from shooting, but Kristjan took some time out of his busy schedule to answer some questions for us.

48HFP: Tell me about your involvement with the 48HFP?

Kristjan: I have participated the 48HFP seven times. My first 48 was in Amsterdam in 2007, and since I have also competed in London and Melbourne. In that first year we won Best Film for "[Room 303](#)" and I went to San Jose for the Filmapalooza in 2008. That was a wonderful event. Hundreds of filmmakers lots of films to watch. Great! I was also on the Jury in Amsterdam twice and Utrecht once. That was a real priveledge.

48HFP: Do you think the 48HFP has prepared you to work on larger projects? How so?

Kristjan: Definitely. Because of the time constraints and the competitive aspect, the learning curve during 48 weekends is massively steep. Every second you get challenged creatively, on what you're shooting, but also on how to achieve the shots and scenes you need to tell a story. And the short format forces you to get to the heart of the story you're trying to tell.

48HFP: Tell us about the project you're currently working on.

Kristjan: I am currently working on my first feature film. In fact, we start shooting in less than two weeks, on March 28th! It's a comedy set in the Algarve, where I grew up, called *The Right Juice*. We have a wonderful cast, I'm very happy with the script, and I'm excited to get on with the shooting! I'm also very lucky to be working with two other '48ers', Co-Producer, Chris Parker and DP, Dick Merx. Chris brought the 48HFP to the Netherlands and Dick has shot various 48HFP's, winning prizes for his cinematography.

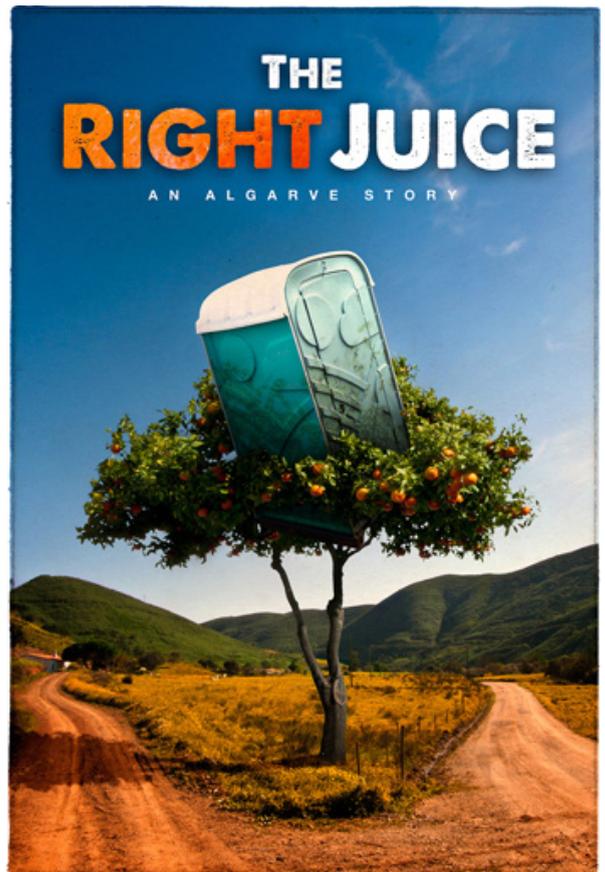
48HFP: How did you meet up with your partners in the film?

Kristjan: I met Chris during the first Amsterdam 48HFP. I met Dick on a short film that I directed. He had answered an ad on a crew bulletin board and we met on set.

48HFP: What sort of challenges has working in different countries posed for you and your team?

Kristjan: On the 48HFP's that I shot in London and Melbourne, I set up a new team every time, so the challenge was finding people to join me for the crazy adventure. Both times I found a group of people who hadn't competed before. Even in the four 48's I did in my home country, the Netherlands, the teams changed each time. Some people joining in for a couple of them, some only for one. It was fun learning from and working with different people and the various films all have different strengths because of that.

48HFP: I see that you're currently seeking some money to produce the film--if you can, tell us a little bit about the funding for the film and where that has come from.



Kristjan: We are producing the movie in a number of ways. First through Crowdfunding. We have a crowdfunding platform set up on [our website](#) and the response to that has been great. It's amazing to realize that people out there, who don't know you personally, want to help you make a beautiful film. We've also been really fortunate with the support from the local community. A lot of the services (hotels, food, cars, etc.) have been sponsored by local businesses. Lastly, most of the people are working on a full or partial deferred basis. This means the people involved are here because they really want to make a film, and are sacrificing together to make it happen.

48HFP: Is there currently a distributor lined up for the film? If no, then at what point in the process do you expect to start looking?

Kristjan: We've been contacted by an international distributor, based on some of the press coverage we received, which was amazing! Our strategy is to first make a great film, and then see where to go from there. We think the best route will be to go for top US festivals first, hoping for at least a small theatrical deal, and then selling back into Europe. We just don't know what the interest will be until we have a film to show, so first things first - let's make a great movie! The 48HFP community can help raise awareness for the project, follow us on [facebook](#) and share this with people in the industry.

48HFP: Is this the first feature film you all are working on together? What was the process like going from weekend shorts like the 48HFP to putting together a feature with funding, distribution, etc.

Kristjan: Yes this is the our first feature film together. The differences and similarities between doing a 48 and a feature are many. The notable difference is of course the prep time. We spent a year developing the script for a start! A notable similarity is the level of flexibility needed. We're making a low budget film, so often we're making locations and props and costumes work without being able to throw money at the problem. For me it often means letting a location which is not exactly like the one in the script dictate how the scene will play out. And the amazing thing is that often doing it that way makes the scene better in ways I could never have imagined. Leading to what Lumet calls "lucky accidents". It's all about keeping your mind wide open to possibilities, then capitalising on them!

48HFP: Any advice for filmmakers who are just starting out?

Kristjan: Make films. Sounds simple, but too many people wait for that perfect idea, or that perfect script, or that perfect partner. Don't. Go out and make films. As many as you can. That's the only way to learn. For me the 48HFP was the perfect platform to do just that.