

## Saffron Splash Media Kit

Saffron Splash Media is an avant-garde production house responsible for three award-winning experimental poetry films adapted by its managing director, Ann Huang from her original poetry. Ann Huang is a China-born, Mexican-raised auteur filmmaker based in Newport Beach, California. Huang's first film, *Palpitations of Dust*, was officially selected for the 2018 Amarcord Chicago Arthouse Film Awards. Her second film, *Indelible Winter*, won the Best Editing Award at the Independent Shorts Awards. Most recently, *The Pines of Spring* won the award for Best Editing at the Marina del Rey Film Festival and was a semi-finalist at the Los Angeles Film Awards. Huang's fourth film, *Sparse*, will complete this tetralogy of experimental films and is set to release to film awards circuit by the end of 2018.

Film mediates the perception of the world. Auteur filmmakers and artists alike continue to challenge and expand the possibilities of what can be expressed through this medium. How can we see what cannot be seen? How can we represent that which has not been represented? And how can we expand the format of meta-cinema to articulate what we care most about? Grasping the making of meta-cinema-lens-based films is an opportunity to think about the role of the auteur filmmakers and how we might challenge and expand our ideas about what these films look like and what they can accomplish. Target audience is to be specified in the media pitches attached below.

I believe the power of our poetry films resides in their connectivity when people view them, they resonate with their audience's own philosophies and beliefs that can lead them to be happier and better individuals in this increasingly-violent and confused society.

## Media Outlets for the Film/Film Review Pitch

1. American Film Market Pitch Letter by email (pg. 4-7);
2. Instagram Influencer Pitch Letter via Social Media platform (pg. 8);
3. Radio Stations Pitch Letter via mail &  
Radio Stations 30-sec Pitch Speech via phone (pg. 9-10);
4. Press Release for *Embracing Meta-Cinema through Experimental Short Films*  
via AFM Dailies' Blog and PR Web (pg. 11-12);
5. Blogs on Saffron Splash's [Blog](#) page;
6. External News and Releases related to film festival official selections,  
nominations and award winners, linking to Saffron Splash's [Press](#) page:

*The Pines of Spring~*

["Embracing Meta-Cinema Through Experimental Films"](#)

American Film Market Dailies' Blog

[An Interview with Ann Huang, Director of The Pines of Spring](#)

Los Angeles Film Awards

[The Pines of Springs CRITIQUE REVIEW](#)

Direct Monthly Online Film Festival

*Indelible Winter~*

[Spotlight: An interview with Ann Huang, the Writer/Director of Indelible Winter](#)

Festigious

[Film Review: Indelible Winter](#)

Utah Film Festival

[Ann Huang translates the intended meaning of award-winning "Indelible Winter"](#)

Independent Shorts Awards

*Palpitations of Dust~*

[Filmmaker in the Spotlight: An Interview with Ann Huang](#)

Los Angeles Film Awards

[Interview: Ann Huang & the making of Palpitations of Dust](#)

The Top Shorts

Hi there,

I'm Ann Huang, writer, director, and principal of Saffron Splash Media, a production house for avant-garde poetry films headquartered in Newport Beach. We produced three award-winning experimental films, with a fourth currently in post-production. Our films won several accolades. Most recently, our third film, *The Pines of Spring*, won the Best Editing Award at the Marina del Rey Film Festival. Other notable wins include Best Experimental Film at the Prince of Prestige Academy Award for Indelible Winter, our second film, and the Best Film Award at the LA Film & Script Festival for our inaugural film, *Palpitations of Dust*.

Our target audience is predominantly women between the ages of 14 to 35 who have a deep appreciation for poetry, humanitarian efforts, public policy, civil rights, political, social, and gender reforms, world equality and solidarity, and mindfulness in global affairs. As an influential group that is so often forgotten, they have lived through significant political events and global changes as teens and pre-teens including the Clinton and Bush presidencies, 9/11, and the Iraq War. This is a generation who developed a sincere interest in politics as a result of the changing world around them. They gained the right to vote and saw Barack Obama's presidency, and were then shocked to the core in November 2016.

Saffron Splash Media is seeking a producer to place our upcoming *Ann Huang Presents* TV series, which will be developed with an auteur filmmaking style similar to *Alfred Hitchcock Presents*. We believe poetry is an important niche within film and will continue to challenge and expand the possibilities of what can be expressed through this medium by using a meta-cinema technique. The idea is to produce content in which the characters or narrator deliberately inform the audience that they are watching a film or series. It stresses their participation and demands their attention and involvement, almost like navigating a dream.

We believe meta-cinema can render a humanistic element for viewers, making them calmer as well as more introspective and retrospective. Our goal is to connect the audience with their unconscious and repressive conscious selves. By creating a meta-cinema TV series, we can offer viewers a way to form a relationship between dreams and collectivity in this increasingly violent and disparate society.

The intangible value of the viewership is immense. Thank you.

Here please find our trailer links as well as screener links, for your preview. Enjoy!

## Palpitations of Dust by Ann Huang



[Trailer](#) | [Screener](#) (Password: treehouse)

## Indelible Winter by Ann Huang



[Trailer](#) | [Screener](#) (Password: laguna)

## The Pines of Spring by Ann Huang



[Trailer](#) | [Screener](#) (Password: spring)

Hey [insert name here],

Love your page. [Insert comment about a specific post from their page]

I'm Ann, writer and managing director of Saffron Splash Media, a production studio for independent art films. Saffron Splash recently finished four experimental shorts based on my poetry works that we think you might enjoy!

Are you interested in watching and reviewing our short films? We can provide you with an exclusive free viewing of the films, and in exchange for a review, we'd like to offer you three of my published poetry books free of charge (a \$45 value).

I look forward to hearing from you soon!

Cheers,  
Ann Huang  
[www.saffronsplash.com](http://www.saffronsplash.com)



December 8, 2018  
Ann Huang  
Managing Director  
Saffron Splash Media  
220 Newport Center Dr Suite 11-242  
Newport Beach, California 92660

Dear [insert name of the Radio Host/Hostess],

Over the past few years, we made four award-winning experimental shorts that were based on surrealist poems I've written and published, which were inspired by my dreams. These films have their intricate and intrinsic relationship with meta-cinema. As many of us know already, the use of meta-cinema in film is analogous to metafiction in literature. It's a style of filmmaking in which the film deliberately informs the audience that they are watching a film. The idea was to render a film's true color and magical essence in its original state of making.

A recent report shows that even though the fiction readership has reduced dramatically, poetry readership has soared steadily for the last seven years, especially for the age group of 14 to 35. The negative effect of social media of feeling 'connected yet lonesome' has to be fed by interior reflexivity, which could be nourished by reading poetry. And more so, meta-cinema's bringing in non-diegetic aspects, much like to sorting out dreams, is in line with the self-reflection and companion spectatorship that most millennials need.

In light of this humanistic discovery, we believe that our films is a trend of filmmaking in the near future. Through meta-cinematic lens, one's reality can be interpreted both inside and outside of diegetic storytelling, hence making the film-watching experience more relaxed in reflexivity and deeper collectivity.

Here please find our trailer links as well as screener links, for your preview. Enjoy!

All good things, warmly

Ann Huang

***Palpitations of Dust***

[Trailer](#) | [Screener](#) (Password: treehouse)

***Indelible Winter***

[Trailer](#) | [Screener](#) (Password: laguna)

***The Pines of Spring***

[Trailer](#) | [Screener](#) (Password: spring)

Trailer and screener for the fourth film are available upon request.

I'm Ann Huang, writer, director, and principal of Saffron Splash Media, a production house for poetry films headquartered in Newport Beach. We produced three award-winning experimental films, with a fourth in post-production. Our films won several accolades including Best Editing Award at the Marina del Rey Film Festival, Best Experimental Film at the Prince of Prestige Academy Award, and Best Film Award at the LA Film & Script Festival.

Our target audience is predominantly women between the ages of 14 to 35 who have a deep appreciation for poetry, humanitarian efforts, public policy, civil rights, world equality and solidarity, and mindfulness in global affairs.

We believe poetry is an important niche within film and will continue to challenge this medium by using a meta-cinema technique. The idea is to produce content in which the audience is deliberately informed that they are watching a film or series. It demands their attention and involvement, almost like navigating a dream. Our goal is to connect the audience with their unconscious and repressive conscious selves by creating a meta-cinema TV series.

For our first film *Palpitations of Dust*, I have been interviewed as Filmmaker in the Spotlight at Los Angeles Film Awards, and The Making of *Palpitations of Dust* at The Top Shorts;

For our second film *Indelible Winter*, I have been interviewed by Festigious, Utah Film Festival and Independent Shorts Awards;

And for our third film *The Pines of Spring*, American Film Market Dailies' blog has published my late newsletter entitled "Embracing Meta-Cinema through Experimental Films" right before the AFM event this year; and I was once again interviewed by Los Angeles Film Awards. Plus, the film has received an excellent Critique Review from Direct Monthly Online Film Festival by winning the festival's Best Jury Award of the Month.

If you are interested in running a radio interview for myself, please feel free to visit us at [world wide web][SaffronSplash.com](http://SaffronSplash.com) for more information. I would be glad to answer any of your questions.

Thanks for your attention and time in advance.

# Embracing Meta-Cinema through Experimental Short Films

## by Ann Huang

When I was young, the idea of connecting meta-cinema with my dreams felt like an impossible task. Over the past few years, I made four experimental shorts. My short films are based on surrealist poems I've written which were inspired by my dreams. It wasn't until these films were completed that I became confident enough to talk about the relationship between meta-cinema and my dreams. Recently, I began embracing meta-cinema through my experimental short films.

So what is meta-cinema and how does it relate to my experimental short films?

Basically, the use of meta-cinema in film is analogous to metafiction in literature. It's a style of filmmaking in which the film deliberately informs the audience that they are watching a film.

During the 1960s, the French New Wave movement started using meta-cinema to unveil behind-the-scenes footage captured during the making of movies. The idea was to render a film's true color and magical essence in its original state of making. Meta-cinema achieves this by having the characters commentate on the plot during the film, typically turning to talk to the camera (audience) directly. In modern filmmaking, this style is often referred to as "breaking the fourth wall."

In their own right, my dreams played a significant role in contributing to the meta-cinema filmmaking style of my experimental shorts.

When I wake up from a dream state, the pieces I can recall are hindered. In these instances, I think of myself as both the lead actor in my dreams as well as the audience. It's up to me to turn to myself (the audience) and narrate the storyline of my dreams. Imagine dreaming of your twin sister acting in a movie. What would it feel like to watch her in the film from the perspective of the audience?

Similar to sorting out dreams or psychic visions, a director can break the illusion of a film by telling the audience that it's a work of fiction. Most of the time, filmmakers use meta-cinema to bring in non-diegetic aspects, such as dream elements, to teach the audience a lesson. Viewers are then faced with a moment of self-reflection and a sense of the auteur filmmaker's vision. Most importantly, meta-cinema invites audiences to become the companion spectator of their own spectatorship.

For many film lovers in the US, Woody Allen is considered a pioneer in meta-cinema. For decades, his films have broken the fourth wall, speaking directly to viewers. However, the concept of meta-cinema is still a mystery to most people today. Audiences tend to dilute the importance of meta-cinema in the same way they dismiss interpretation of their nightly dreams. It is human nature to avoid delving into concepts that bewilder us. We don't like to over think things we can't easily grasp

As a poet, creating narrative filmmaking projects comes quite naturally to me. Each of my experimental shorts is based on lyrical poems I've written, so my relaxed reflexivity and unconsciousness are already at play. The construct of my memories is a mysterious instrument I must rely on as a narrative filmmaker. I try to identify with my conscious self as well as my deepest, collective self at large. I want to bring magic into the meta-cinematic lens so that our realities can be interpreted both inside and outside of diegetic storytelling.

For questions or comments about my award-winning experimental short films, [contact us](#)

Ann Huang

Saffron Splash Media today!

05.10.2018 | [American Film Market Dailies's blog](#)

Cat. : [FILM](#)