

Embargoed till 6:30pm on 7 December 2023

Winners Announced at ATF IP Accelerator Project Market @ ATF 2023

The 2nd edition of [ATF IP Accelerator Project Market \(AIPA\)](#) at Asia TV Forum & Market (ATF) 2023 closed with a special presentation at the end of Day 2 of the market with a total of 4 winners bagging prizes valued more than SGD80,000 from the three prize sponsors of the event.

First up, the 108 Media Development Award of SGD15,000 towards project development went to Thailand's *MY CHEF IN CRIME*, a crime-comedy series by producer Bo Rattanavich and director Cheewatun Pusitsuksa of My Shot Co. Ltd.

Sasha Hunt, Senior Creative Development Executive of 108 Media says of the pick – "My Chef in Crime masterfully integrates Thai culinary expertise with a captivating crime narrative, artfully accentuating cultural depth within its unique storytelling genre fusion. We are proud to award My Shot Co the 108 Media Award via the esteemed AIPA project market."

The dual prizes by RED Digital Cinema & AV8 Media of camera package loans up to USD50,000 went to *PUSHKAR*, a sweeping feature-length documentary of an ancient Indian town and its denizens by Singaporean director-producer Colin Wee (Two Lefthands) as well as to *WHAT DO MUMS COOK IN ASIA?*, a reality-format info programme from Thailand educating and entertaining viewers on how to feed kids delicious multicultural meals with unique insights into food practices across the region.

Lee Lim, Managing Director APAC at Red Digital Cinema & Himanshu Shah, Managing Director at AV8 Media said – "We were very impressed with the quality and diversity of the projects in the market this year. It wasn't an easy decision for us, but we feel that the projects chosen were the best suited to benefit from the RED award."

The final prize – the Film Bazaar Award, which formulated from a cross-market partnership with the NFDC Film Bazaar and the Southeast Asian Audio-Visual Association (SAAVA) this year during the International Film Festival of India (IFFI) Goa - went to *LOVE LETTER TO LAOS*, a globe-trotting feature drama from Canada and Laos. The project will be invited automatically to the 2024 edition of NFDC Film Bazaar as part of its curated Co-Production Market.

Vani Tripathi Tikoo, actor-producer & Co-Steering Committee Member, IFFI said this of the award – "It's an opportune moment between India and Singapore to be at the ATF this year and looking at the co-production projects as with AIPA being at the Film Bazaar, the reciprocation between regions is happening finally. We look forward to this collaboration becoming more and more creative and collaborative in each edition."

[Asia TV Forum & Market \(ATF\)](#) is an event of the Singapore Media Festival (SMF), hosted by Infocomm Media Development Authority of Singapore (IMDA). 2023 marks the 10th edition of the Singapore Media Festival, rallying Asia's most passionate media professionals, industry leaders, talent and content creators to "Make It Here"!

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About Asia TV Forum & Market (ATF) 2023

Into its 24th edition, [Asia TV Forum & Market \(ATF\)](https://www.asiatvforum.com) – the region’s leading entertainment content market and conference – is the proven industry platform to acquire knowledge, network, buy, sell, finance, distribute and co-produce across all platforms. It is the premier stage in Asia to engage with the entertainment industry’s top players from around the world. It’s where the best minds meet, and the future of Asia’s content is shaped. For more information, please visit www.asiatvforum.com

About RX (Reed Exhibitions)

[RX](https://www.rxglobal.com) is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at approximately 400 events in 22 countries across 42 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

About RELX

[RELX](https://www.relx.com) is a global provider of information-based analytics and decision tools for professional and business customers. RELX serves customers in more than 180 countries and has offices in about 40 countries. It employs more than 35,000 people over 40% of whom are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX.

*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

About the Singapore Media Festival (SMF)

The Singapore Media Festival, hosted by the Infocomm Media Development Authority (IMDA), returns to celebrate its 10th edition as one of Asia’s leading international media industry platforms. Taking place in Singapore from 30 November to 10 December 2023, Asia’s media community will gather to explore diverse media innovations, form deals, and discover Singapore’s best made for the world. This year’s festival invites everyone to “Make It Here” in Singapore, inspiring the region’s most passionate media talent to step forward and continue making content, connections, and dreams come true. Media professionals, industry leaders, creators, and consumers will come together at the festival through the Asia TV Forum & Market (ATF), Singapore International Film Festival (SGIFF), Singapore Comic Con (SGCC), along with this year’s new additions, Nas Summit Asia and Creators Con (a new segment of Singapore Comic Con).

For more information, please visit: <https://www.imda.gov.sg/sgmediafest>

MEDIA CONTACTS

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ANNEXE A

Project Profiles:

My Chef In Crime [THAILAND]

Producer—Bo Rattanavich

Director—Cheewatun Pusitsuksa

My Shot, Co., Ltd.

Logline: Chef's Table restaurant's owner has become a suspect in a murder case involving his rival chef. He brilliantly brings food science skill to prove his innocence so that he catches his former policewoman friend's eyes. He eventually turns into her secret partner investigating other murder cases through the lens of culinary science in a creative and entertaining fashion, all while creating new dishes with tastes beyond imagination!

Pushkar [SINGAPORE]

Producer/Director—Colin Wee

Two Lefthands

Logline: Pushkar, an ancient Indian town, navigates the challenges of modernization while safeguarding its deep-rooted culture and spirituality. Four spirited locals who embark on their own journey of transformation and self-discovery, provide a unique perspective on the town's enduring spirit in the face of change.

What Do Moms Cook in... Asia? [THAILAND]

Producer—Marith Zindel

MZP Asia

Logline: We all know that kids can be tough judges when it comes to food, then there's the mom's guilt telling you to cook healthy and varied AND the local 'norm' on what is good for kids and what not. This show is meant to make moms lives easier by giving them inspiration and giving insights how its done cross borders. Showing there's many way's that lead to Rome, and most of them are good!

Love Letter To Laos [LAOS/CANADA]

Producer /Director/Writer—Isabel Dréan

Executive Producer—Lan Mainville

Kopnoi

Logline: When a world adventurer settles in Laos to open the first bookshop after the communist era, she soon befriends a local teenage boy with a deep love of books. But when his family pushes her to become his guardian, she is faced with a dilemma that could change their lives forever. Based on a true story.