

2012 Time for Change

A FILM BY

JOÃO AMORIM

FEATURING

**DANIEL PINCHBECK, STING, BARBARA MARX HUBBARD, PENNY LIVINGSTON,
GILBERTO GIL, DEAN RADIN, MAUDE BARLOW, JOHN TODD,
BUCKMINSTER FULLER, DENNIS MCKENNA, TERENCE MCKENNA, SHIVA REA,
ELLEN PAGE, BERNARD LIETAER, PAUL STAMETS, RICHARD REGISTER,
TIOKASIN GHOSTHORSE, DAVID LYNCH**

Running time: 85 minutes ● Color/B&W ● English

Produced by

Mangusta Productions in association with **Curious Pictures** and **Postmodern Times**

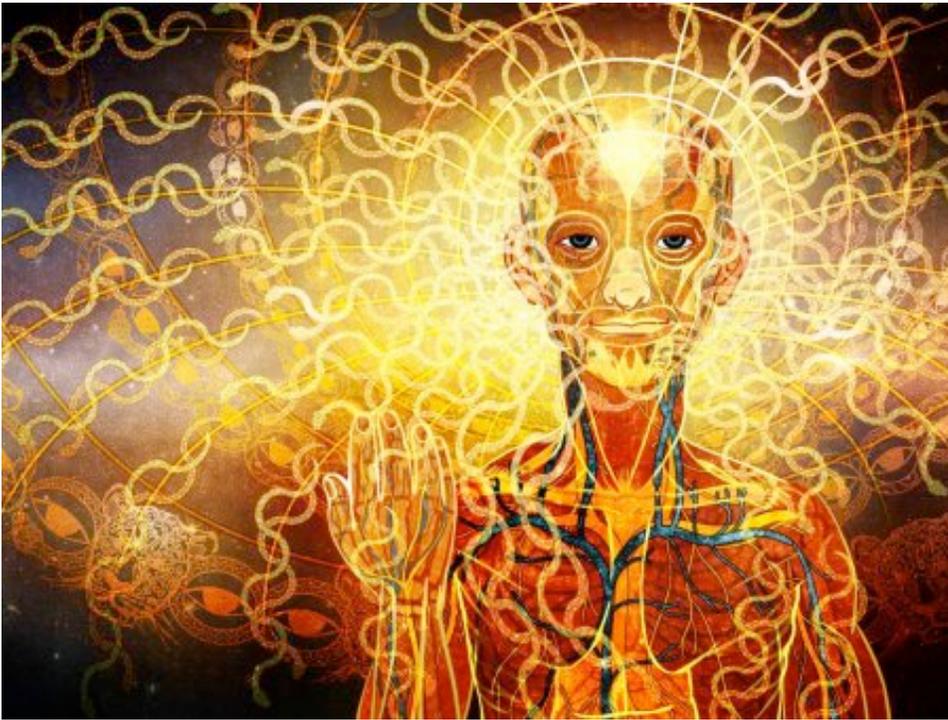
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“2012: Time for Change” presents an optimistic alternative to apocalyptic doom and gloom. Directed by Emmy Award nominee João Amorim, the film follows journalist Daniel Pinchbeck, author of the bestselling *2012: The Return of Quetzalcoatl*, on a quest for a new paradigm that integrates the archaic wisdom of tribal cultures with the scientific method. As conscious agents of evolution, we can redesign post-industrial society on ecological principles to make a world that works for all. Rather than breakdown and barbarism, 2012 heralds the birth of a regenerative planetary culture where collaboration replaces competition, where exploration of psyche and spirit becomes the new cutting edge, replacing the sterile materialism that has pushed our world to the brink.

EVOLVE TO SOLVE.

INSPIRATION

2012: TIME FOR CHANGE IS THE RESULT OF A COLLABORATION BETWEEN MANY PEOPLE, BUT MOST ESPECIALLY BETWEEN DIRECTOR JOÃO AMORIM AND AUTHOR DANIEL PINCHBECK.



AS JOÃO TELLS THE STORY: One late night near the end of 2006, in an East Village apartment, I was engaged in a long conversation with some Serbian friends. One of the Serbs, Nino, started talking about 2012 and Daniel Pinchbeck. Being a skeptic, I initially dismissed the talk as New Age nonsense. Nino insisted it wasn't crap, and eventually convinced me to go get Daniel's book.

While reading it, I could not help but find myself identifying profoundly with the views expressed in it. The idea that we are steadily moving toward oblivion, that somehow our system has enslaved us to an erroneous notion of time, and that we need to realign ourselves with the natural world and evolve our consciousness, had a profound resonance with my own ideas. The book revived many of my earliest ideals, and also memories of my own shamanic experiences, which I had suppressed as I entered the work world, running large-scale animation productions and directing commercials.

By the time I finished the book, I was convinced that a movie around these ideas, one that combined an investigation into our potential for conscious evolution with practical solutions was absolutely necessary. I also realized that my skills in animation could help illustrate these ideas, creating a compelling narrative that could help people in their own process of self-realization and the actual work of transformation. Seized by inspiration, I wanted to find this Pinchbeck character, as I knew he lived in New York City. I tried to get in touch with my Serbian friend, but he was away. A few weeks later, I ran into him and asked him about Pinchbeck. He did not have his number but said he would try to find it and get back to me. Anxiously after a week, not having heard from Nino, I called him. Nino said he had bad news, as he did not know how to get a hold of Daniel. Five minutes later, I'm at a friend's house staring at Daniel's book cover, feeling quite frustrated, when the phone rings. It is Nino; he had just run into Daniel who told him I should call him. Synchronicity is a major theme in the book, and this was a nice synchronicity, I thought....

From then on Daniel and I became friends and colleagues. Our first project was a short film entitled "Toward 2012", featuring groundbreaking animation that explored Daniel's ideas on the evolution of consciousness and the nature of time. We formed the company Postmodern Times with Nikos Katsaounis and developed the animated series "Beyond 2012, Perspectives on the Next Age", (available on DVD through UFOTV). The series lead eventually to the development of a treatment for an animated feature documentary "2012: Time for Change". Giancarlo Canavesio from Mangusta Productions loved the project and partnered up with Postmodern Times and Curious Pictures to bring this dream to life.



AS DANIEL TELLS THE STORY: After 2012: The Return of Quetzalcoatl came out in the spring of 2006, I was approached by a number of New York production houses and directors. I met with them but somehow wasn't inspired to want to work out a deal with any of them, until I met João Amorim. As soon as we met, I knew he was the guy. His passion for the subject and his intelligent understanding of the ideas were very inspiring to me. We became fast friends and colleagues. While I sparked the project, this amazing film is the result of João's incredible persistence and artistic vision. I believe it will be watched and studied by people for many years to come.



PRODUCTION

2012: Time for change is an independent documentary with animations exploring our current time of crisis, the potential for an evolution of consciousness, and solving our problems through ecological design. The film was shot using Panasonic HVX cameras and lav mikes, which allows our subjects the maximum amount of mobility in frame.

The production began by following Daniel around at conferences including:

- The Los Angeles 2012 Conference
- The World Psychedelic Forum in Basel, Switzerland
- The Left Forum in New York City
- Greenfest in San Francisco

At these conferences, Daniel not only gave his own lectures, an essential element in the film, but he also interviewed different luminaries, activists, and visionaries in various fields.

Additionally, Daniel and João visited permaculture schools, yoga studios, shamanic ceremonies, ecological design centers, and research centers using scientific methods to investigate psychic phenomena.

Having collected over 200 hours of interviews, the material was then transcribed. From those transcriptions, João pulled select parts to create an 8-hour assembly. That is when Editor April Merl joined the action. With the assistance of Pedro Tarrago and the wise counsel of Chris Seward, April proceeded to wrestle the beast into a film. The editorial process was extremely tight, requiring less than 8 months to complete.

ANIMATION

An animation director by trade, João planned from the start to use a number of animated sequences in the film. The initial storyboards for some scenes were done up to a year before the beginning of the animation production. Artist Pedro Tarrago, worked closely with João to develop the majority of the original storyboard. From the boards, animatics were created. These are essentially rough boards that have been put in a time line.

The boards were then passed on to Animation Art Director Dustin Lindblad, a longtime collaborator of João's, an extraordinary artist and graphic designer. Lindblad developed beautiful boards that a group of animators, led by Mark Rubbo, brought to life. Curious Pictures' Lewis Kofsky was key to the process as well, assuring we could get the most out of our animation team, on a very tight budget. The animation was completed in less than 6 months.



FILMMAKERS



JOÃO AMORIM (DIRECTOR/PRODUCER)

João Amorim is an Emmy nominated Brazilian director focusing on animation and documentaries, and more specifically the mix of both genres. João is one of the founding partners of Postmodern Times, a media company focused on social and environmental films. João has directed and produced the animated series “Beyond 2012: Perspectives on the Next Age”, on the evolution of consciousness and ecology. He has worked worldwide as an industrial designer, animator, and animation supervisor for many years prior to directing. He was the Head of Animation, on “Chicago 10”, Brett Morgen’s film that opened Sundance 2007, and for which João has been nominated for an Emmy in 2009. He has also directed commercials for BMW, Panasonic, Oceana, among others.

João directed many short films such as “Ferrets for Freedom” - a political short on Ferrets and Giuliani which became a YouTube hit. He also directed the award winning “Don’t Get Charged Up”, on the recycling of batteries, among others. He has worked as an animation director on “Footsteps in Africa”, “For the Next 7 Generations” and the upcoming “Ghetto Physics”.

He recently finished his first animated feature documentary: “2012: Time for Change”, featuring among others David Lynch, Sting, Ellen Page, Gilberto Gil, and Paul Stamets. Furthermore, João speaks 5 languages, meditates every day, paints, practices yoga and has a permaculture sustainability project in Brazil through the NGO “Ciclo Sustainable”. In 2008, his project “Sustainable Unit” was a finalist at the Buckminster Fuller Challenge.



DANIEL PINCHBECK (FEATURED PERSONALITY/EXECUTIVE PRODUCER)

Daniel Pinchbeck is the author of the bestselling 2012: The Return of Quetzalcoatl (Tarcher/Penguin, 2006) and Breaking Open the Head: A Psychedelic Journey into the Heart of Contemporary Shamanism (Broadway Books, 2002). He is co-founder of Evolver llc, which publishes Reality Sandwich (www.realitysandwich.com), the leading web magazine for transformative culture, and Evolver.net (www.evolver.net), the network that supports the Evolver Social Movement. His feature articles have appeared in The New York Times Magazine, Rolling Stone, Wired, The Village Voice, ArtForum, Esquire, and many other publications. His column, “Prophet Motive,” appears in Conscious Choice and Common Ground Magazine. He is also the co-producer, with João Amorim, of the animated videos series PostModern Times, now collected in “Beyond 2012,” a new DVD published by UFO TV. His new book, Notes from the End Times, will be published next fall by Tarcher. Pinchbeck lives in New York City, where he is frequently sought out for interviews on psychedelics, prophecies, and other countercultural ideas.

PRODUCERS



GIANCARLO CANAVESIO (PRODUCER)

Giancarlo Canavesio is the president and founder of Mangusta Risk, an independent firm based in Rome that specializes in financial risk measurement, analysis, and management. He lives in between London, New York and Rome and has a 7 year old son, Stefano. Giancarlo's devotion and passion for independent film inspired him to establish Mangusta Productions, a company dedicated to increasing the production of superior quality independent films through partnerships with talented filmmakers around the world.



SOL TRYON (PRODUCER)

Sol Tryon produced his first feature film *Bomb the System* in 2002, which premiered at the Tribeca Film Festival 2003 and earned him a Spirit Award nomination for best first feature. In 2005, while working with renowned artist Shirin Neshat on her video art film, *Zarin* (Sundance Film Festival 2007), Sol executive produced the feature film *Weapons*, (Narrative Feature Competition, Sundance Film Festival 2007).

The Living Wake, Sol's directorial debut starring Mike O'Connell, Jesse Eisenberg and Jim Gaffigan, premiered at the CineVegas Film Festival in June 2007 where he garnered the Heineken Red Star Award for "the most innovative and progressive filmmaker". The film also won the Audience Award at the Woodstock Film Festival 2007, the Comedic Vision Award at the Austin Film Festival 2007 and Best Feature Film Award at The Big Apple Film Festival 2008. In the fall of 2007, Sol produced the narrative feature film *Explicit Ills* about young love, drug addiction, poverty and activism in Philadelphia. The film, starring Paul Dano, Rosario Dawson, Lou Taylor Pucci and Naomie Harris, was executive produced by Jim Jarmusch, directed by Mark Webber and premiered at the 2008 South by Southwest Film Festival where it won the Narrative Feature Audience Award and the Special Jury Award for Outstanding Cinematography. *Explicit Ills* was released theatrically in the US in 2009.

Currently, Sol is producing two feature length documentaries, *2012: Time for Change* and *Being in the World*. He also has three narrative feature films that he is attached to direct in varying stages of development: *Kick the Can*, a coming of age comedy adapted from the novel written by newsman Jim Lehrer; *Wedding the Winterbottoms*, a *Meet the Parents* meets *Peter Pan* in the world of *The Royal Tenenbaums* comedy about an eccentric family dealing with real life relationship issues; and *Eggy*, a multi-storyline coming of age comedy about life in a Catholic school in New Jersey.

PRODUCERS



MANGUSTA PRODUCTIONS

Mangusta Productions is a New York based production company specializing in independent film financing, production and distribution. The goal is to provide a sustainable environment for independent filmmakers to complete their work and show it to the world, while retaining creative and financial control. *Explicit Ills*, a Mangusta produced film, was released theatrically and on DVD nationwide in 2009. The company currently has three films in different phases of self-distribution (*Fix*, *The Living Wake*, and *2012: Time for Change*) and one documentary in production (*Being in the World*). Believing in the creative process while understanding the challenging state of the independent film industry, Mangusta Productions is committed to bringing important work to audiences worldwide.

CURIOUS PICTURES



Curious Pictures was formed in 1993 when four colleagues established a small entertainment company that would provide a home base for talented creators from all over the world. Specializing in animation, design, and graphics, the company opened with a philosophy based on a tripod: "great work - make money - have fun".

Having worked together for several years, the team of four partners - Susan Holden, Steve Oakes, David Starr, and Richard Winkler - started out producing TV commercials, with the intention of expanding to television programming, toy production, and other ventures. Expand they did: in 1994, the Curious team set up shop in their current studio on Lafayette Street in lower Manhattan's NoHo district. Gradually, five directors became a dozen and by 1995, Curious was producing upwards of 100 commercial projects annually. The production of Mo Willem's "The Offbeats" in 1995 for Nickelodeon marked Curious' expansion into the TV show business and in 1998 "A Little Curious" for HBO became the company's first half-hour series, followed soon after by the next Mo Willem's creation, "Sheep in the Big City" for Cartoon Network.

From 1995-1999, an office was maintained in San Francisco to support the company's diversification into cel animation. In 1997, Curious established its toy company, Curious Toys, with Bonz as its first line. Curious toys began to expand with several additions to the Bonz line in 1998, all of which have earned awards of recognition within the toy industry. In 2000, Curious launched DCODE, a small hybrid production company/creative services company.

Curious has come a long way from its first spot for Midas Muffler in 1993; today with hundreds of brand-name clients, almost 1000 commercials, and an extensive record of relationships with leading advertising agencies and broadcasters worldwide, this growing entertainment company is proof that a little curiosity goes a long way.

POSTMODERN TIMES



A collaboration between Nikos Katsounis, João Amorim, and Daniel Pinchbeck, Postmodern Times LLC develops, produces, and distributes conscious creative media. Using techniques of documentary, interview, and animation, PostModern Times videos make complex and abstract ideas accessible and fun to watch. Please check out www.postmoderntimes.com or our first DVD, *Beyond 2012*, produced in conjunction with UFO-TV.