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'Colors' goes to Alpha Violet

Brazilian Francisco Garci's deb world preems at San Sebastian

By JOHN HOPEWELL

SAN SEBASTIAN -- The increasingly competitive world of Spanish and Portuguese-language film sales has gained a new player: Alpha Violet.

Marking its fourth Ibero-American acquisition of 2012, Alpha Violet has swooped on sales rights outside Brazil to Brazilian Francisco Garcia's "Colors," which world premieres Thursday in San Sebastian's New Directors sidebar.

A "nonchalant first-feature black comedy," per Alpha Violet partner Virginie Devesa, "Colors," which is pointedly shot in black-and-white, turns on the everyday lives of three friends who hang out together, all hipsters, living in the dingy downtown or outlying suburbs of present-day Sao Paulo, which is in the middle of a huge economic upswing.

One is a tattoo artist, another a petty drug-trafficker; the third, a girl, manages an ornamental fish shop. None buy into Brazil's rabidly consumerist society: They hope for something better, then smoke a joint.

Kinoosfera Filmes, of which Garcia is a partner - along with Andre Gevaerd and Alexandre Mroz Tastardi - lead produced. Sarah Silveira's Dezenove Som E Imagens, one of Brazil's most international arthouse companies, co-produced. Pandora Filmes will distribute in Brazil.

Founded by Devesa and partner Keiko Funato, Alpha Violet first screened "Colors" at March's Films in Progress in Toulouse.

Tipping its hat to Jim Jarmusch's "Stranger than Paradise," whose poster features in the film, "Colors" depicts Brazil's sub-pop culture, Devesa said.

Alpha Violet's lineup is certainly not limited to Ibero-America, Devesa commented. That said, "There's a lot of creativity in Latin America, Spain and Portugal. The stories really talk to us," she added.

At San Sebastian, Alpha Violet also screens "Aqui y Alla," winner of Cannes Critics' Week Grand Prix.

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