

From Adelaide, 'Love Story 2050' to Mumbai

As India-Australia film links foster, Bollywood's first commercial futuristic science-fiction feature film 'Love Story 2050', showcasing South Australia's capital, Adelaide, is set to premier in the City of Churches July 4.

This Bollywood romance crossing time and space, switches between present-day Adelaide and futuristic Mumbai. It is the debut vehicle of Harman Baweja and also stars former Miss World Priyanka Chopra.

South Australia's Premier Mike Rann, who had a cameo role in the movie, says the filming of 'Love Story 2050' on his home turf was a dream come true.

'We think it is good for the film industry. It's great to have people spending money here for 55 days, using South Australia as a location, but it is also giving us worldwide publicity that money can't buy', Premier Rann said.

Indian films shot in Australia have had spin offs in other industries like tourism, education and the local economy and employment.

For the year ending June 2007, South Australia attracted 3,300 Indian visitors and India is the state's second-highest source of overseas students with 2,692 students enrolled across all levels from primary to university.

Producer-director Harry Baweja, who chose Adelaide over other locations in Italy and Scotland, said South Australia proved to be the 'perfect choice'. The stars and crew spent five weeks shooting scenes across the state.

Besides the state capital Adelaide, the film showcases some of Australia's most famous tourist destinations and diverse landscapes - the Kangaroo Island, the Flinders Ranges and Lake Eyre and the technological expertise and facilities available in South Australia.

'This production is just the latest in a series of mutually beneficial marketing tie ups we have been able to structure between Bollywood and the Australian State Governments. Other successes include 'Heyy Babyy' and more recently, the cricketing film starring Brett Lee, 'Victory', ' said Anupam Sharma managing director of Sydney-based Films and Casting TEMPLE.

Sharma was the Australian Line producer for 'Love Story 2050'.

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