

## Publicity from cancelled premiere benefited 'Brick Lane'

Actor-director Satish Kaushik was disappointed when the royal premiere of his first international venture 'Brick Lane' was cancelled, But he now says that it actually benefited his film, which was a resounding success at the ongoing London Film Festival.

'In hindsight, the cancellation of the royal premiere has actually benefited the film. It got huge coverage because of the cancellation news. They feared protests from some people from the Bangladeshi community but nothing happened. The film's publicity is already on London buses and everywhere,' Kaushik told IANS.

The film version of Monica Ali's prize-winning book of the same name about a Bangladesh-born girl, who moves to London at the age of 17 for an arranged marriage, was premiered Oct 26 at the London Film Festival.

'Friday was really a great day in my life. It was really exciting to be on the red carpet with cameras clicking and posing for pictures because one has been peeping over the barricades to have glimpse of some international star. But this time I was on the other side because of 'Brick Lane',' Kaushik told IANS from London.

Directed by Sarah Gavron, the film was supposed to be screened for Prince Charles at the Royal Film Performance, but it was cancelled when some local Bangladeshi businessmen protested that the film portrays members of their community as uneducated and backward.

Although 'Brick Lane' was Kaushik's first international venture, he has carved a niche for himself in Bollywood both as an actor and director with films like 'Mr. India', 'Bade Miyan Chote Miyan' and 'Aunty No. 1'.

Kaushik also enjoyed the party before the premiere.

'There was a pre-party for cast crew and the guests. London Mayor Ken Livingston graced the occasion.'

After the premiere he was warmly applauded.

'I got a long ovation after the film. They wouldn't stop clapping when we came on to the stage.'

'Brick Lane' opens worldwide Nov 16.

*Subhash K Jha* ( © IANS / India eNews)