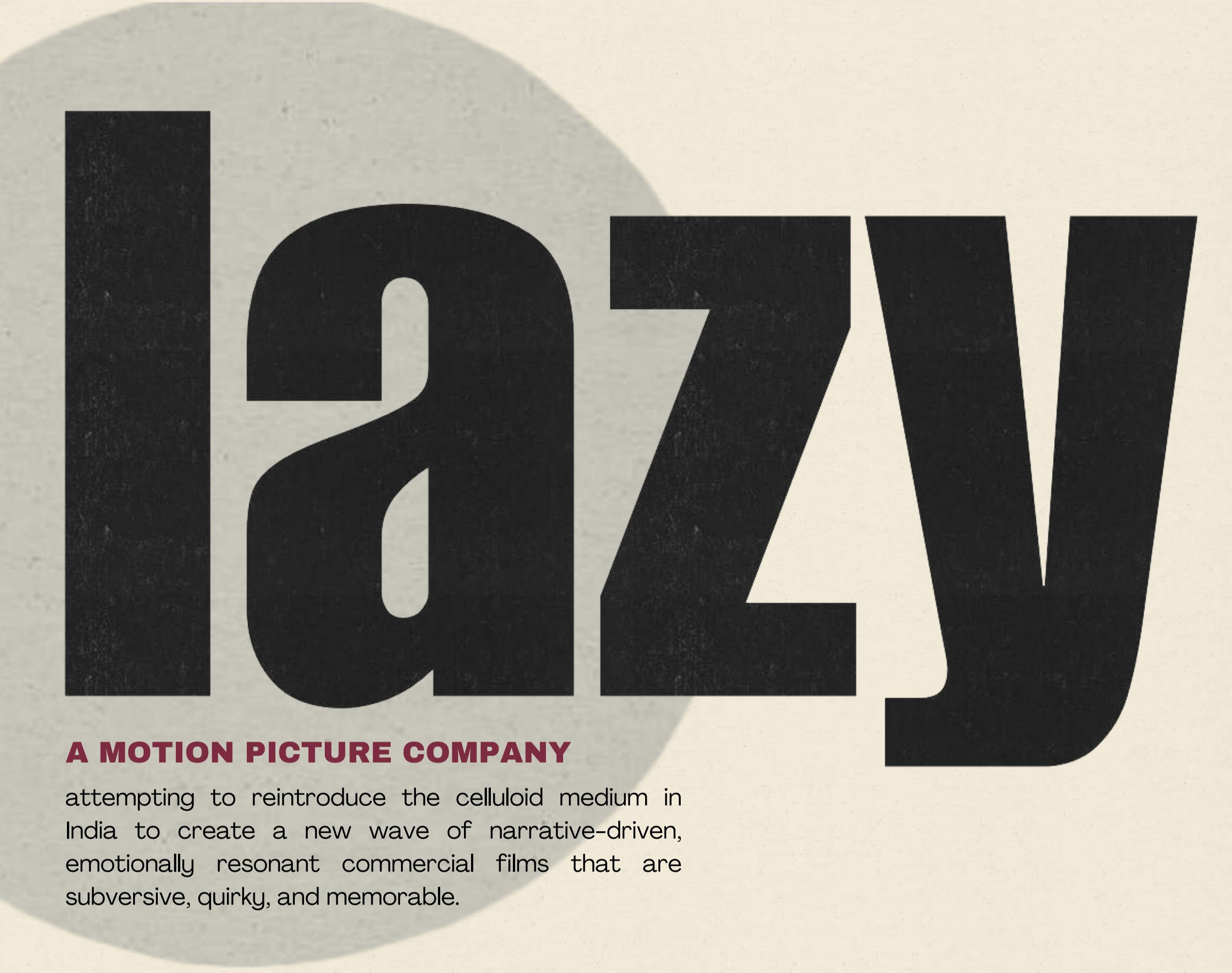
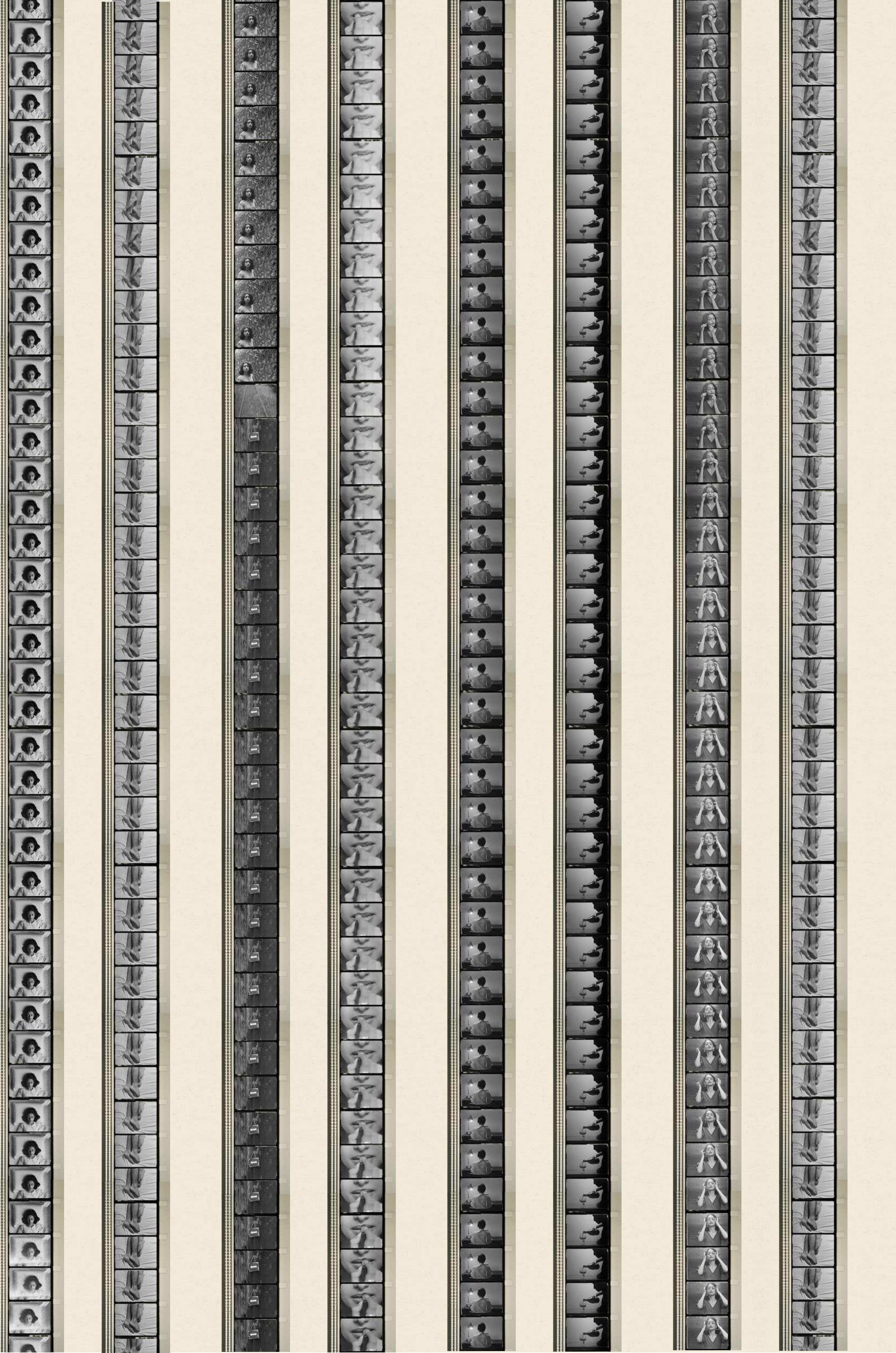
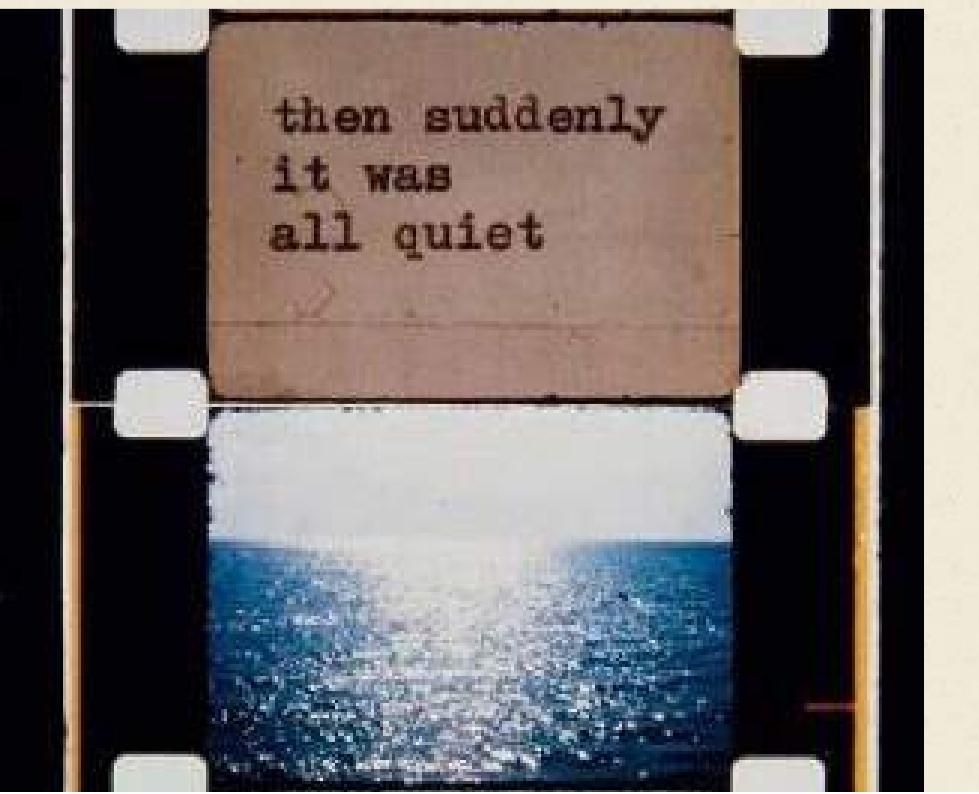


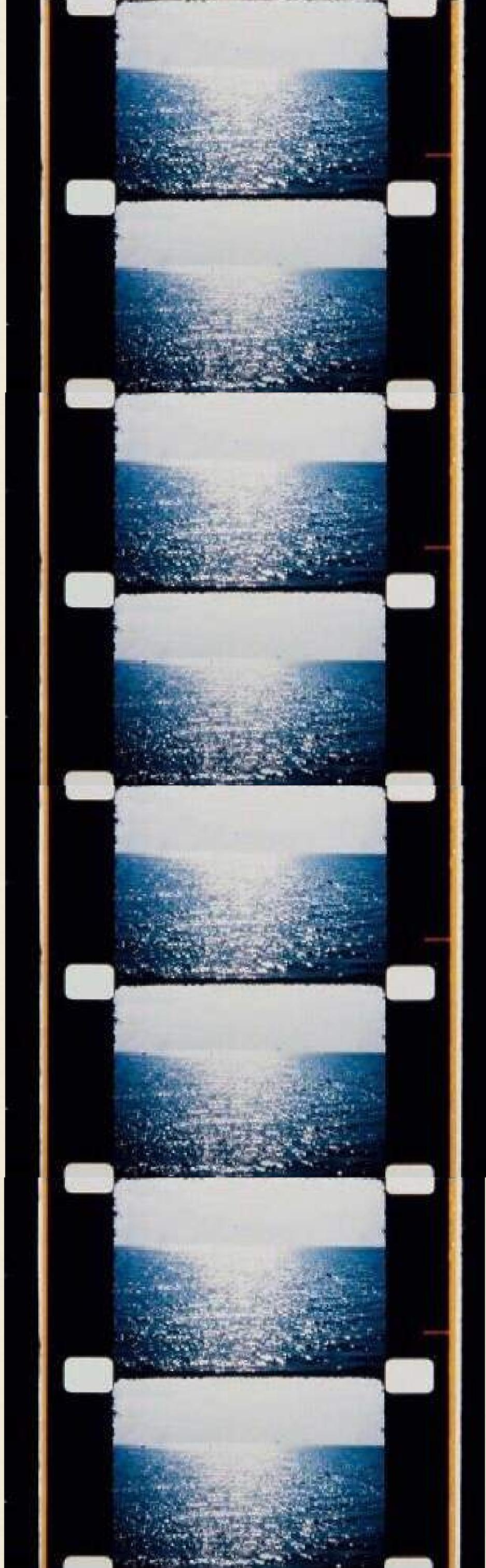
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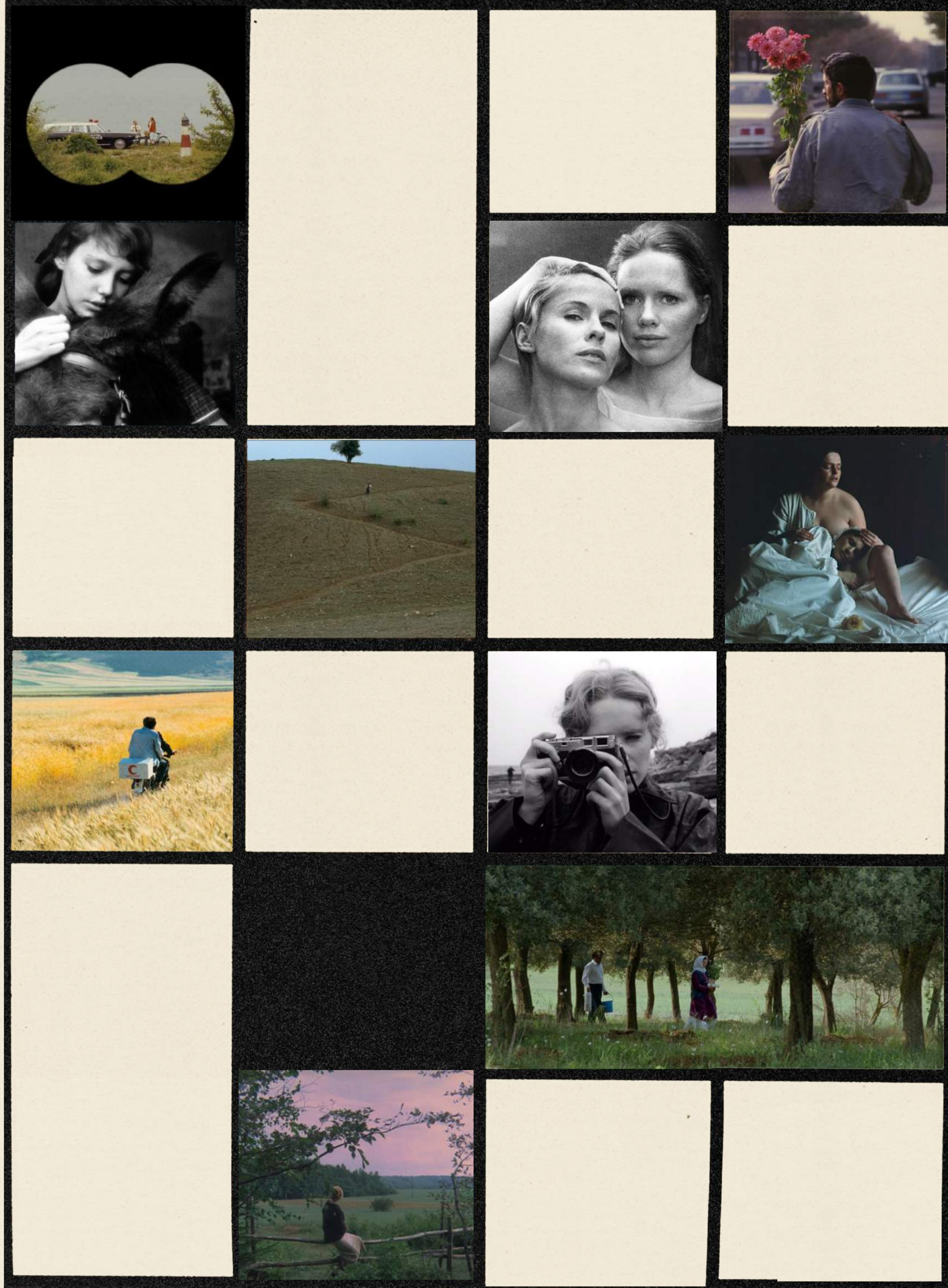


we make  
films,  
on film.





We are attempting to reintroduce the celluloid medium in India to create a new wave of narrative-driven, emotionally resonant commercial films that are subversive, quirky, and memorable.



# medium

Cinema is one of the perfect mediums for creative expression, with its ability to sculpt with image, sound, and the feeling of time. It's not just words or music—it's a whole range of elements coming together and making something that didn't exist before. It's telling stories. It's devising a world, an experience, that people cannot have unless they see that film.

The use of film, particularly formats like 16mm, is what makes the medium unique. It involves taking risks and embracing the element of chance, unlike digital video. Digital video is for people who are afraid of, and unwilling to make mistakes. Digital video leads to a boring and sterile cinema.

The film format does not aspire to perfection; unlike digital video, it is imperfect. Anything human is imperfect and thereby it is beautiful.



*Issness of film*



**The 16mm film format has a rawness, and an ability to capture the poetic essence of life, that digital video has never been able to accomplish.**

The film medium does not aim to imitate reality. It is unreal and, at times, even surreal. It transports you to an otherworldly space that is far removed from regular life, where humans feel more human. Things appear truer and imbued with greater consciousness. Everything feels fuller, more colorful, more vibrant, more textured, and filled with more life.



**16mm is for the young and daring who have the courage to look at the world with a new and open mind.**

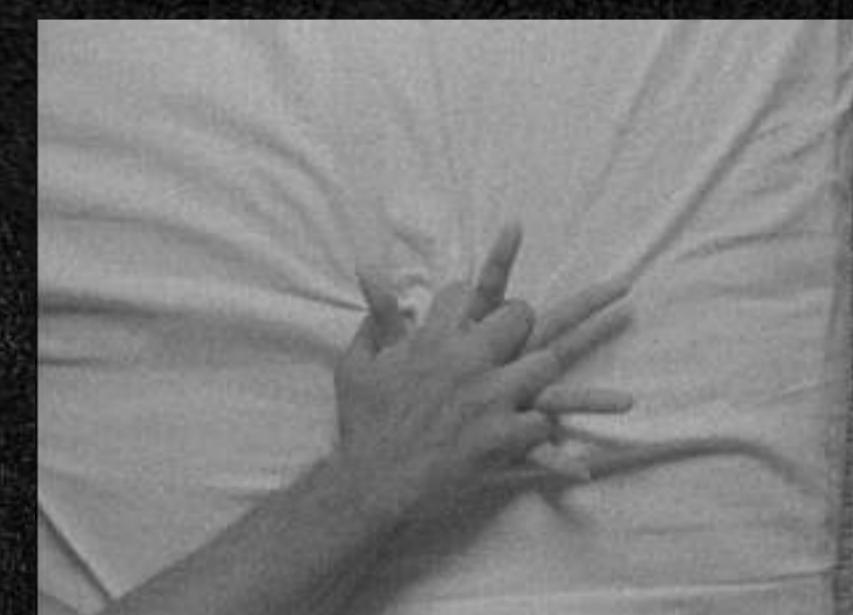
# Our Work

We collaborate  
with brands and like-minded individuals to create films  
for their products, communication, and experiences.



**STRANGE FRUIT | ZARA**  
COMMERCIAL FASHION FILM

cast: DIVIK SHARMA  
executive producer: DEWAM KATOLE  
director: SIDDHARTH PRABHU  
cinematographer: SARANG JOSHI  
costume design: VAIDEHI YAWALKAR



A being is trapped in the endless cycle of birth and death, navigating the four states of consciousness as described in Advaita Vedanta: deep sleep, the illusory dream state, gross material reality, and Turiya. Throughout her life, she goes through the experience of pleasure, fear, suffering, and the mundane, all while searching for "the self". As she progresses, she realizes the cyclic, material, and impermanent nature of reality. In a moment of intense pleasure, she breaks free from the gross material world and reaches the ultimate state of consciousness—the infinite, Turiya.

TURIYA

EXPERIMENTAL FILM

cast: AAYUSHI RODE  
director: SARANG JOSHI



# A SERENDIPITOUS EVENING

SHORT FILM

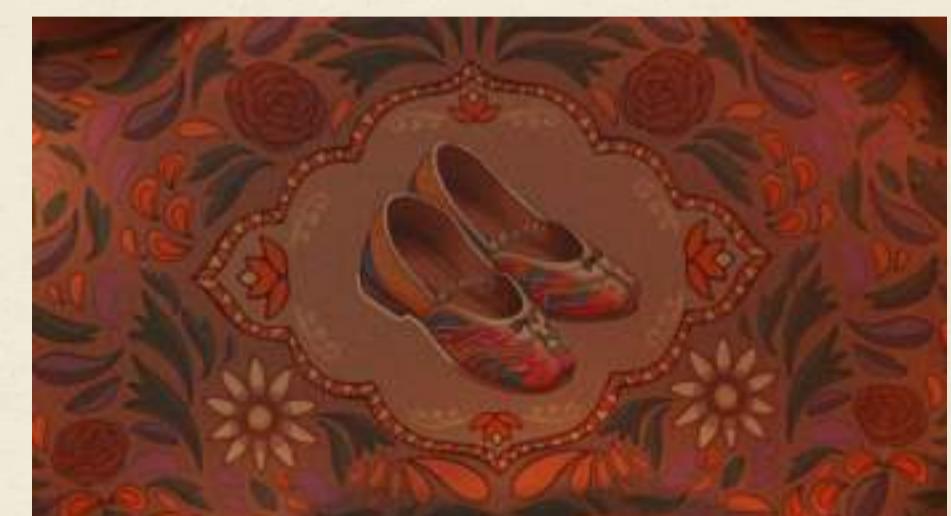
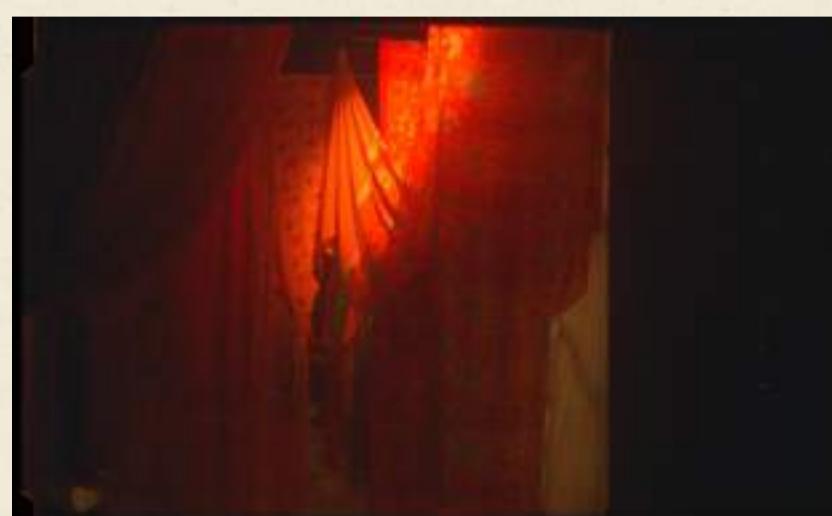
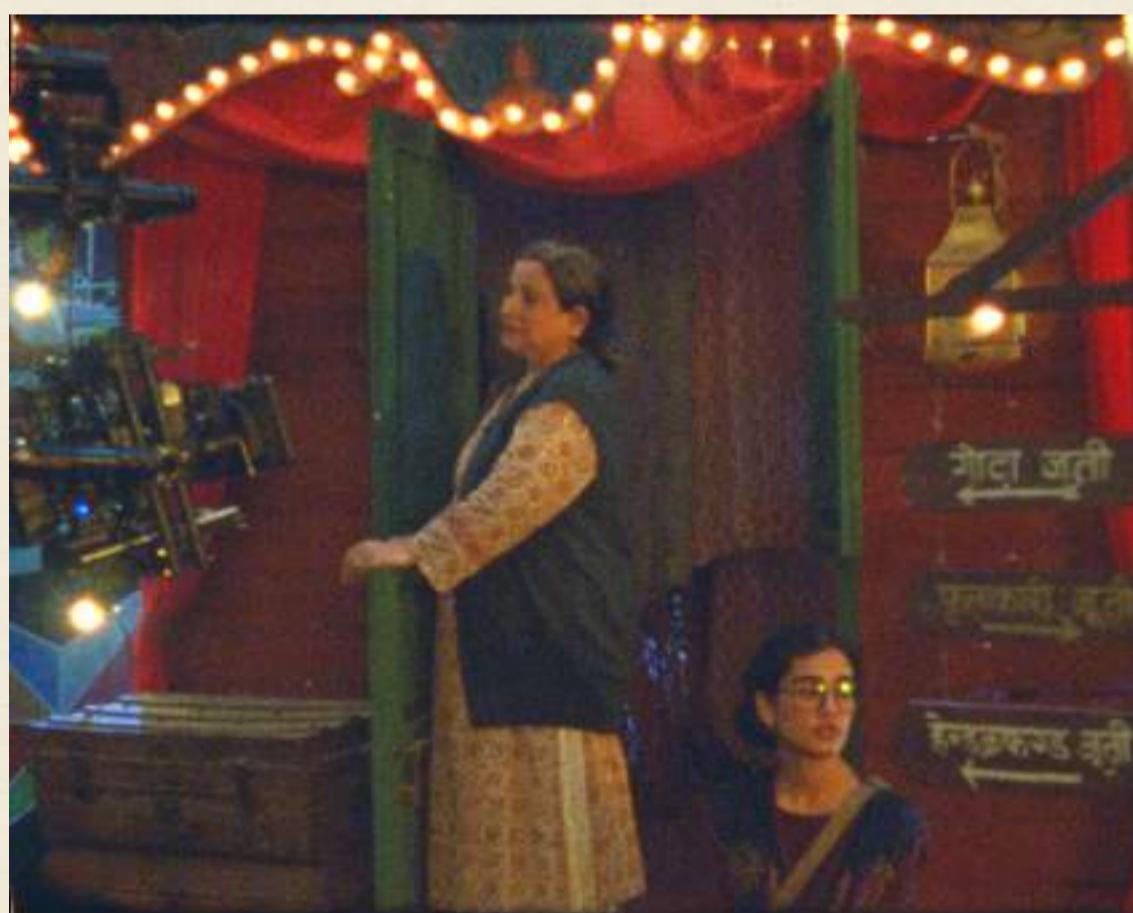
cast: NATHAN BAXTER  
director & cinematographer: SARANG JOSHI



# WORLI KOLIWADA (WIP)

SHORT DOCUMENTARY

director: SHARADDHA KHANNA  
cinematographer: SARANG JOSHI



## GOOGLE SHOPPING WITH DADI

SUPPLEMENTARY FILM

client: GOOGLE INDIA / LOWE LINTAS  
film: SARANG JOSHI, SIDDHARTH PRABHU, DEWAM KATOLE



# Who We Are

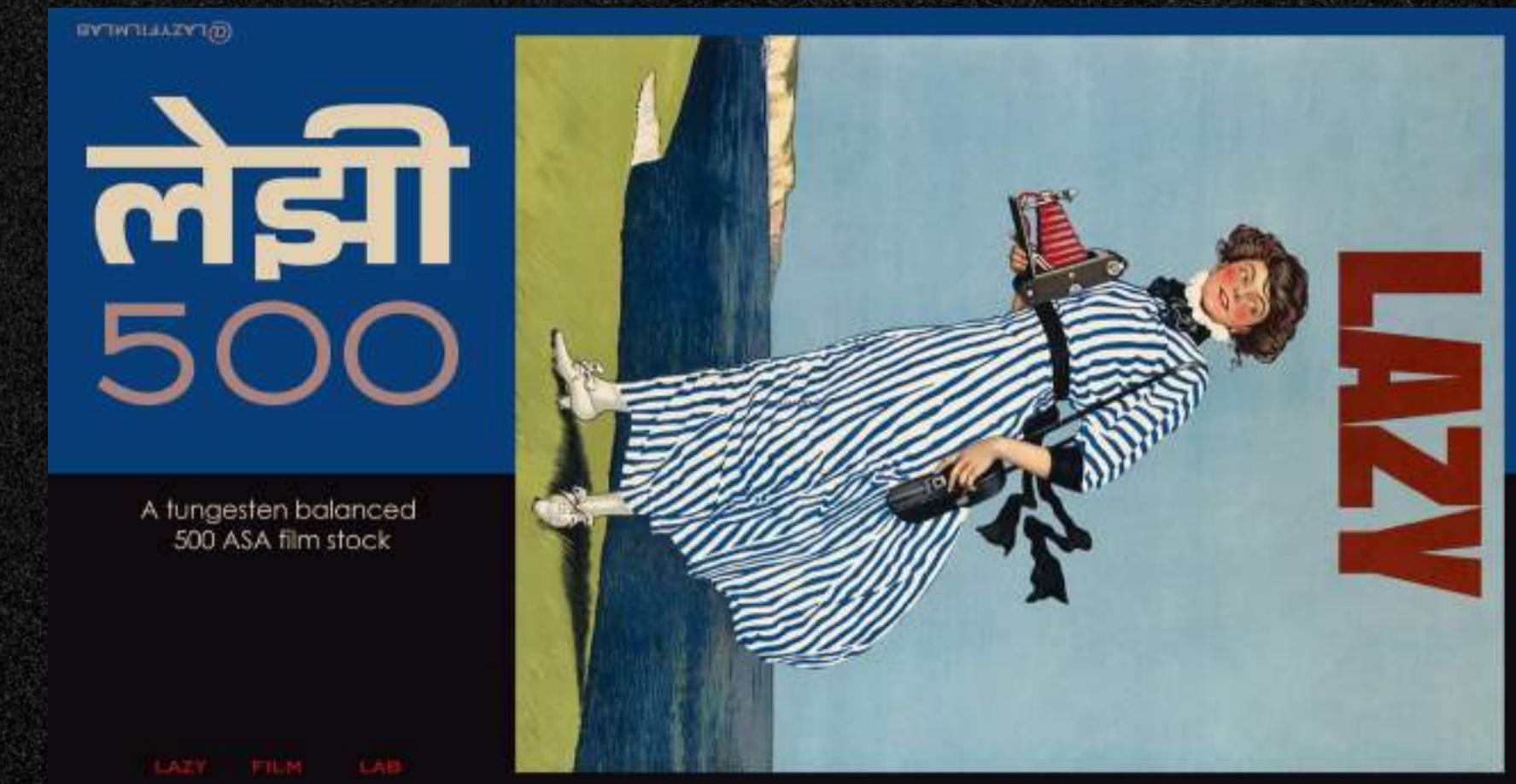


SARANG is a Cinematographer and Director known for his quirky, non-narrative and experimental films.

SIDDHARTH is a Director and Editor experienced in working on feature films and documentaries. He is now attempting to form a personal and collective expression through commercials and brand films.

Notably, he edited the NYU Arthur L Carter documentary "A Dream Called Khushi," which won at the 51st Student Academy Awards®.

# Origins



LAZY Films originally began as a film lab in Nagpur in 2022. The lab played a key role in driving the analogue resurgence movement, bringing 35mm still photography back into the mainstream consciousness. Today, the company aspires to do the same for analogue motion picture by creating unique non-traditional films that capture people's imagination unlike anything seen before.

# On Collaboration

(What we expect from you)

1. Willingness to experiment and try something new.
2. Appreciation of art and humor.
3. Trust in the filmmaking process.
4. An understanding of our values.
5. Money and the courage to spend it.
6. Should be chill guys.

Also, we don't shoot digitally.  
(If you already didn't get that)  
(unless you pay us a lot of money)  
(like a lot!)  
(but still, maybe not...)



For the express purpose of hanging out,  
drinking coffee, and talking about film.

## Contact

[enquiries@lazyfilms.in](mailto:enquiries@lazyfilms.in)

## Instagram

@lazy\_films\_  
@the\_lazy\_filmaker