NEW HORIZON INTERNATIONAL

PONDICHERRY
INDIA

MOTION PICTURES DEDICATED TO A GREATER TOMORROW
"The highest aim of the aesthetic being is to find the Divine through beauty; the highest Art is that which by an inspired use of significant and interpretative form unseals the doors of the spirit."

SRI AUROBINDO.
TOWARD NEW HORIZONS

If, as H. G. Wells has said, the fate of our civilization hinges on the race between education and catastrophe, what kind of education can change the thoughts of men quickly and deeply enough? If, as UNESCO declares, wars arise in the minds of men, and it is there that we must wage the battle for peace, with what means shall we wage it? The whole mental climate in which we live must be transformed so that nobler thoughts and kinder emotions may take root and flourish.

There is only one medium that can accomplish this on a mass scale—the motion picture, which has the power to mould the lives of hundreds of millions.

Of the potency of the cinema there is no doubt. No other means of mass appeal can compare with its impact. The whole trend of mass thought and behavior has been changed by it. And with the advent of television, this influence has become accelerated a thousandfold. For a television receiving set is merely a miniature screen. Where there were but twenty thousand-odd film theatres in the United States, for example, ten years ago, today nearly forty million American homes are little cinema houses in which there is a succession of screened entertainment, free for the turning of a dial, practically around the clock.

The motion picture is the most fabulous of all the arts. It encompasses all the others—story-telling and poetry, drama, music and the dance, painting and sculpture—with an added
magic of its own. No other art can remotely match it for flexibility and inventiveness; no other can compete with it for universality and effectiveness of mass appeal. *Its untapped potential for good is virtually unlimited.*

Is there a way of making greater use of this potential?

*There is.*

People of goodwill, and countless well-meaning organizations the world over have for years been agitating for more wholesome motion pictures. The effect of their sincere efforts has however been negligible. *What is needed, if the motion picture is to become a powerful mass influence for good, is a brand new kind of film enterprise.*

*New Horizon International* has come into being for the specific purpose of meeting this challenge of our civilization. It is inspired by one of the most highly esteemed spiritual and cultural centers in the world, and is designed on a scale commensurate with the need. Its goal is the production of a constant flow of the kind of motion pictures that will foster a nobler, truer life for humanity.

New Horizon’s entry into the field of motion picture production comprises a wide-scale program on a long-range basis. Its studios are designed to include facilities and equipment equal to the finest in the world, in an atmosphere of inspiration and dedication. Land has been acquired, building has begun and the “cornerstone” has been laid in the hearts and wills of those to whom this project has become an imperative.

**Production Approach.**

We are well aware of the fact that to find favor with world audiences New Horizon films must be not merely inspiring but also rich in entertainment values, showmanship and human interest. They must be motion pictures of such fascination and mass appeal that distributors, exhibitors and television sponsors everywhere will be eager to handle them, in the conviction that it will be profitable for them to do so.
The films we plan to produce will not be escapist or preachy. The sterling virtues of man's better nature, his honesty, loyalty and chivalry, his amicable tendencies and innate decency—woman's praiseworthy endowments—can be portrayed as dramatically and entertainingly as the ugly and the vulgar, the sensational and the violent. Motion pictures do not have to wallow in scandal and brutality to have public appeal. Outstanding films of high calibre have over the years amply proven this.

From the studios of New Horizon will issue a steady stream of films radiant with the joy and adventure of life, emphasizing the basic virtues and higher aspirations of mankind instead of its degrading aspects. And we will make the utmost use of the art of the film to help usher in that Century of Peace, rooted in justice and charity, which is the dream and the hope of all men of good will.

**Story Material.**

So far as desirable subjects are concerned, ours is an almost unexplored sphere. While there have been sporadic attempts to portray the higher aspects of life in motion pictures, no such comprehensive effort as New Horizon has ever been attempted. Story material for the kind of pictures we intend to produce is therefore literally unlimited.

In search of subjects for our films we take all humanity, the whole range of life, for our province. Already we have the world film and television rights and access to suitable stories and ideas sufficient in number and scope to produce scores of feature-length pictures and several hundred television shorts.

The subject matter for the initial New Horizon feature films and for the first series of television pictures has been selected; research work and preparation of adaptations and scenarios for this program are already in progress.
Educational Films.

An important part of the New Horizon program is a special department for the production of educational and inspirational films under the auspices of the Sri Aurobindo International University Centre. The material for these films will be chosen in consultation with the faculty of the International University Centre; their production will conform to the standards of technical and creative excellence of all New Horizon films. These educational series are so conceived that they will lend themselves readily to adaptation into any desired language.

PERSONNEL

While it is New Horizon’s policy to give preference to indigenous talent whenever justified, it will recruit both staff and cast, as well as its apprentice personnel, from every part of the globe, regardless of race, country or creed. But in personnel selection, even in the choice of unskilled labor, New Horizon standards are very exacting.

Prime consideration is given to the spiritual conditioning and character of the applicant, his honesty, goodwill, loyalty, dependability and other qualities essential to the welfare and happiness of the co-operative community of dedicated people of which he aspires to become a member. In addition to these basic requirements, all applicants have to measure up to the highest professional standards of their calling:

A. Executive and Business Staff.

Proven experience and excellence in their respective fields are essential qualifications.

B. Creative Personnel.

Producers, directors, writers, scenarists, research associates, composers, musicians, color specialists, designers
and artists of only exceptional merit and genius can be considered eligible for the kind of excellence envisioned for New Horizon films.

C. Technical Staff.

Apart from their other merits, technically our films will have to compete with the best product turned out by the foremost studios in the world. To accomplish this, our cameramen, sound and light technicians and engineers, make-up men, laboratory personnel, film editors and the other members of our technical staff will have to be the very ablest in their fields, wedded to precision work, blessed with initiative and a fierce desire for perfection.

D. Cast.

No hard and set professional rules are applied to this category. While it is our plan to reach out for the foremost acting talent in the world for the portrayal of roles in which professional experience is essential, or where a famous name will enhance the appeal of a film, to a great extent we prefer to draw on virgin talent for our cast requirements.

E. Other Skilled Personnel.

The many departments and services that contribute to the needs of a film production center of the magnitude of New Horizon and its affiliated establishments require a large staff of highly skilled, seasoned workers. These are being recruited in a manner similar to that of the film technicians and are subject to the same basic qualifications.

F. Semi-skilled and Unskilled Labor.

Chosen principally from the local and nearby populations, only those in this category who meet the basic requirements of all New Horizon employees are eligible.
Every facility will be extended to these employees and their children to help them rise to higher positions through the development of their latent talents.

Opportunity for Newcomers.

In every department of film production and management, an extensive staff of assistants is indispensable. Employment in these positions will give aspirants who meet the basic requirements a chance to work their way to higher echelons.

Remuneration.

Although New Horizon is conceived as a non-mercenary enterprise, apart from the ample funds and equipment it requires for the creation and launching of its project and the production of its initial films it plans, of course, to become wholly self-supporting.

New Horizon will pay all its permanent employees and its temporary staff members and casts ample compensation for their work, commensurate with their individual contribution to the common effort.

Permanent employees will be on a regular salary and wage basis, in addition to receiving the benefits of free housing and manifold community services and amenities. Guest stars and creative personnel will receive contractual remuneration and expenses.

Provision is also being made for individual and group insurance and for a pension fund for all permanent employees.

University Courses.

It is the aim of the New Horizon management to provide every facility to talented youth from all parts of the world, particularly from India, who aspire to film careers. As the most effective means of achieving this, our program includes a comprehensive series of courses in every phase of motion
picture production and management, under the auspices of the Sri Aurobindo International University Centre.

These courses will be conducted by top specialists from New Horizon's roster of experienced executive, creative, artistic, scientific and technical personnel.

The studies will be enhanced by active cinema production experience under the guidance of the film center, preparatory to professional engagements for qualifying students.

EQUIPMENT AND FACILITIES

To provide the material setting and the inspirational atmosphere for this great venture, the plan calls for a self-contained New Horizon world, extensive enough to include all the multiple activities and requirements of large-scale film production; to house all of the permanent staff, cast and other employees; to accommodate guest personnel and visitors, and to supply the entire community with food, health, educational, recreational and other essentials.

The central site selected for this purpose comprises 105 acres of undulating land, with extensive adjoining acreage, on the shores of a large lake, seven miles from the town of Pondicherry and the Bay of Bengal.

Film Studios.

The heart of the project is conceived as a self-contained film production center, within a walled area. This film center is designed to provide ample facilities and space for a sufficient number of film units to produce annually a score of major features in the principal Indian and world languages, and up to 300 television cinema shorts, educational films and cartoons.

In addition to the scores of buildings and workshops essential to first-class film production on so large a scale, the center lay-
out contains several unique features: a Temple of Meditation and Sanctuary; a modern Little Theatre; a research department and laboratories for experimental work on the unexplored potentials of the art and technique of motion pictures.

Other facilities include: over-all air conditioning; sound-proofing of all premises related to actual filming; automatic film laboratories for both black-and-white and color processing of all New Horizon negatives, cine-prints and still photographs; complete interphone system; closed television circuit; dining rooms; post and telegraph office; dispensary; dry-cleaning plant, etc.

True to the international character of the enterprise, it is our policy to obtain the installations, machines, instruments and other construction and production paraphernalia, as well as our raw film requirements—everything but what is manufactured at the professional level in India—not from one source, but from the leading industrial countries of the world.

International Community.

Within walking distance of the film center the plan provides for an international community large enough to accommodate a minimum of 400 permanent residents, comprising the executive, creative, artistic, chief technical and other personnel of the film center and their families, as well as choice accommodations for 100 transients.

Designed and landscaped with an eye to the aesthetic, this residential community will be modern in every respect, including among other amenities: a non-sectarian temple for worship; recreation areas for swimming and other sports; playgrounds for children; indoor recreation and dining halls; community administration offices; health facilities; schools and grounds; a cinema; a modern shopping center; cold storage and food processing plants; bakery; community laundry; water works; electric power plant; maintenance buildings; sewage disposal plant; general air conditioning.
Model Township.

Also within easy access to the studio, the project includes a township composed of a cluster of villages for local semi-skilled and unskilled employees and their families. Conceived as a unique little world, this community will preserve the commendable features of what is in the best Indian tradition, utilizing at the same time modern conveniences, advantages and sanitary facilities, plus an element of beauty, that could easily be adopted by other Indian rural communities without financial strain.

The township will have its own places of worship; municipal buildings; schools; recreational facilities, playground, swimming pool; bazaar; community laundry; adult education and training center; sewage disposal plant; electricity and uncontaminated drinking water for every home, and other conveniences and amenities.

Additional Features of New Horizon.

A special large acreage is being set aside for outdoor sets and mass scene filming.

The lake shore will be made part of the recreation grounds for New Horizon and related communities. The lake itself is to be deepened to ensure year-round navigability, making it a place of enjoyment as well as an ideal inland sea for the filming of water scenes and spectacles. Launches, motor boats and other types of water craft will be provided for these purposes.

There is a small island in the lake, close to the shore, which will be transformed into an “Isle of Enchantment”, with “fairy-boat” service from the shore and a legendary children’s paradise within its borders.
As part of the dredging operations, there will also be created a "Jungle Isle" to accommodate a zoo of the Hagenbach type for the tame and wild animals New Horizon may need for its filming purposes.

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An integral part of the scheme is the large-scale planting of trees throughout the whole domain, and a network of all-weather roads connecting all its centers and activities.

The land is protected from undue encroachment on one side by the lake. On the rest of the periphery a wide buffer belt is planned to provide for the extensive gardens, fields and orchards, dairy and poultry farms, stables, kennels, etc., essential for the requirements of the film center and the well-being of the combined communities.

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A sufficient number of passenger vehicles, trucks, camera-, sound- and electrical generator-vehicles and trailers, earth-moving, road-building and maintenance equipment, as well as a full complement of farm machinery will be provided for the combined needs of the film center and the communities.

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Chief architect of the New Horizon domain is Antonin Raymond, of New York and Tokyo.

TOWARD A GREATER TOMORROW

Every day the world spends in excess of 200 million dollars on arms and munitions. It is high time we invest half-a-day's arms budget in an international campaign that will help open the way for mankind to a new and truer life—a greater, nobler tomorrow.
This is the unique adventure on which we have embarked—the erection of what George Bernard Shaw so happily phrased, "The Temple of the Ascent of Man."

In design, equipment and function this enterprise is conceived as the pioneer film production center dedicated to the immortal spirit of man.

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Although our program will inevitably involve production activities in many parts of the world, India is an ideal country for the headquarters of our project. While this great new democracy can and does benefit considerably by the industrial "know-how" and scientific pre-eminence of the West, she in turn has something very precious to offer to the western world: an ancient, tested wisdom which is almost as old as time. Universities of higher learning flourished in India when our ancestors in the West were still roaming the wilds in animal skins.

Pondicherry itself was the seat centuries ago of such a university, and has been for nearly half a century the spiritual workshop of Sri Aurobindo, whom Dr. Frederic Spiegelberg of Stanford University aptly calls "the prophet of our age." It is now a world center of the Spirit that is without parallel. Not a religious institution of the conventional type, it is a consecrated place, dedicated to the growth of the human spirit in a wholly non-sectarian atmosphere. Few places on earth are so well conditioned for the launching and sustaining of a venture of New Horizons's significance and potency.

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The Sri Aurobindo Ashram, a thriving international community of more than a thousand residents and another thousand employees, has placed all its facilities at the disposal of New
Horizon International until such time as our own are in functioning order. These include scores of mechanical establishments, crafts, workshops and cottage industries; a printing press which turns out the finest work in a dozen languages; an excellent library; complete medical service; kitchens, dining rooms and restaurants; its dairy and poultry farms; its own fruit and vegetable gardens.

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That New Horizon is the fulfilment of a universal hope and the answer to a long-felt need, is attested by the wide-spread enthusiasm accorded the announcement of its inception, and the many pledges of co-operation and offers of service it is receiving from all parts of the world.

Pooling our zeal, our dedication, our resources and talents will enable us to help bring about enduring amity and goodwill among the peoples of the world. Thus will we perform an immeasurable service to our fellow men, and at the same time fulfil the deepest promptings of our being.

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