

Airdrie director, Calgary musician premier short film

By Riley Cassidy, Airdrie Echo

Calgary singer Sandra Sutter and Airdrie director Rob Ing stand outside Globe Cinema in Calgary on Sunday, March 20 to premier their new collaborative project, "A Woman's Voice," which seeks to confront social issues that affect women everywhere.

A Calgary musician and Airdrie-based film director are finished their collaborative project, "A Woman's Voice," premiering, the short film to the public on March 20 for the very first time.

Made with help from a Calgary Arts Development Association grant, the film delves into social issues that affect women of all types. It explores topics like addiction, domestic abuse, self-esteem and loneliness, following four subjects as they navigate the challenges that many women face in the real world.



PHOTO BY PHOTO BY RILEY CASSIDY

Set to the backdrop of three songs by Calgary singer-songwriter Sandra Sutter, she said the goal was to let women know that they're not alone in their struggles, and to start discussions.

"This project was motivated by a sincere desire to tell women they are not alone in facing the many complex and emotional challenges of domestic abuse, bullying, self-esteem and loneliness," said Sutter.

"It's so real and relatable that there was no hesitation when I called for volunteers. Everyone was more than willing to contribute their time and talents to the making of this film, which we hope will provide a sense of empowerment to those who are struggling," she said.

Director Rob Ing said the film is unique in that it tries to tell multiple stories through a primarily visual format.

"I've done music videos in ways that they're just shot and gone crazy with it, but with this one you had to tell a story," he said. "It's challenging in the fact that you're trying to tell a story within the song length. Ultimately this whole thing could have been a full-length feature with the amount of content that was there."

"You have three unique songs. They're all different, but the story line and the messages within blend together."

The film intends to evoke emotions, said Ing. From depression to anxiety to loneliness, the film brings about the same emotions that the subjects within are experiencing.

"I wrote the storyboard with visual styles in mind. There are a lot of flashbacks going on, and I wanted to make it look small and depressing in places," said Ing. "That's how the emotions get—they get anxious. Each of the stories has different emotions coming out of them," he said.

Sutter said she aims to challenge social constructs that devalue others through her music. Often leaving her lyrics open for interpretation, she said pairing them with visual stories will hopefully engage viewers and get them thinking and talking about various social issues.

"In my work I touch on things that create a more marginalized society. I seek to create space within that for people to interpret the music in their own way," she said. "The film... is an educational tool to introduce or frame subjects like domestic violence, addiction and self-esteem within music but also visually into film."

Ing and Sutter aim to collaborate on future projects, and she said feedback from the premier will help decide on the next steps.

"This will be a really informative project, to see the feedback from people. We absolutely intend to do more of these," she said.