

Film City in Noida to also host cinema university with VR labs

To Serve As Talent Hub To Foster New Filmmakers: Ashish Bhutani

Aditya.Dev@timesgroup.com

Noida: The International Film City will house a cinema university, which will come up on 20 acres in the 230-acre project in Sector 21 off Yamuna Expressway, just 6km from the upcoming Noida International Airport. The university will have editing suites, VR labs and manufacturing units for sets, costumes, and props.

Producer Boney Kapoor's Bayview Projects and real estate company Bhutani Group have bagged the rights to develop the first phase of the project after competing with T-Series, and consortiums backed by actor Akshay Kumar and KC Bokadia.

In a vision document, Kapoor said the Film City would aim to provide complete filmmaking infrastructure under one roof by catering to various formats such as movies, OTT productions and advertising films.

"It will offer multiple shooting floors of varied sizes and ready-to-use versatile sets, enabling the planning of multi-unit and multi-location shoots simultaneously, streamlining the production process. The facility will also include accommodation for stars and crew members, ensuring a convenient and efficient working environment," he said.

The film university, which aims to provide practical learning opportunities for students, will be designed as a self-contained campus with its amenities like libraries, hostels and cafes. Diverse programmes in filmmaking, including directing, screenwriting, cinematography, and more, will be offered to aspiring filmmakers.

The Film City will also be open to visitors through an entertainment and leisure zone, featuring movie-themed clubs and bars, a golf club and a theme park on 35 acres.

"Of the 230 acres allocated (in the first phase), 75 acres have been designated for commercial development, while 155 acres will be dedicated to the core film industry. One of the USPs of Film City, as proposed by film producer Boney Kapoor, is the establishment of an exclusive manufacturing hub for film sets, costumes and other essential equipment, a feature not available even in Mumbai under one roof," YEIDA CEO Arun Vir Singh told TOI. This, he said, will ensure film shootings are not delayed or stopped due to delays in procuring costumes and props.

In its presentation to the state government, Bhutani Group, which is providing financial and technical support to the project, has outlined a plan to divide the Film City into seven zones, each serving a specific purpose. Ashish Bhutani, CEO of Bhutani Group, said they would soon hold meetings with industry experts,

government officials and other stakeholders for better understanding of necessary facilities for the upcoming integrated Film City.

"We will involve experts from India and abroad in designing Film City, which will be an amalgamation of Indian culture and cutting-edge technology. We will soon gather suggestions, opinions and feedback from the film industry about the facilities they want here," he told TOI.

Bhutani said the film university would play a crucial role, serving as a talent hub that fosters new filmmakers and contributes to the vibrant community of Film City. The project will have a robust internal transit system, including trams or buses, to facilitate movement between zones and will be supported by pedestrian-friendly walkways and strategically located parking bays. It will also house malls, shopping complexes and hotels.