

## Client:

**Fay Ann Lee**, a Broadway actress with both Sondheim and Shakespeare credits to her name, wrote *Falling for Grace* as a proactive response to the lack of good roles for Asian American actors. Her script placed in prestigious competitions including the Nicholl Fellowship and the Chesterfield Writer's Film Project at which point Hollywood producers began to show interest.

## Project Aim:

ITShastra has built an interactive official website for "Falling for Grace" to promote the movie around the world. This website allows the views to see a short trailer of the movie to the user to know the user what the script of the movie is. This ecommerce website also enables the user to buy a copy of DVD online right at their door step.

## Solution Offering:

ITShastra developed Falling for Grace.com website, after detailed discussions with the client This site was build to promote the movie. The Cast, crew storyboard and many details of the movie are displayed in an interesting way on this official website. Easy Option provided for the user to buy the DVD of the movie. The trailer of the movie gives the views a brief story about the movie. Numerous news credits and media involvements are updated on the website.

## Feature of the website

- ITShastra developed the website in such a way that user can easily get a short story and idea about the Story of the movie
- The website shows a trailer for the movie, and it is shown with quick and clear quality.
- Website visitors can order a copy of original DVD from the site following some easy steps, and has some promotional offer during the events and special discounts.
- Site also contains the making of the Falling for Grace, story board and may other facts of the movie in an interesting way.
- The News releases and media updates of the movie are updated on the website.
- Gallery in the website provides wide range of photos of movie highlighting the essence of the movie.
- Cast, Crew and brief story about the movie is presented in such way to make the user familiar about the movie before they watch.

Website Screenshot:

Gale HAROLD Fay Ann LEE Ken LEUNG Christine BARANSKI Stephanie MARCH Roger REES Lewis BLACK and Margaret CHO

# FALLING FOR GRACE

Clever... Funny... Winning Performances! - The Huffington Post

"This is one of those opportunities where you are seeing something that's really kinda wonderful!"

"Do what you can to encourage people to see this, and to recognize that filmmakers and actors and all kinds of folks come in different complexions - and the complexion of the filmmaker does not denote whether the film is good or not, the film denotes whether it's good or not. People who see this love it, so that means people get it!"

"Fay and I don't go back, I'm not in the movie - but she's in it...and that's pretty much just as good."

Whoopi Goldberg



Order signed DVD by writer/director Fay Ann Lee

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR **ALL AUDIENCES** BY THE MOTION PICTURE ASSOCIATION OF AMERICA

THE FILM ADVERTISED HAS BEEN RATED



For information on film ratings, go to [www.filmratings.com](http://www.filmratings.com)

ORDER A SIGNED DVD BY WRITER/DIRECTOR FAY ANN LEE

Enter the Website

## Client Testimonials:

“ It's been great working with your team. Not only have I gotten many compliments on the website but I've been very happy with how efficiently your team works. Sometimes I can't believe how quickly you all are able to turn things around. And thank you for always treating me like a V.I.P. I'm grateful for all your hard work. ”

## Technologies:

HTML, Adobe Flash, PHP, ecommerce

## Project Duration:

Falling for grace website was initiated in 2007 and maintaining it henceforth

## Team Size:

Project Manager – 1 Project Manager  
Developers – 2 Developers  
Flash Developer – 1 Developer  
Designers – 1 Designer  
Testers – 1 Tester