

Madagascar Mami Bastah

TRAILER

Mami Bastah is one of Madagascar's renowned musicians whose music, tandonaka, is mainly inspired by traditional Malagasy tunes. Mami's work has won him international acclaim but this has not taken him away from the simple life he's always led as a farmer in the town of Antsirabe.

RUNTIME: 08:18

COUNTRY: MADAGASCAR

FILMING LOCATION: VAKINAKARATRA

LANGUAGE: ENGLISH, FRENCH, MALAGASY

SOURCE: A24 MEDIA/ REUTERS AND 'MAMI BASTAH' MUSIC VIDEO

SCRIPT

COMMENTARY

More than 100 kilometers south of Madagascars capital is the region of Vakinakaratra, famous for its fertile soils and its farmers – one of whom is one the country's most famous musicians – Mami Bastah. Mami Bastah lives here where the traditional music he plays called Tandonaka is also from.

ITV, MAMI BASTAH, Musician (French)

"When I play tandonaka, I use modern instruments such as an electro-acoustic guitar, a bass guitar a harmonica and a melodica. I like farming and I love music as well. My left foot is in the farm and my right on the music scene, but both the farm and stage inspire me to write beautiful songs."

ITV, MAMI BASTAH, Musician (French/Subtitled)

"It's the beauty of the pretty flowers as the day begins, which has made me content, full of joy and even very happy. It's the rays of the rising sun in the east which will replace the darkness of the moon."

COMMENTARY

Mami Bastah's songs recently won him the Indian Ocean music award which honors one artist out of seven Indian Ocean countries.

ITV, MAMI BASTAH, Musician (French/Subtitled)

"To our parents who are tired, after educating and bringing us up, when you advise us do not make long sermons, let us also express our opinion. If we do not we will explode."

COMMENTARY

The 48 year old used to sing in a band until the year 2000 when he decided to go solo. He sings in Malagasy about love and daily life.

ITV, MAMI BASTAH, Musician (French)

"To our parents who are now tired for bringing us up and educating us when you advise us do not give long sermons. Let us also express our opinions if we do not we'll explode."

COMMENTARY

Though his work regularly takes him to Europe and various African countries one of his favourite places is his farm which he shares with his wife and 4 children...

ITV, ANDONIAINA RAMIANDRAHARISOA, Mami Bastah's Son (French)

"It's great to have a famous dad. It's really cool because people recognize us now and show us some respect in whatever we do, which is good."

COMMENTARY

Despite the fact that Mami Basta gets a fair bit of attention in Madagascar it doesn't stop him from going places.

He let us tag along as he and fellow musician Bekoto went to a local market fair in Antsirabe, in the centre of Vakinakaratra.

ITV, MAMI BASTAH, Musician (Malagasy/Subtitled)

“Which apples are those?”

VOXPOP, Apple Seller (Malagasy)Subtitled]

“These belong to the rose family.”

ITV, MAMI BASTAH, Musician (Malagasy/Subtitled)

“I grow the Golden Dorset. They are a bit similar to these ones. I also grow the Graham Smith.”

ITV, BEKOTO, Musician (French)

“Mami Bastah won a very important prize - the Indian Ocean Music award. It is a grand prize but despite all that, he came back like someone who had not won anything. I have seen him in communal taxis, on foot and even riding a bicycle. I like his anti-stardom attitude. He is not a star. He is a normal person whose success did not get to his head.”

COMMENTARY

Mami Basta is also his own manager and usually takes a hand cart or a ‘*pousse-pousse*’ into town. Because the country only has two record distribution companies, many artists have to handle their own affairs.

First, he goes to a radio station to check whether his music is being played. Unlike in other countries, artists in Madagascar have to pay for this.

While at the station he has time for a quick interview.

ITV, RIJA RAKOTONJANAHARY, Radio DJ (Malagasy)

“A lot of people like Mami Bastah’s songs and they’re often requested. I don’t really know their age-group because they send their requests by text messages, but when

they do call, you can tell that a lot of them are young. I still think that even those who do not make requests listen and appreciate his music at home. We often play his music because he might be the only person in Antsirabe to have an international music career and who is also known in the Indian Ocean region, in Africa and in the world. We also like to show that we're keeping up with the trends".

COMMENTARY

Next, it's off to the CD store to check on his albums sales and deliver new stock. This shop alone has sold 12,000 copies of his three albums. VCDs and CDs go for 3 and 8 US dollars each.

VOXPOP, Music Seller (Malagasy)

"There isn't a particular category of persons that buys his albums – every one buys his music, and everyone loves his new album but it is the tourists who mainly buy his audio albums."

ITV, MAMI BASTAH, Musician (French)

"The Malagasy prefer video CDs to audio CDs. I haven't released new VCD albums, and the latest audio CD released about three months ago has not been selling well, but I think it will sell well when the country's political crisis is over."

COMMENTARY

Out of everything his career entails, Mami Basta enjoys the concerts the most. He performs at about 40 every year and is just about to hold one here on Independence Avenue.

He and his band, who all grew up listening to his music - do a sound check just before.

ITV, ZIX, Bass Guitar (Malagasy)

"Mami Bastah is a simple person and is always smiling. We've been together for a long time. I know him since I was quite young and music helped our paths cross – music and the love for Antsirabe. Since we come from the same town, why not make

music together? My group and I decided to help Mami Bastah because music is all about working together. Working alone is good at times but sometimes we need to rub shoulders with other artists which is why I now work with Mami Bastah”.

COMMENTARY

And then like a bountiful harvest, Mami Bastah’s efforts pay off, and there is no standing room left at his concert.

ITV, MAMI BASTAH, Musician (Malagasy/Subtitled)

“Before the show it’s complete brouhaha. Liven up! Liven up!”

ITV, FANAMBINANTSOA RAZAFIMANDIMBY (Malagasy)

“I know that Mami Bastah played with a local famous group before. He is well known abroad, his music is good and he sings in Malagasy.”

ITV, VOAANGY RAHERINIRINA (Malagasy)

“I am Mami Bastah’s fan. I know his songs very well and I love his music and his style. It reflects Malagasy values very well.”

ITV, MAMI BASTAH, Musician (Malagasy/Subtitled)

“These words of prayer, extraordinary words are full of irony but also beg you, you indiscreet politicians, stop fighting.”

COMMENTARY

Even after dark, Mami Bastah is still playing – his audience determined to leave only after his last song. Spurred on by his Indian Ocean Award which requires that he keeps performing live until a new winner is found next year...he may soon be thrilling fans at a town near you.

ITV, MAMI BASTAH, Musician (Malagasy/Subtitled)

“Mr. Rivo and Madame Ratsivalaka should reconcile the party together, so that Rajoelina and Marc Ravalomanana can dance the salegy together. Help! Help! The people of Madagascar need help...”

SHOTLIST

(AJ) VAKINAKARATRA, MADAGASCAR (RECENT) (REUTERS – ACCESS ALL)

1. VARIOUS OF PLAINS AND FARMING LAND IN THE REGION OF VAKINAKARATRA

2. VARIOUS OF MALAGASY MUSICIAN MAMINIRINA RAMIANDRAHARISOA RANAIVO A.K.A MAMI BASTA FARMING

3. MAMI BASTA ADJUSTING HIS MUSICAL INSTRUMENTS

4. (SOUNDBITE) (French) ARTISTE MAMI BASTAH SAYING:

“When I play Tandonaka, I use modern instruments such as an electro-acoustic guitar, a bass guitar a harmonica and a melodica. I like farming and I love music as well. My left foot is in the farm and my right on the music scene, but both the farm and stage inspire me to write beautiful songs.”

(AJ) VIDEO CLIP (MAMI BASTA\MILA VONJY NY GASILAHY - ARAHABA)

5. VARIOUS SCENES FROM MAMI BASTAH’S VIDEO CD

6. (SOUNDBITE) (Malagasy) MAMI BASTAH SAYING:

“It’s the beauty of the pretty flowers as the day begins, which has made me content, full of joy and even very happy. It’s the rays of the rising sun in the east which will replace the darkness of the moon.”

7. (SOUNDBITE) (Malagasy) MAMI BASTAH SAYING:

“To our parents who are tired, after educating and bringing us up, when you advise us do not make long sermons, let us also express our opinion. If we do not we will explode.”

(AJ) VAKINAKARATRA, MADAGASCAR (RECENT) (REUTERS – ACCESS ALL)

8. (SOUNDBITE) (French) MAMI BASTAH'S SON ANDONIANINA RAMIANDRAHARISOA SAYING:

“It's great to have a famous dad. It's really cool because people recognize us now and show us some respect in whatever we do, which is good.”

9. VARIOUS OF MAMI BASTA WALKING IN THE STREETS OF ANTSIRABE

10. MAMI BASTA MEETS AND HUGS FRIEND AND FELLOW MUSICIAN, BEKOTO

11. VARIOUS OF MAMI BASTA AND BEKOTO VISITING AN APPLE STALL AT A MARKET FAIR

12. (SOUNDBITE) (Malagasy) MUSICIAN, MAMI BASTAH SAYING:

“Which apples are those?”

13. (SOUNDBITE) (French) UNIDENTIFIED APPLE SELLER SAYING:

“These belong to the rose family.”

14. (SOUNDBITE) (Malagasy) MUSICIAN, MAMI BASTAH SAYING:

“I grow the Golden dorsett. They are a bit similar to these ones. I also grow the Graham Smith.”

15. (SOUNDBITE) (French) MUSICIAN, BEKOTO SAYING:

“Mami Bastah won a very important prize - the Indian Ocean Music award. It is a grand prize but despite all that, he came back like someone who had not won anything. I have seen him in communal taxis, on foot and even riding a bicycle. I like his anti-stardom attitude. He is not a star. He is a normal person whose success did not get to his head.”

16. VARIOUS OF MAMI BASTA IN THE STREETS OF ANTSIRABE

17. VARIOUS OF MAMI BASTA ON A HAND-DRAWN CART

18. MAMI BASTA GIVING AN INTERVIEW AT A RADIO STATION

19. (SOUNDBITE) (Malagasy) RADIO DJ, RIJA RAKOTONJANAHARY SAYING:

“A lot of people like Mami Bastah's songs and they're often requested. I don't really know their age-group because they send their requests by text messages, but when they do call, you can tell that a lot of them are young. All the same I still think that even those who do not make requests listen and appreciate his music at home. We often play his music because he might be the only person in Antsirabe to have an international music career and who is also known in the Indian Ocean region, in Africa and in the world. We also like to show that we're keeping up with the trends”.

20. VARIOUS OF MAMI BASTA LOOKING AT MUSIC DISCS AT A STALL IN ANTSIRABE

21. (SOUNDBITE) (Malagasy) UNIDENTIFIED MUSIC SELLER SAYING:

“There isn’t a particular category of persons that buys his albums – every one buys his music, and everyone loves his new album but it is the tourists who mainly buy his audio albums.”

22. (SOUNDBITE) (French) MUSICIAN MAMI BASTAH SAYING:

“The Malagasy prefer video CDs to audio CDs. I haven’t released new VCD albums, and the latest audio CD released about three months ago has not been selling well, but I think it will sell well when the country’s political crisis is over”.

23. VARIOUS OF ANTSIRABE STREET SCENES

24. VARIOUS OF MAMI BASTAH AND HIS BAND ARRIVING AT A CONCERT THEN PREPARING FOR PERFORMANCE

25. (SOUNDBITE) (Malagasy) BAND MEMBER AND BASS GUITAR PLAYER ZIX SAYING:

“Mami Bastah is a simple person and is always smiling. We’ve been together for a long time. I know him since I was quite young and music helped our paths cross – music and the love for Antsirabe. Since we come from the same town, why not make music together? My group and I decided to help Mami Bastah because music is all about working together. Working alone is good at times but sometimes we need to rub shoulders with other artists which is why I now work with Mami Bastah”.

26. VARIOUS OF CROWD DURING THE CONCERT

27. VARIOUS OF MAMI BASTAH PERFORMING WITH HIS BAND

28. (SOUNDBITE) (Malagasy) MAMI BASTAH SAYING:

“Before the show it’s complete brouhaha. Liven up! Liven up!”

29. (SOUNDBITE) (Malagasy) MAMI BASTAH FAN FANAMBINANTSOA RAZAFIMANDIMBY SAYING:

“I know that Mami Bastah played with a local famous group before. He is well known abroad, his music is good and it’s Malagasy.”

30. (SOUNDBITE) (Malagasy) MAMI BASTAH FAN VOAHANDGY RAHERINIRINA SAYING:

“I am Mami Bastah’s fan. I know his songs very well and I love his music and his style. It reflects Malagasy values very well.”

31. VARIOUS OF MAMI BASTAH AND BAND PERFORMING

32. (SOUNDBITE) (Malagasy) BAND SINGING:

“These words of prayer, extraordinary words, are full of irony, but also beg you indiscreet politicians, stop fighting.”

33. CROWD AT MAMI BASTAH SHOW

34. (SOUNDBITE) (Malagasy) BAND SINGING:

“Mr. Rivo and Madame Ratsivalaka should reconcile the party together, so that Rajoelina and Marc Ravalomanana can dance the salegy together. Help! Help! The people of Madagascar need help.”

END