

Synopsis:

A first-grade primary school teacher in a poor suburb of Tehran assigns a letter to each student and asks them to bring items starting with an assigned letter, related to their fathers' jobs. Mehdi's father is a fruit seller and he must bring 30 apples ("Seeb" in Farsi) to class on the "S" Day. However, an unfortunate event immerses the family in a crisis. Saeed, Mehdi's older brother, should find a way to overcome this challenge and help Mehdi for "the apple day".



Director: Mahmoud Ghaffari
Producer: Elaheh Nobakht

Screenplay : Mahmoud Ghaffari, Mahnaz Jarchi
Director of Photography: Ali Ehsani
Edit: Mahmoud Ghaffari
Sound Recordist: Hamed Hoseinzadeh
Sound Designer: Alireza Alavian
Music: Ali Mansour
Set & Costume Designer: Mahmoud Ghaffari
Photo: Mahsa Jarchi
Production Design: Mahmoud Ghaffari
Assistant Director: Mahdi Pourmoosa
Production Manager: Vahid Hajilouyi
Executive Producers: Hossein Fathollahi, Ali Fathollahi

Cast:

Arian Rastkar, Zhila Shahi, Mahdi Pourmoosa,
Khodadad Bakhshizadeh

79min, color, 4K, 2022, Iran



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Filmfestspiele
Berlin
Generation

THE APPLE DAY

Director: Mahmoud Ghaffari
Producer: Elaheh Nobakht



Eli Image



AVA STUDIO
PARIS

Director's Statement:

(The Apple Day) is a true story depicting the life of poor people in the suburbs of Tehran who are trying to survive and improve their lives, despite the economic crisis. This film is the story of a family who have migrated to the city to fulfill the dream of a better life. Nevertheless, their hope becomes a mirage and they wish there was a way back to their hometown.

The Iranian people are suffering from international sanctions and an ineffective government these days. The deepening of economic crisis has been affecting children, younger generation, and their families in many ways. In the society where the family of our story lives, irrespective of the socio-economic classes, stealing and corruption are no longer considered as immoral acts. In this situation, while the moral collapse of society is imminent due to economic, social and political pressures, this family tries hard to protect itself from such a decay. But is this really possible?

In this film, I am trying to alert about the dark future that the Iranian nation might face soon. Children are growing up in an environment where immorality has become a norm. Indeed, indifference and negligence toward the situation of these children and their poor families, who are now a big part of the Iranian society, will surely face the Iranian society with deep social and moral crises in the near future.

Although the story happens in Iran within its particular context, I believe it could resonate with other societies as all countries in the post-Covid era are also facing some economic hardship.



Director's Biography:

Mahmoud Ghaffari was born in Tehran in 1976. He started Cinema with short fiction and documentary films, and he has made 15 films. His first film "It is a Dream" won the Talent Tape Award in the Fribourg International Film Festival in Switzerland.

Director's Filmography:

It's a Dream, feature, Iran, 2012
Hair, feature, Iran, 2016
No. 17 Soheila, feature, Iran, 2017
The Apple Day, feature, Iran, 2022

