

MOTHERLAND

presents



99 PROBLEMS

MOTHERLAND PRESENTS A FILM BY ROSS KILLEEN PRODUCED BY ROSS KILLEEN AND LOUISE BYRNE CINEMATOGRAPHY BY NARAYAN VAN MAELE EDITED BY JOE RIGBY
ANIMATIONS BY JONATHAN IRWIN GRADE BY GEORGE K AT MPC ORIGINAL SOUNDTRACK COMPOSITION BY JAMES LATIMER SOUND MIX BY BRIAN GILLIGAN



99 PROBLEMS

Press Pack

All press queries contact

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High res photos available [here](#)

Credit [Malcolm McGettigan](#)

Full res poster as per page 1 available at request

High Res screen grabs as per document available at request

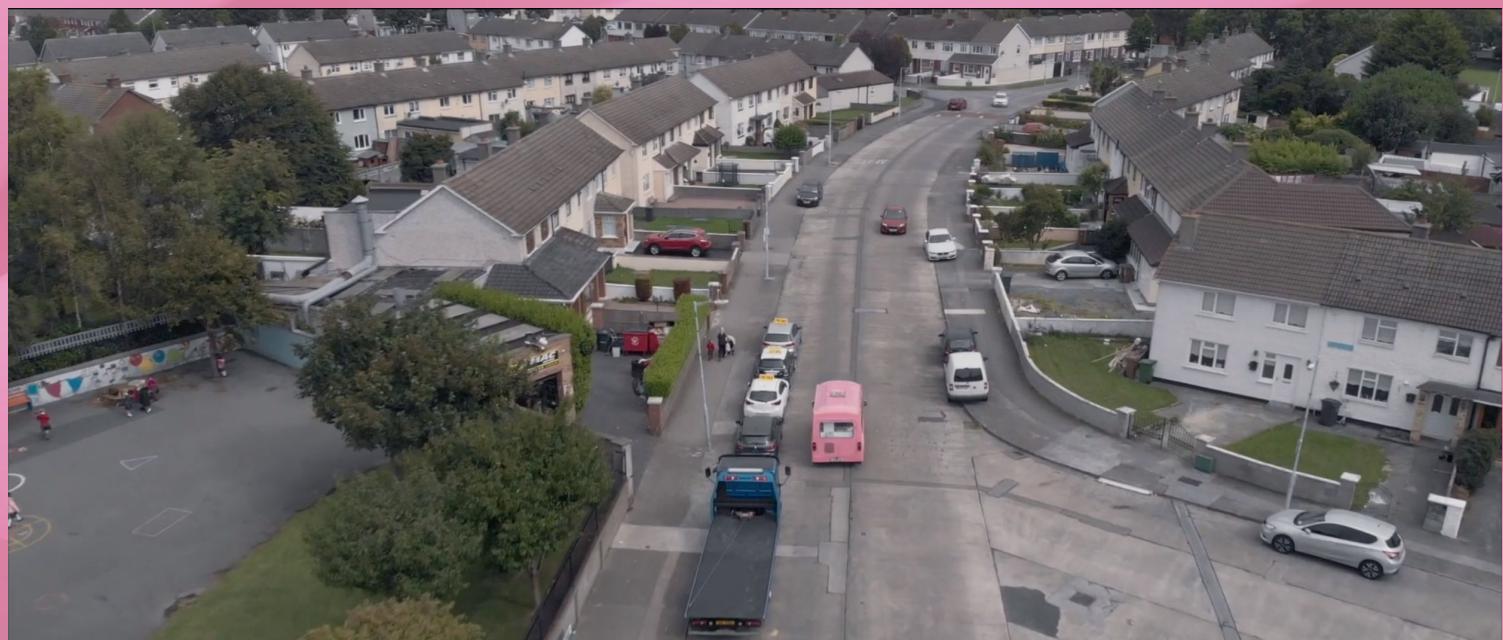
Log Line

The inside scoop on the business of ice cream.

Synopsis (Short)

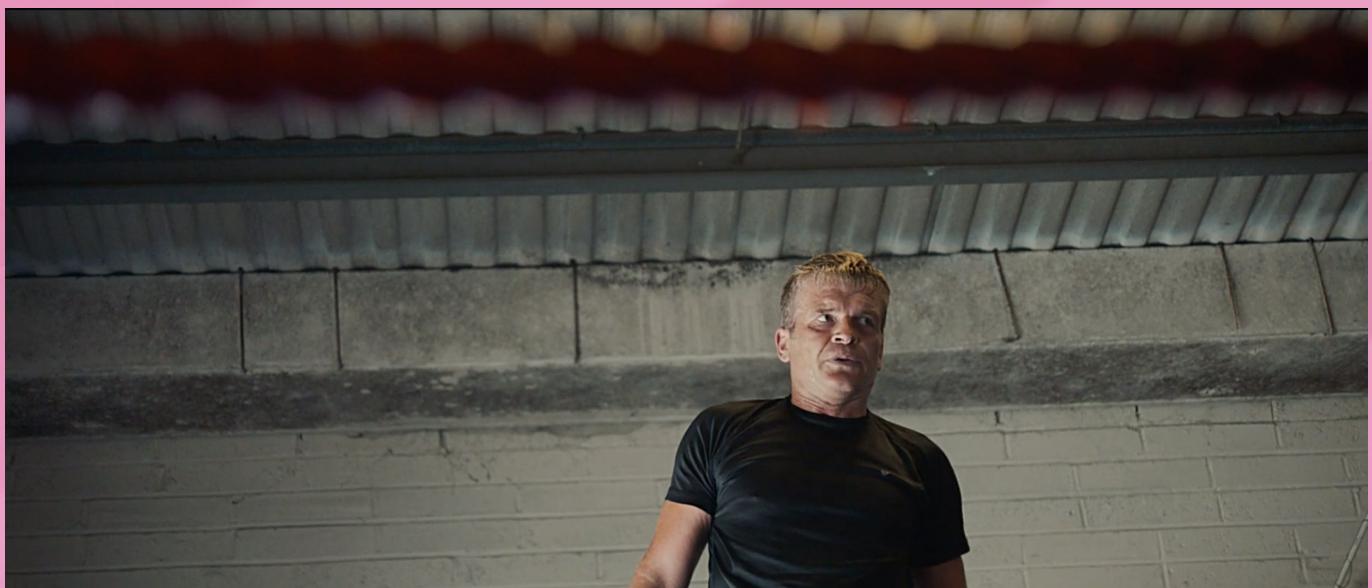
The inside scoop on the murky world of the ice cream business. Through the eyes of Pinky, the self declared 'king of the ice-cream men', we're taken into this unregulated industry where rival drivers will stop at nothing to protect their livelihoods.





Synopsis (Long)

The colourful and cartoonish ice cream vans across Ireland are synonymous with childhood delight, hot summers and their unmistakable chimes - but the person behind the cone is a character often forgotten about. 99 Problems is a short documentary which delves into the humorous, charming but often murky world of the Irish ice cream van trade. The unassuming ice-cream van business on the surface seems harmless, but has in fact quite a dark undertone, where turf wars are fierce.



The self declared 'king of the ice-cream men', Pinky, works in the community where he lives. Competition is stiff, but he manages to make a decent living from it despite the challenges he faces. Through Pinky's one liners, observational footage and animation, our film unearths unsung toils and troubles associated with this unconventional, yet humble profession.



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The Story of 99 Problems

99 Problems is a short documentary about Mister Pinky. The self proclaimed “king of the ice cream men”. It all started with a driving lesson. My wife's driving instructor was a man called Ken AKA Mister Jingles, an ex ice cream man. He told her all about his past life - turf wars, being attacked by baseball bat wielding ice cream men and van windows being smashed up. All in between 7 point turns and reversing around corners. She came home saying ***“you have to make a documentary about this!”***

That was four years ago...

Myself and Louise Byrne, producer extraordinaire then set about trying to meet as many ice cream men as possible. Originally I wanted to feature as many as I could and Louise cast the net far and wide to find them. Not a lot of people realise how the ice cream business works but it's all about territory and protecting your patch. Many drivers were reluctant to let me into this world and Pinky was the most reluctant in the beginning. He'd been through a few years of conflict on “his run” (patch / territory / route) and wanted to put all that behind him. He was also recovering from a back injury and wasn't out working. I kind of gave up on Pinky and focused on other drivers. After a bit of research, I began shooting footage myself and hanging out with a few drivers. It was tricky because we had zero funding the project got sidelined every time a paid job came in.

A couple of summers passed by in this way before I got DOP Narayan Van Maele involved. We worked together on a good few ads and always talked about working together on a doc. He drove up from Mayo with his Arri and we were set for a full day shooting with Mister Softee. Unfortunately Mister Softee got cold feet (pun intended) last minute and pulled out. I frantically started ringing my little black book of ice cream men to see if we could get someone to step in. I rang Pinky on the off chance I could convince him. I think I caught him on a good day. He agreed and the rest is history!



Photo by Malcolm McGettigan <https://malcolmmcgettigan.format.com/>



The Story of 99 Problems

When Pinky told us his stories it became clear that the film just needed to be about him. We focused on Pinky and his route and spent some days observing. What drew me to him was how hard he worked. It struck me that being an ice cream man was just like any entrepreneur. Work hard, be tenacious and look for new opportunities. It was lot of fun riding around in that van. Everybody loves the ice cream man but few are aware of the struggle to make a living.

After a few shoot days and an extensive interview we were ready to begin the edit. Working with another long term collaborator, Joe Rigby we began to weave Pinky's story together. Many post it notes were moved around and hours were spent debating which nugget was deserving of inclusion.

The plan was always to use animation to tell the back-stories and Jonathan Irwin came on board to bring these to life. James Latimer worked to compose an incredible original soundtrack which nailed the mood and MPC in London were kind enough to provide the grade with the amazing colourist George K.

Lip Sync (also in London) did the 5.1 Dolby Mix with my good friend and super talented Brian Gilligan. All in all, we tried to get the best people excited in the project and then involved in the making of. Pinky himself really warmed to the film crew and embraced the process more than anyone could have expected.

The film premieres at the Dublin Film Festival in February. I'm looking forward to watching it on the big screen with Pinky and all the amazing people who worked on it. It's been a trip to get here and I'm looking forward to sharing Pinky's story with the world

Oh yeah.. And my wife finally did pass her driving test!

By Ross Killeen, Director



Photo by Malcolm McGettigan <https://malcolmmcgettigan.format.com/>





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ROSS KILLEEN

Director BIO

As the Founder and Creative Director of two production companies, Motherland and Event Junkies, Ross Killeen is a master of multitasking, meticulous planning and creativity. His dynamic background in directing, editing and producing renders him a versatile director with a distinct capacity to see a clear cut vision of a film from start to finish, from all production perspectives.

He has an innate ability to capture the essence of a person and unearth stories that aren't always obvious, which is evident in all of his work, in particular his award winning short film, Becoming Men which launched his company Motherland.

In recent years, his directorial work has won several awards, ranging from Vimeo Staff Picks to ICAD Bells to Kinsale Sharks. Plans are afoot to develop feature documentaries and films through Motherland so watch this space.



Key Crew

LOUISE BYRNE

Producer

After the international success of her short fiction film, *Me Buddy, Muhammad*, Louise joined the production team at Motherland, one of Dublin's most innovative content production companies. She produced 99 Problems along with Ross and recently produced Ger Duffy's short 'Void' which will be hitting the festival circuit soon.

In additional to her film work, She has worked on numerous award winning commercials, most notably, Dulux 'Weathershield', AIB 'The Toughest', and Soar 'It's just a Phase'.

NARAYAN VAN MAELE

Dop

Born in Luxembourg in 1986, moved to Ireland 16 years later. Graduated from Irish National Film School in 2009 with First Class Honours in Cinematography. Latest feature GUTLAND, starring Frederick Lau and Vicky Krieps, premiered in Toronto and is representing Luxembourg in the Oscar race 2019

[View work here](#)

JOE RIGBY

Editor

Joe has been working as senior editor in Motherland for over 7 years now. Arriving from London already with a wealth of experience he set about making a name for himself in Ireland. He has cut numerous short films, ads and music videos in that time and collaborated with Ross on many occasions most notably on *Becoming Men* and the Vimeo Staff Pick winning doc on [Terri Hooley](#).

Full credits

Directed by Ross Killeen

Produced by Ross Killeen and Louise Byrne

Cinematography by Narayan Van Maele

Edited by Joe Rigby

Camera Assistant - Luke Duggan

Drone Operator - Aidan Gibson

Location Sound - Graham Newcombe

Assistant Editor - Darragh Hobbs

Original Music and Sound Design - James Latimer

Saxophonist - Daniel Rorke

Music Supervision - Jon Jon Mehigan

Animation - Jonathan Irwin

Colourist - George K at MPC

Supervising Sound Editor / Re Recording Mixer - Brian Gilligan

“99 Problems”

By Hugo

Thanks to

Pinky / The Jenkinson Family / Ken Dixon / Ken “Mister Jingles / Bernard “Ben’s Ices” / Noel “Tiger Ices” / Deirdre Finlay / Jason at Teach Solais / Vast Valley / Ailish Bracken / Daf at MPC / Lip Sync Post / Tess Bunworth / Rebecca Bourke / All of Pinky’s loyal customers

A Motherland Production 2019

www.motherland.ie

Press

January 2019 issue of Totally Dublin

<http://www.e-magin.se/latestpaper/n2xfd3ng/paper#/paper/fjqxn12b/30>

Little Black Book Online

<https://lbbonline.com/news/motherland-99-problems-but-viral-film-aint-one/>

Film Ireland Article

<http://filmireland.net/2019/02/23/ross-killeen-director-of-99-problems/>

Stellar Magazine Article

<https://stellar.ie/real-talk/its-so-satisfying-to-watch-a-film-come-together-3-irish-women-on-what-its-like-to-work-in-film/66488>

Film Ireland Podcast Interview

https://audioboom.com/posts/7182777-49-ross-killeen-director-producer-motherland?fbclid=IwAR2RhZB82KhVzUqHZcpBMwHJBSojNB5ecTg_KsGsDI4HvzfLBNXtH_EgIL4

The Independent

<https://www.independent.ie/entertainment/movies/movie-news/99-problems-irish-film-about-hidden-world-of-icecream-van-turf-wars-to-screen-at-tribeca-37987423.html>

<https://www.newyorkirisharts.com/2019/05/99-problems-and-a-cone-aint-one/>

Screenings

World Premiere at DIFF (Dublin International Film Festival)

Monday February 25th 6pm Shorts 3
Lighthouse Cinema, Smithfield, Dublin 7
<https://www.diff.ie/festival/film/vmdiff-shorts-3>



International Premiere at Tribeca Film Festival, NYC 2019

Tribeca Screening Schedule

- 04/28/2019, 3:00 PM at REGAL-04 - 1st Screening (128 Seats)
- 04/29/2019, 10:30 AM at VEC-05 - Press/Industry Screening 1 (66 Seats)
- 04/29/2019, 5:00 PM at REGAL-06 - 2nd Screening (70 Seats)
- 05/01/2019, 4:00 PM at REGAL-03 - 3rd Screening (75 Seats)
- 05/04/2019, 5:00 PM at VEC-02 - 4th Screening (153)



Screenings

UK Premiere at Sheffield Doc/Fest

Sunday 9th June at 13:45 - Doc/Adventure Shorts
Oatley Showroom Cinema 2
<https://sheffdocfest.com/films/6665>



99 Problems picks up the audience award at DIFF



DIFF PHOTOS



Links to Social Media

www.motherland.ie

Instagram - www.instagram.com/99problems_film

Twitter - <https://twitter.com/99problemsfilm>

Website - www.99problemsfilm.com

Link to Trailer

[FINAL TRAILER](#)

Full film available on request

Technical Information

Completion Date: October 2018

Duration: 13 mins 10 secs

Country of Origin: Ireland

Production Budget: €18,000

Aspect Ratio: 2.35:1

Sound: 5.1. Surround Sound

Colour

Language: English

Screening Format: DCP, ProRes

MOTHERLAND



Thank you.