

# Speech Act

Original title: Speech Act

Following up on his dissection of the Apple laptop in Dear Steve, Herman Asselberghs turns his attention to another popular global consumer product: Avatar, one of the most expensive and highest-grossing films ever. By way of an elaborate interior monologue taking the form of a film studies class, Speech Act covers a complex of themes beyond cinematic concerns. As the acme of mainstream culture, James Cameron's sci-fi epic turns out to provide ample fodder for a critique of triumphant transparency, impressively delivered by Brussels actor Willy Thomas.

## CREDITS

**DIRECTOR:** Herman Asselberghs

**PRODUCER:** Marie Logie

**WRITER:** Herman Asselberghs

**CAST:** Willy Thomas

**EDITING:** Fairuz Ghammam

**PHOTOGRAPHY:** Sébastien Koeppel

## TECHNICAL SPECS

**RUNNING TIME:** 29'

**ASPECT RATIO:** 16:9

**SOUND FORMAT:** stereo (2.0)

**COLOUR:** Colour

## MORE INFO

[flandersimage.com](http://flandersimage.com)

## CONTACT & SALES

## CREATION DETAILS

**TYPE:** Film

**PRODUCTION SHARE:** Majority Flemish  
Production

**YEAR OF PRODUCTION:** 2011

**PRODUCTION STATUS:** Completed

**ORIGINAL TITLE:** Speech Act

**ORIGINAL LANGUAGE:** Dutch

## CONTACT

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