ECFA-Seminar in Kristiansand/Norway, April 25th 2008:
The Importance of Media Literacy

European distributors have all felt how the distribution of quality films for children and youth has become increasingly difficult. It is not only harder to get support from MEDIA but the competition from more commercial films is also tougher than before. Getting additional revenues from school screenings have therefore become mandatory to cover distributor's costs. At the same time we see that many film festivals, including festivals that traditionally have an adult audience, are trying to get a school audience to their daytime screenings.

ECFA is therefore proud to present the seminar „The Importance of Media Literacy“ in Kristiansand/Norway, on April 25th, during the Kristiansand International Children’s Film Festival (April 22nd to 27th 2008). We will look at how festivals and distributors can attract more schools to screenings, and how they can offer and use media educational material. In Kristiansand distributors, festival managers and people who work in different organisations and fields of media literacy can meet to discuss common problems, learn from each other and hopefully start productive co-operations on a national as well as on an international level.

At the seminar there will be presentations of different Media Literacy programmes in Europe, and several festivals will present their work with school screenings. There will also be a case-study of the meeting itself was “business as usual” – in a professional way. The report on last year’s activities was approved without any dissent and with thanks to the board members, the general secretary and the media editor. This shows that the members are satisfied with their organisation. ECFA’s financial situation is poor but not hopeless: it is mostly based on membership fees, but there were also donations from Jekino and the board members who often covered their travelling expenses to board meetings by themselves.

On ECFA’s schedule for 2008 there are the following items:
- The follow-up of the distributors’ group; in this context ECFA will re-search and give an overview of all European films for children that were released in different countries across Europe over the last three years. The results will be published in ECFA-Journal later this year.
- Attempts to get some basic funding to improve and professionalize ECFA’s services towards children’s film culture.
- Two seminars; one will be held during the International Children’s Film Festival in Kristiansand/Norway, another was originally planned for Frankfurt but now, after the arbitrary dismissal of the highly merited director of this festival, ECFA will find another place for this autumn seminar.

At the General Assembly ECFA members also suggested another subject of activity: information on media literacy or, as some members prefer to call it, film education. At the moment an exact definition is not yet necessary, because as a first step ECFA will collect the links to study guides on films for children and young people from all over Europe and publish them on a link list within its website to make it easier for all who are involved to exchange materials.

The General Assembly, as usual, was followed by a party at Café am Nueen See which lasted until the early morning.
The News Section: Films, Festivals, Awards

ECFA – Festival Internacional de Cine para la Infancia y la Juventud, Madrid/Spain
Best film: "Homesick" ("Koti-ikävä") by Petri Kotwica, Finland 2005;
Special Mention: "Red Robin" ("Petrojroj") by Parviz Sheikhtadi, Iran 2006;
Children's Jury: "Grave Decisions" by Marcus H. Rosenmüller, GER 2006;
Young People's Jury: "Don - Offside" by Arend Steenbergen, NL 2005;
Internet: www.ficipro.org.uk

International Children’s Film Festival, Vienna/Austria
Children's Jury Award: "Desmond and the Swamp Barbarian Trap" by Magnus Carlsson, Sweden 2006;
Special Mentions: "Don - Offside" and "Moondance Alexander" by Michael Damian, USA 2007;
UNICEF Award: "Paula’s Secret" by Gernot Krää, Germany 2006
Internet: www.kinderfilmfestival.at

Castellinaria Festival internazionale del cinema giovane Bellinzona/Switzerland
Best film for youngsters (16 - 20 years old): "XXY" by Lucía Puenzo, Argentina 2007; Award of the International Jury and Life Quality Award: "Persepolis" by Marjane Satrapi & Vincent Paronni, France 2007.
Internet: www.castellinaria.ch

The Importance of Media Literacy

Norwegian film Trigger, which is currently distributed in Norway, Sweden, Belgium, Germany and the Netherlands. Here the distributors will present what they did or are doing to attract a school audience to Trigger.

The seminar also offers a lecture on films and graphic novels by Dr. Mel Gibson, Senior Lecturer, Northumbria University, UK. She will look into the world of graphic novels, comics and manga in relation to film, and talk more specifically about cross-media promotion and use a few key examples where schools in Britain have used these texts to work with pupils. There will be a lecture from the schools’ point of view on what makes a teacher decide to take his pupils to the cinema. And hopefully there will be a lecture by MEDIA, that will present their approach and visions for a European media literacy programme.

We wish you welcome to productive days in Kristiansand!

ECFA-Seminar, Kristiansand, Friday, April 25th, 2008

The Programme

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<td>How did the distributors work to present Trigger to a school audience?</td>
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<td>A look at the world of graphic novels and their cross-section with</td>
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<td>15.00 - 15.30</td>
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<td>Media literacy in schools, and how should a festival or a distributor</td>
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<td>present their films to schools? By Trond Heum.</td>
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<td>15.45 - 16.45</td>
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<td>Michael Harbauer, Children’s Film Festival „Schlingel”, Chemnitz/Germany</td>
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<td>16.45 - 17.15</td>
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<td>European commission, DG Information Society Media</td>
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<td>17.15 - 17.30</td>
<td>Closing, later in the evening: Dinner</td>
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How to Participate?

Participation is free of charge. For ECFA-members two nights at a hotel in Kristiansand will be free as well!
Please download the registration form at www.kicff.no and send it to the festival:
Kristiansand Int. Children’s Film Festival
Kristiansand Kino, Vestre Strandg. 9
N-4610 Kristiansand, Norway
Phone: +47 - 3810 4200
Fax: +47 - 3810 4201
E-mail: festival@krskino.no
Interview with Ylva Gustavsson and Cattie Edfeldt, the directors of the Swedish award winning film „Kidz in da Hood“

„Real Story, Real People“

„Kidz in da Hood“ - a title that raises expectations. But this is no shocking report straight from the gutter. In a sweet, charming way this film portrays a neighbourhood, the kids on the block and an extraordinary girl who arrives there as a victim of circumstances. ‘Birds of a different feather, flocked here together...’. This pithy musical extravaganza in which every character is introduced by its own musical style was the result of a cooperation between two directors. Catti Edfeldt assisted in several Astrid Lindgren adaptations. In a perfectly balanced duo she stands for ‘tradition’ to which Ylva Gustavsson adds a touch of musical fantasy. But „our first concern was: the story must be ‘real’. ‘Real people’ came back as a codeword in every decision we took.“ Their movie was the result of a cooperation between two directors. Catti Edfeldt assisted in several Astrid Lindgren adaptations. In a perfectly balanced duo she stands for ‘tradition’ to which Ylva Gustavsson adds a touch of musical fantasy. But „our first concern was: the story must be ‘real’. ‘Real people’ came back as a codeword in every decision we took.“ Their movie was one of the most successful hits at the children’s film festivals in 2007.

How is the situation in Swedish suburbs?

Gustavsson: Not comparable with the French situation, the atmosphere is less violent. But we’re moving into that direction. The threat of complete segregation might become stronger, depending on the political climate. While writing the scenario I lived in such a neighbourhood and experienced it as a tough but vivid environment where people make big efforts to create a few happy moments in a not so happy life. In summer there were barbecues and whoever brought their food and drinks were welcome.

Barbecues... For your research?

Edfeldt: As a kid I lived in Lindigö, the only suburb in town. My image of the world was that anyone who wasn’t an alcoholic, Finnish or had divorced parents lived in a big white house and had a nanny. That’s how my classmates had it. I thought I was an exclusive minority because I lived in a rental apartment.

Where exactly was the film shot?

Gustavsson: A suburb was constructed in Stockholm in the seventies. People called it ‘The Million Project’, because of the amount of apartments. It used to be a place for countrymen moving into town; nowadays it’s mainly immigrant territory. It has always been a place where people wanted to leave; nobody came there to stay.

Edfeldt: But a great location it was. The balconies where painted yellow looks much more appealing than grey. It had a special charm.

But you were ‘outsiders’ in this neighbourhood?

Edfeldt: We rented a flat and the whole crew moved in one month before the shooting. We integrated pretty easily in the neighbourhood. In that way we gained a positive image and created some goodwill. And some locals got small roles to play in the movie.

Nevertheless the story is not fully credible.

Gustavsson: It’s a social fairy-tale and that is the way the story is told. The film starts and ends with a boy welcoming you from the top of a roof. He is the equivalent of the fairy tale book that marks the beginning of a Disney movie.

We don't get any details about Amina's country of origin ...?

Gustavsson: Main actress Beylula originally comes from Eritrea; her family is now dispersed across Europe. But naming one specific country would have its place for countrymen moving into town; nowadays it’s mainly immigrant territory. It has always been a place where people wanted to leave; nobody came there to stay.

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The News Section: Films, Festivals, Awards
Internat. Filmfestival Berlin, Generation, Berlin/Germany
Internet: www.berlinale.de

Youngabout – Int. Film Festival for Young People, Bologna/Italy
Best feature film: „The Locksmith“ by Gholamreza Ramezani, Iran 2007;
best short film: „Dance Lesson“ by Philippe Prouff, France 2006
Internet: www.youngabout.com

Forthcoming Festivals
Children's Film Festival Berimora Kino („Berimora's Cinema“), Riga/Latvia, March 22rd to 30th 2008
Internet: www.arsenals.lv

Leeds Young People's Film Festival, Leeds/UK, March 27th to April 4th 2008
Internet: www.leedsfilm.com

Taiwan Int. Children's TV and Film Festival, Taipheh
April 4th to 8th 2008
Internet: www.tictff.org.tw

Augsburger Kinderfilmfest, Augsburg/Germany, April 5th to 13th 2008
Internet: www.filmfest-augsburg.de

Stockholm Film Festival Junior Stockholm/Sweden, April 6th to 13th 2008
Internet: www.stockholmfilmfestival.se/junior/

SehPferdchen - Kinderfilmfest Hannover & Braunschweig/Germany, April 6th to 15th 2008
Internet: www.filmfest-sehpferdchen.de

Time to Say Good-bye?
Dear friends, this year BUFF Filmfestival saluted its 25th Anniversary. 25 years of promoting good films for young people! I have been lucky to spend 23 years in the festival, the last nine as Festival Director. But now it is time to move on. BUFF 2008 therefore was my last one, a very un-dramatic decision. BUFF is feeling very well and I personally have gained friends all over the world. Many of you have been very supportive and helpful when it came to promote BUFF as a, not in any way un- jmatic decision. BUFF is feeling very well and I personaly have gained friends all over the world. Many of you have been very supportive and helpful when it came to promote BUFF as a, not in any way unique, but friendly and good festival.

I want to say thank you but maybe not goodbye since I will stay in the business in my production company Auto Images. There I will be working as Producer and CEO and I hope that we can make good films for a young audience and maybe will be invited to festivals. It has been a struggle to work within this field of the film business. Everyone thinks it is important that we give our young people good films and possibilities to work with film inside the classroom, but only for half the cost, please! In Sweden we have had quite good support compared to other countries, but it is still a big difference to promote films or a film festival for kids than „a real film festival“ for adults. I have been very angry and been kicking some walls in the office but at the same time I think and hope we have managed to take some steps forward during these years.

I am very proud of being a member of the BUFF team and my heart will always be with BUFF Filmfestival. So instead of goodbye I say; „Vi ses“ (Swedish for See you). Best regards, Lennart

Lennart Ström
BUFF Filmfestival, Malmö, Sweden

From next year on BUFF will be organized under the direction of Cecilia Grubb, who has been working at the festival for many years as producer.

Continuing from page 3 consequences. We wanted to treat the problem in general without pointing at one country specifically. That could have caused delicate political and diplomatic discussions.

One person in the movie literally says: ‘Nobody wants these kids’. Is that really so?

Gustavsson: It’s hard to find adoptive parents for war refugees. People are scared; there’s always a risk of finding the kid traumatized. That’s why these kids usually stay in camps for a long time and never make a real start with their new lives.

There’s a special synergy between the two young main actresses.

Edfeldt: Beylula is acting; she plays a much more silent kid than she really is. Embla Hjulström is exactly as her character: Mirre is fierce and outspoken. She was in the plane with us with a group of workers from an oil platform; noisy and tough. Embla stood up and shouted ‘if you could please be a little quiet and polite?!’ That gained her a lot of respect!’

The musical intermezzos are really special.

Where do they come from?

Gustavsson: I’m a musician; day and night music is playing in my head. I wanted to tell the story partly through music. All grown-ups have a song in which they present themselves and the music fits with their character. Actually the music is inside Amina’s head: that’s how she ‘reads’ people.

How did you fit these scenes into the film as a whole?

Gustavsson: We always kept a link with reality. Although we had a choreographer, the audience should not feel his presence. We used natural movements that fitted with the style of each character.

Without a doubt the most asked question...Two directors on a set, how did that work?

Edfeldt: The producer brought us together. We didn’t know each other before, but the cooperation was perfect.

Gustavsson: Directing is a tough job, every moment there are 1000 questions. It is such a relief to share that job with someone! I’m not obsessed by the big desire to direct ‘my own movie’; we already have plans to work together again. Watch out... we might become trendsetters.

Finally: Is parenthood more than checking if teeth are brushed well?

Gustavsson: Indeed it is! We used it as a symbol to show how Johan accepts fatherhood. It’s a universal memory from everyone’s childhood days: Are those clean teeth really so important?

Gert Hermans
Films on the Horizon

New European films for children or young people which are ready to be discovered for your programmes. More information and more films can be found at www.ecfaweb.org. Obviously we can never guarantee that we cover all important new films. Producers, distributors and sales agents are kindly invited to inform us of their new releases.

Ben X
Feature Film, Belgium, Netherlands 2007
Director: Nic Balthazar
Production: MMG
World Sales: Films Distribution
20 rue Saint-Augustin
F-75002 Paris
phone: ++33 - 1 - 53 10 33 99
fax: ++33 - 1 - 53 10 33 98
E-Mail: info@filmsdistribution.com
Internet: www.filmsdistribution.com

Butterflies
Feature Film, Sweden, Finland 2007
Director: Kjell Åke Andersson
Production: Speedfilm AB
World Sales: Svensk Filminddustri AB
Råsandvägen 150
SE-16986 Stockholm
phone: ++46-8-6803500
E-Mail: sfsales@sf.se
Internet: www.sfsales.net

Dunya & Desie
Feature Film, Belgium, Netherlands 2007
Director: Dana N echushtan
Production: Lemming Film
World Sales: Lemming Film, Kromme
Mijdrechtstraat 110-3
NL-1079 LD Amsterdam
phone: ++31-20-6610424
E-Mail: info@lemmingfilm.com
Internet: www.lemningfilm.com

Fighter
Feature Film, Denmark 2007
Director: Natasha Arty
Production: Nimbus Film Prod.AP S
World Sales: Delphis Films Inc.
225 Roy Street east
CDN - Montreal, Quebec, H2W 1M5
phone: ++1-514-843 3355
E-Mail: distribution@delphisfilms.com
Internet: www.delphisfilms.com

Mozart in China
Feature Film, Austria, China, Germany 2007
Director: Bernd Neuburger

Butterflies
Feature Film, Sweden, Finland 2007
Director: Kjell Åke Andersson
Production: Speedfilm AB
World Sales: Svensk Filminddustri AB
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E-Mail: distribution@delphisfilms.com
Internet: www.delphisfilms.com

Mozart in China
Feature Film, Austria, China, Germany 2007
Director: Bernd Neuburger

SOS - Summer of Suspense
Feature Film, Norway 2008
Director: Arne Lindtner-Naess
Production: Nordisk Film Production
World Sales: Nordisk Film Int. Sales
Mosedalvej 14
DK-2500 Valby
phone: +45-3618 8200
E-Mail: contact@nordiskfilm.com
Internet: www.sales.nordiskfilm.com

Summer of the Flying Saucer
Feature Film, Ireland 2007
Director: Martin Duffy
Production: Magma Films
World Sales: Telepool
Sonnenstr. 21
D-80331 München
phone: +49-89-558760
E-Mail: telepool@telepool.de
Internet: www.telepool.de

The Ten Lives of Titanic the Cat
Feature Film, Norway 2007
Director: Grethe Bæ
Production: Nordisk Film Production
World Sales: Nordisk Film Int. Sales

Worlds Apart
Feature Film, Denmark 2008
Director: Niels-Arden Oplev
Production: Nordisk Film Production
World Sales: Nordisk Film Int. Sales

The News Section:
Films, Festivals, Awards

Sprockets - Int. Film Festival for Children, Toronto/Canada, April 11th to 20th 2008
Internet: www.sprockets.ca

Goldener Spatz, German Children’s Media Festival, Erfurt & Gera/Germany, April 20th to 26th 2008
Internet: www.goldenerspatz.de

Kristiansand Int. Children’s Film Festival (KICFF), Kristiansand/Norway, April 22nd to 27th 2008
Internet: www.kicff.no

Cinemagic - World Screen Festival for Young People, Belfast/UK, April 23rd to May 1st 2008
Internet: www.cinemagic.org.uk

Prix Jeunesse International Munich/Germany, May 30th to June 4th 2008
Internet: www.prixjeunesse.de

Animafest - World Festival of Animation Films, Zagreb/Croatia, May 31st to June 5th 2008
Internet: www.animafest.hr

International Film Festival for Children and Youth Zlín/Czech Republic, June 1st to 8th 2008
Internet: www.zlinfest.cz

Mo & Friese – Children’s Short Film Festival, Hamburg/Germany, June 1st to 9th 2008
Internet: moundfriese.shortfilm.com/

Kids Festival, Sarajevo/Bosnia-Herzegovina, June 6th to 10th 2008
Internet: www.kidsfest.ba

Plein la bobine – Sancy Film Festival for Young People, Massif du Sancy, La Bourboule & Le Mont-Dore/France, June 13th to 19th 2008
Internet: www.pleinlabobine.com

Filmfest Munich / Children’s Film Fest, Munich/Germany
June 20th to 28th 2008
Internet: www.filmfest-muenchen.de

Showcomotion - The Filmfestival for Children and Young People, Leeds/UK, June 26th to July 10th 2008
Internet: www.showco.motion.org.uk
The Bologna School Film Festival:
A Film in Your Backpack

Since 1996 the association „Gli Anni in Tasca” has presented outstanding films for children and young people from all over the world to school classes in Bologna. Each season they screen around ten feature films, most of them accompanied by shorts which, for example, in 2007 were seen by 12000 young viewers.

The adventure started in 1996 as an experiment with just a few classes at some elementary and middle schools in the San Vitale neighbourhood of Bologna, when we presented some films from outside of the commercial circuit. The screenings were followed by open discussions. Every viewer was given a critique card for a feedback. A day after the viewing, employees from our Association „Years in your pocket” (Associazione Gli anni in tasca) went into all the classes that had seen the film at the cinema to work together with the kids and the teachers on the film.

The programme of each classroom intervention was modified according to the age of the viewers and the interests of the teachers. This method of working has basically remained the same, but of course the film educators have evaluated and updated their working methods in the classrooms over the years.

There are new viewers every year. The children grow up, their tastes change. Meanwhile the festival has gained its influence on the young world of Bologna. We want our passion for moving images to be contagious among the young viewers, gradually getting them used to an increasing range of possible choices. This way they do not only critically examine the one-sidedness of the programs offered by TV or low-quality commercial cinema, but also get an idea of the young European world. With these activities we assist especially those pupils who often have very little interest in school, but are very active in other ways, for example in culture.

The continuity over the years has been maintained mostly by the teachers, especially those who are very motivated and know how to get involved. The Association has organized many completely free update courses over the years for educators and teachers. The employees of the Association have also attended update courses in Italy and abroad to refine their ability to choose the films to offer and to learn how to explain them to their audience. This involvement of the teachers has always been mostly for empathy and has never been offered as a scholastic obligation, even if the project is principally offered in schools. For us this empathy is the only democratic way to reach all children in a wide-range cultural project.

During the years we became a member of ECFA and a part of the European Children’s Film Festival circuit. Many of the films that we present are national or European premieres. Thus in Bologna it is possible to see a film which the week after will be shown in Toronto, Montreal or London ...

Based on this experience „Associazione Gli anni in tasca” successfully launched the Festival „Youngabout – Youth and Cinema” in Bologna in March 2008, a new Film Festival dedicated to young people, to rediscovering the magic of a film seen at the cinema together in an audience and to feel the pleasure of exchanging opinions, getting passionate about films and helping discover the point of contact between us and the world. They can help us search for our unique beings, to discover new languages and new initiatives. A permanent laboratory, open and welcoming, that shows us through the darkness of the showroom and another land. Taking us towards the light of other worlds, introducing us to the existence of other lives and shows us the reflection of the experience of others on our own.

Angela Mastrolonardo

More Information:
www.filmnellozaino.it/eng
www.youngabout.com