No. 2-2008 June 2008

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"The Digital Future is Definitely Bright" – Report from ECFA's Seminar on Media Literacy in Kristiansand/Norway

A Film to Discover: "Diaries" by Attilio Azzola

Firstly, it must be said that it would be impossible to report on everything that was said throughout the day and include all the information that was presented by the many speakers and discussions. Hopefully this article will give an overview and pick out some of the speakers most debatable points.

ECFA-Seminar in Kristiansand/Norway, April 25th 2008:

# Media Literacy: "The Digital Future is Definitely Bright"

More than 70 media education professionals and 14 speakers attended ECFA's Seminar "The Importance of Media Literacy", which was organised together with FILM&KINO and held during the Kristiansand International Children's Film Festival. They created informative, new and alternative working practices endeavouring to develop networks and programmes for all in our field for the benefit of young people and adults alike.

ECFA President Tonje Hardersen opens the Importance of Media Literacy Conference in Kristiansand, Norway with a warm welcome and introduction of Ivar Kohn, Director of Development and Production for the new Norwegian Film Institute and moderator of the day. The first panel discussion is started by Johan



ECFA's President Tonje Hardersen opens the conference. Photo: Elise van Beurden Holmberg presenting the work of Folkets Bio, Sweden. Folkets Bio, a group of 20 cinema's importing films that do not make it to the multiplex cinemas, workshopping and developing the understanding of these films in smaller more practical groups. Immediatley bringing to the discussion the idea that young people can Continued on page 2



More than 70 media education professionals attended ECFA's Conference on "The Importance of Media Literacy" at Kristansand. Photo: Elise van Beurden

Director Attilio Azzola made his film "Diaries" together with 40 Young People

# "Let's make a Film together!"

A bus full of 50 happy young people is the final action of a long process: they were going to Cannes to receive the award of the "Ecrans Juniors 2008" section.

The story of their adventure started one year ago, when director Attilio Azzola (whose eyes focused already on adolescence in various short films), producer Mario Nuzzo (from the Theatre field) and Maria Grazia Biraghi (an educator) decided to give a group in their "teens" an opportunity with a precise, clear objective: to make a film together. The process, developed in the surroundings of Milan (Italy), passed through many different steps: young people were initially asked to propose one page of ideas, feelings, scripts

and drawings on three main issues: freedom – equality – fraternity. The most interesting works were accepted and about 40 people involved in various laboratories about cinema, filmmaking, scenario, and so on, out of school, not as students. Their families and teachers were involved only in the beginning, when some arts schools or professional technical institutes received the proposal. A natural selection (some youngsters left during this first part of the work) brought together a strong group of seriously motivated peo-



Still from "Diaries"

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#### The News Section: Films, Festivals, Awards

FIFEM - Festival International du Film pour Enfants, Montreal, CAN Int. Jury, Grand Prix: "Gabai Granny" ("Saga no gabai baachan") by Hitoshi Kurauchi, Japan 2006. International Jury's Special Award and Children Jury's Award: "Kidz in da Hood" by Ylva Gustavsson & Cattie Edfeldt, Sweden 2006. Grand Prix du Montreal: "Max Minsky and Me" by Anna Justice, Germany 2007. Audience Award: "Mozart in China" by Bernd Neuburger, Austria/Germany 2008.

www.fifem.com

#### BUFF - Int. Children & Young People's Film Festival, Malmö/ Sweden

City of Malmö Award: "The Ten Lives of Titanic, the Cat" by Grethe Bøe, Norway 2007. Sydsvenskan's and BUFF's Honorary Award: Lennart & Ylva Li Gustafsson. The Film Factory for Young People and BUFF's Youth Jury Award: "Keith" by Todd Kessler, USA 2006. The Swedish Church Award: "Fighter" by Natasha Arthy, DK 2007.

www.buff.se

#### **Children's Film Festival Beri**mora Kino ("Berimor's Cinema"), Riga/Latvia,

Children's Jury's Main Award: "The Lost Treasure of the Knight's Templar II" by Giacomo Campeotto, Denmark 2007.

Audience Award: "Mystery of the Wolf" by Raimo O Niemi, Finland 2006.

www.arsenals.lv

#### **Leeds Young People's Film** Festival, Leeds/Great Britain,

Young Jury's Award for the best film (9 to 14 years): "The Lost Treasure of the Knight's Templar II". Older Jury's Award for the best film (15 to 19 years): "The Substitute" by Ole Bornedal, Denmark 2007. Special Mention: "Bitter Sweetheart" by Hella Joof, Sweden 2006. Audience Award: "Island of Lost Souls" by Nicolaj Arcel, DK 2007.

www.leedsyoungfilm.com

#### Taiwan Int. Children's TV and Film Festival, Taipeh

Best Feature Film: "Yes, I Am" by Dorota Kedzierzawska, Poland 2005. www.tictff.org.tw

#### **Stockholm Film Festival Junior** Stockholm/Sweden,

Best Film: "The Class" by Ilmar Raag, Estonia 2007; special mentiContinuing from page 1

### ECFA-Seminar, Kristiansand, Friday, April 25th, 2008 The Importance of Media Literacy



Kristiansand/Norway during the International Children's Film Festival. Photo: Jerzy Moszkowicz

now watch what they want when they want in this digital age - this can be seen as a threat or an opportunity. Holmberg see's this as an opportunity that everyone should take advantage of and welcome, in his words 'the future is definitely bright'.

Jacob Breuning from the Danish Film Institute continued the discussion of film and education presenting the 'with the school in cinema' programme. An access for all programme through schools and teachers with emphasis on training teachers and the use of study guides. With 75% of cinemas in Denmark involved, over 200,000 tickets sold last year, 200 free study guides to download and testing the idea of producing study guides in English, this guarantees a longer life of film and proves that Denmark is truly doing something right, leading the way in film and education.

The post presentation discussion indeed showed that we all have common ideas, a common goal and that international cooperation could really develop the work that we are all doing.

Moving on to a case study of the Norwegian film 'Trigger' proved to be informative and interesting in the fact that a film can be extremely successful in one country and a failure in another. Bea Appels from Twin Film, The Netherlands, distributed the film with seven prints and have had 2600 admissions since January with an estimated school screening attendance of 25 - 30,000. Felix Vanginderhuysen from Jekino Film, Belgium, however, describes a 'pretty disastrous' release of 950 admissions over 7 cinemas with a 20,000 Furo loss on its commercial release with an estimated 15,000 school screening attendance over the next year. The success of a film is never quaranteed as audiences throughout Europe differ considerably and it is as always an unpredictable market for commercial release and schools screenings.

Conversation was obviously continued over lunch as the mornings presentations had developed considerable debate and discussion over the issues we face together and individually in our own respective countries.



The distributors of the Norwegian film "Trigger" presented their works: Bea Appels (Twin Film, Netherlands), Rose-Marie Strand (Folkets Bio, Sweden), Hege Astrup (SF Norge, Norway) and Felix Vanginderhuysen, Jekino Films & ECFA, Belgium (left to right). Photo: Adam Graham.

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# ECFA-Seminar, Kristiansand, Friday, April 25th, 2008 The Importance of Media Literacy



"Dr. Mel Comics": Mrs. Mel Gibson during her presentation. Photo: Adam Graham.

Opening the afternoon was the aptly 'animated' Dr. Mel Gibson or Dr. Mel-Comics as she is also known! Senior Lecturer at Northumbria University, UK, she is here to raise awareness of comics and the graphic media. Young people are now taking control of what they want to see and what they want to do and this is especially true with comics, graphic novels and Manga. Cross Media promotion and the use of multiple literacy's create a hybrid media that should all start with the young people and we all must be aware of this and develop the cross over. For all those that wish to learn more about this media and help create a more developed sense of this important medium she has created www.dr-mel-comics.co.uk a wealth of resources, information and statistics that can bring your media education programmes depth and surely something new.

As four film festivals present their approach to school screenings it is obvious that a theme is developing throughout the day we all have the same ideals and working ethics but all have to work to the individual restrictions of our own countries. Two presentations that differ the most were that of Leeds Young People's Film Festival, UK, and Ale Kino!, Poland. Leeds does not participate in schools screenings in their festival as it would be impossible for teachers to escape the mountains of paperwork in order to get children out of school for cinema visits. Therefore they work with schools throughout the year on various projects such as their Film Academy – an academic school year accredited film course and MediaFish a film club run by young people for young people. This makes the young people cultural ambassadors so they will come without the need of schools. Ale Kino!, on the other hand focus almost solely on schools. Jerzy Moszkowicz presented an impressive strategy of selling your festival to

schools throughout the year. To summarise Jerzy suggests: a quality programme, create an efficient, informative and dedicated relationship with schools throughout the year, good branding, positive media promotion and written support from the heads of your education bodies. This, together with specific promotional screenings for teachers and head teachers, will place you well within the minds and needs of the schools you want to attract to your festival.

To finish the day we were treated to a rare presentation from Niels Bekkhus, Programme Management European Commission to present the European Approach to Media Literacy in the Digital Environment. In 2006/2007 the Media Literacy Group and Digital Literacy Groups were established to ensure that it is possible for young people to access, understand, critically evaluate, create and communicate with all media. The commission cannot. however, insist member states to do this as education is national and not under EU control - again the theme that has presented itself throughout the day. On a positive note it was good to put a face to the European Commission and obviously a very good contact for ECFA. There is also the very good possibility of further funding for EU Media Literacy programmes after a group meeting of national representatives is scheduled for the end of May this year.

Adam Graham

Additional Information:
An excellent collection of study guides in English on many films you can find at www.filmeducation.org/filmlibrary.html

## The News Section: Films, Festivals, Awards

on: "Behind the Clouds" by Jorge Queiroga, Portugal 2006, and "Switch" by Ole Martin Hafsmo, Norway 2007.

www.stockholmfilm festival.se/junior/

#### SehPferdchen - Kinderfilmfest Hannover & Braunschweig/ Germany,

Children's Jury, 1st prize: "Max Minsky and Me"; 2nd prize: "We Shall Overcome" by Niels Arden Oplev, Denmark 2006.

www.filmfest-sehpferdchen.de

### Sprockets - Int. Film Festival for Children, Toronto/ Canada

Audience Award Feature Film: "The Substitute"; Audience Award Animation Fim: "Crank Balls" by Devin Bell, USA 2007.

Children's Jury (8 - 10), Best Feature Film: "No Network" by Ari Kristinsson, Iceland 2007.

Children's Jury (11 - 12), Best Feature Film: "Crusade – A March Through Time" by Ben Sombogaart, NL, UK, D, B, Lux, HU 2007; honourable mentions: "Wild Chicks in Love" by Vivian Naefe, Germany 2007, and "SOS – Summer of Suspense by Arne Lindtner-Naess, Norway 2008.

Students' Choice Award: "Keith". www.sprockets.ca

#### Goldener Spatz, German Children's Media-Festival, Erfurt & Gera/Germany,

Children's Jury, Best Feature Film: "The Three Investigators – The Secret of Skeleton Island" by Florian Baxmeyer, Germany 2007. www.goldenerspatz.de

# Kristiansand Int. Children's Film Festival (KICFF), Kristiansand/Norway,

Film&Kino Award: "Max & Co" by Frédéric and Samuel Guillaume, Switzerland 2007.

Audience Award: "The Tale of Two Mozzies" by Jannik Hastrup and Flemming Quist Møller, DK 2007. FICC Award: "The Black Balloon" by Elissa Down, Australia 2007. CIFEJ-Award: "No Network".

www.kicff.no

### Int. Film Festival for Children and Youth Zlín/Czech Republic

Int. Experts Jury, Best Feature Film for Children: "Where is Winky's Horse?" by Mischa Kamp, Nether-

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#### The News Section: Films, Festivals, Awards

lands & Belgium 2007; Special Recognition: "Gabai Granny" Best Feature Film for Young People: "The Substitute" (also awarded by the FICC-Jury and the Int. Ecumenical Jury); Special Recognition: "Max Minsky and Me".

Joint Int. Jury of Children and Adults for Animated Films, best Animated Film: "The Bears Stories" by Marina Karpova, Russia 2007; Award for Artists younger than 35: "Our wonderful Nature" by Tomer Eshed, Germany 2008.

Int. Children Jury for Feature Films for Children: "Gabai Granny";

Int. Children Jury for Feature Films for Youth: "St Trinian's" by Oliver Parker & Barnaby Thompson Great Britain 2007.

Int. Expert Jury for the European Debut Competition: "Just About Love?" by Lola Doillon France, 2007; Special Prize: "A Fly" by Vladimir Kott, Russia 2007.

Audience Awards, best feature film: "No Network"; best animated film: "Hairy Scary – Two Beautiful Minds" by Wolf-Rüdiger Bloss, France 2007.

www.zlinfest.cz

#### **Forthcoming Festivals**

Plein la bobine - Sancy Film Festival for Young People, Massif du Sancy, La Bourboule & Le Mont-Dore/France,

June 13th to 19th 2008 www.pleinlabobine.com

Filmfest Munich / Children's Film Fest, Munich/Germany June 20th to 28th 2008

www.filmfest-muenchen.de

**Showcomotion - The Film**festival for Children and Young People, Sheffield/UK, June 26th to July 10th 2008 www.showcomotion.org.uk

Giffoni Film Festival, Giffoni Valle Piana, Salerno/Italy July 18th to 26th 2008 www.giffoniff.it

Lucas Int. Children's Film Festival, Frankfurt, Germany September 7th to 14th 2008 www.lucasfilmfestival.de

## 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.



Ezra

Ezra

Feature Film, France/Nigeria 2007 Director: Newton I. Aduaka Production: Cinefacto, ARTE France World Sales: Wide Management

> 40, rue Sainte-Anne 75002 Paris

++33 - 1 - 53 95 04 64 phone: ++33 - 1 - 53 95 04 65 fax:

E-Mail: wide@wide

management.com

www.widemanagement.com Internet:

Frode and the other Rascals Feature Film, Denmark 2008

Director: Niels Chr. Bubber Meyer Production: M&M Productions A/S,

Nordisk Film

World Sales: Nordisk Film Int. Sales

Mosedalvej 14 DK-2500 Valby

phone: ++45-3618 8200 fax: ++45-3618 9550

F-Mail: contact@nordiskfilm.com www.sales.nordiskfilm.com Internet:

www.frodefilmen.dk

Gnomes and Trolls - The Secret

Chamber

Animation, Sweden 2008 Director: Robert Rhodin Production: White Shark AB World Sales: NonStop Sales AB

Döbelnsgatan 24 SE-11352 Stockholm

phone: ++46-8-6739999 ++46-8-6739988 fax: E-Mail: info@nonstopsales.net Internet: www.nonstopsales.net

www.gnomesandtrolls.com

Go West! A Lucky Luke Adventure

Animation, France 2007

Director: Olivier Jean-Marie

Production: Xilam World Sales: Wild Bunch

99, Rue de la Verrerie

F-75004 Paris

phone: ++33-1-53 01 50 20 ++33-1-53 01 50 49 fax: vmaraval@wildbunch.eu E-Mail: Internet: www.wildbunch.biz

The Gold of Valhalla Feature Film, Denmark 2007 Martin Schmidt Director: Production: Cosmo Film A/S World Sales: Trust Film Sales Upplandsg. 35

SE-113 28 Stockholm

phone: ++46 833 55 76 ++46 830 99 34 fax:

F-Mail: annakarin@trust-film.dk Internet: www.trust-film.dk

www.guldhornene.com

Impy in Wonderland Animation, Germany 2008 Director: Reinhard Klooss &

Holger Tappe Production: Constantin, Ambient World Sales: Ambient Entertainment

> Wilhelmstr. 4 D-30171 Hannover ++49-511-8448990

fax: ++49-511-844899-99 E-Mail: info@ambient-

entertainment.de Internet: www.ambient-

entertainment.de

Karla's World

phone:

Feature Film, Denmark 2007

Director: Charlotte Sachs Bostrup

Production: Nordisk Film

World Sales: Nordisk Film Int. Sales www.sales.nordiskfilm.com Internet:

www.karlaskabale.dk

The Letter for the King

Feature Film, Netherlands, Germany 2008

Pieter Verhoeff Director: Production: Eyeworks Egmond, Heimatfilm

World Sales: Eyeworks Egmond the Netherlands

Anthony Fokkerweg 61 NL-1059 CP Amsterdam

++31-20-346 3737 phone: ++31-20-346 3738 fax: E-Mail: info@eyeworks.tv Internet: www.eyeworks.tv

www.debriefvoorde koningdefilm.nl/



Gnomes and Trolls - The Secret Chamber

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## Films on the Horizon

Little Longnose

Feature Film, Germany 2008
Director: Felicitas Darschin
Production: Kinderfilm GmbH
World Sales: Kinderfilm GmbH

Richard-Breslau-Straße 9

D-99094 Erfurt

phone: ++49-361-658 66 0 fax: ++49-361-658 66 69 E-Mail: info@kinderfilm-gmbh.de Internet: www.kinderfilm-gmbh.de

The Lost Treasure of the Knight's

Templar III

Feature Film, Denmark 2008
Director: Giacomo Campeotto
Production: M & M Productions A/S
World Sales: Nordisk Film Int. Sales

The Loveliest Riddle

Feature Film, Czech Republic 2008 Director: Zdenek Troska Production: Barrandov Studio

World Sales: AQS

Na Klikovce 7 CZ-14000 Praha 4

phone: ++420 221 436 100 fax: ++420 221 436 105 E-Mail: sales@ags.cz

Internet: www.aqs.cz

www.nejkrasnejsihadanka.cz



No Network

No Network

Feature Film, Iceland 2008
Director: Ari Kristinsson
Production: Taka Film Production
World Sales: NonStop Sales AB

One Eye Red

Feature Film, Sweden 2007 Director: Daniel Wallentin

Production: Tre Vänner Produktion AB

Sonet, SVT

World Sales: Sonet Film AB

Box 27150

S-10252 Stockholm phone: ++46-8-665 14 00 E-Mail: info@sonetfilm.se Internet: www.sonetfilm.se The News Section: Films, Festivals, Awards

Buster - Copenhagen Int. Film Festival for Children + Youth, Copenhagen/Denmark

September 19th to 26th 2008 www.buster.dk

Filmfest Hamburg, Children's & Youth Film Festival "Michel", Hamburg/Germany

Sept. 25th to Oct. 2nd 2008 www.filmfesthamburg.de

Children's Filmfest Münster, Germany

Sept. 28th to Oct. 5th 2008 www.kinderfilmfest-muenster.de

Schlingel - Int. Film Festival for Children and Young Audience, Chemnitz, Germany October 13th to 19th 2008 www.ff-schlingel.de

International Biannual Festival of Animation, Bratislava, Slovak Republic October 14th to 18th 2008

www.bab-slovakia.sk/

London International Film Festival, London, Great Britain October 15th to 30th 2008 www.lff.org.uk



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#### ECFA – EUROPEAN CHILDREN'S FILM ASSOCIATION

The goal of ECFA is to support cinema for children in its cultural, economical, aesthetic, social, political and educational aspects. ECFA was founded in 1988 in Mons/Belgium after the Conference of Troja/Portugal and brought together a wide range of European film professionals and associations, producers, directors, distributors. ECFA's aim is to set up a working structure in every European country for films for children and young people, a structure adapted to Europe's multicultural interests.

For more informations and membership (membership-fee 200 Euros per year) contact:

ECFA - European Children's Film Association Rue des Palais 112 B-1030 Bruxelles

Phone: ++-32 - 2 - 242 54 09 Fax: ++-32 - 2 - 242 74 27 E-Mail: ecfa@jekino.be Internet: www.ecfaweb.org

The European Children's Film Distribution Network:

www.ecfaweb.org/network.htm Databases on children's film festivals, sales agents, distributors and TV-programmers interested in European films for children. Continuing from page 1

# A Film to Discover: "Diaries" by Attilio Azzola "Let's Make a Film Together!"



ple who were promised participation as "assistants" or actors in the film, working with a professional team. "We wanted to involve young girls and boys, between 14 and 18 years old in an artistic process. They had to inspire, integrate my work, even if I already had an idea, of course," says the director, "we wanted them in the production, writing the movie subject, selecting the actors, assisting members of the troupe, facing, I should say, adults and being involved in a work which had normal characteristic, not in a school, out of their didactic schedules".

Nice photography and an interesting use of different languages (the theatre training, the body language, but also the technological languages of kids - chat, mobilecomputers - a final cartoon insert) are there to present the difficulties of youth in relation with absent or too dictatorial fathers; it's hard for Leo and Alì to accept the fragility of adults, but they are capable to react positively and also the old Michele, still in love, even if at the end of his life, with an unknown Maria, can receive a gift from the young Leo, able to help him in his dreams. Sweet stories, where emotions find a nice frame and young people's imagination finally find a way to be expressed which means support from the adult world.

Each phase of the movie has been registered to document and testify the route experienced by the young people. This Attilio Azzola, director of "Diaries", was born in Milan in 1971. His artistic formation includes dance, theatre, script writing. During 2002 - 2005 he was artistic director of the theatre festival "Sipario sul Garda" and, with Mario Nuzzo, he established the association Fuoricampo. His films have been invited to numerous festivals such as Tribeca, Cracow, Sao Paulo, Italian Film Festival UK, Cuba, Giffoni. "Diaries" is his first feature film.

documentary is at the stage of being edited and will soon ready for screenings.

Synopsis: "Diaries"

Leo is sixteen and thinks she lives in an almost perfect world, but the sudden return of her father after a ten years' absence will crumble her fragile balance. Ali Trabelsi is a talented Manga Artist and has an incurable attraction for improbable missions. Michele Mancia is a distinguished retired professor with two great passions: Old Tango Melodies and his impossible love for Maria. Three very different characters that life suddenly will bring together, and it is Leo, through her very red hair, to bring us the intelligent, anticonformist power of youth, able to touch the older Michele's feelings.

Credits "Diaries" Director: Attilio Azzola Screenplay: Attilio Azzola, Mario Nuzzo, Beba Slijepcevic Production: Fuoricampo Feature Film, Italy 2008, HD, 93 min.

Info and contacts: Associazione Culturale Fuori Campo Via Buschi, 3, 20131 Milano, Italy

phone: ++39-393-41 43 955 (Matteo Terzi)

E-Mail: eridanio@hotmail.com

Internet:

www.monzabrianzaonline.it/User Files/Image/speciale\_diari/film.html

controscena@gmail.com



Still from "Diaries"

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