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 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, workshop and developing the understanding of these films in smaller more practical groups. Immediately bringing to the discussion the idea that young people can...

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

FIFEM - Festival International du Film pour Enfants, Montreal, CAN
Audience Award: „Mozart in China“ by Bernd Neuburger, Austria/Germany 2008.

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: Lenhart & Ylva Li Gustafsson.

Children's Film Festival Berimora 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.

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.buff.se


www.leedsyoungfilm.com

Taiwan Int. Children’s TV and Film Festival, Taipei
Best Feature Film: „Yes, I Am“ by Dorota Kedzierzawska, Poland 2005.

www.arsenals.lv

Stockholm Film Festival Junior Stockholm/Sweden,
Best Film: „The Class“ by Ilmar Raag, Estonia 2007; special menti-

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 coo-

Moving on to a case study of the Norwegian film ‘Trigger’ proved to be infor-
mative 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 Vanginderhuy-
sen from Jekino Film, Belgium, however, describes a ‘pretty disastrous’ release of 950 admissions over 7 cinemas with a 20,000 Euro loss on its commercial release with an estimated 15,000 school screening attendance over the next year. The success of a film is never guaranteed as audiences throughout Europe differ considerably and it is as always an unpre-
dictable 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 togeth-
er and individually in our own respective countries.
The Importance of Media Literacy

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 it is obvious that a rare presentation from Niels Bekkus, 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.

To finish the day we were treated to a rare presentation from Niels Bekkus, 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

Most presentations from ECFA’s seminar in Kristiansand are on our website:
www.ecfaweb.org/projects/media_literacy/index.htm
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.

The Gold of Valhalla
Feature Film, Denmark 2007
Director: Martin Schmidt
Production: Cosmo Film A/S
World Sales: Trust Film Sales
Upplandsg. 35
SE-113 28 Stockholm
phone: ++46 833 55 76
fax: ++46 830 99 34
E-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
Wihelmsstr. 4
D-30171 Hannover
phone: ++49-511-8448990
fax: ++49-511-844899-99
E-Mail: info@ambient-entertainment.de
Internet: www.ambient-entertainment.de

Karla’s World
Feature Film, Denmark 2007
Director: Charlotte Sachs Bostrup
Production: Nordisk Film
World Sales: Nordisk Film Int. Sales
Internet: www.sales.nordiskfilm.com
www.karlaskebeale.dk

The Letter for the King
Feature Film, Netherlands, Germany 2008
Director: Pieter Verhoeven
Production: Eyeworks Egmond, Heimatfilm
World Sales: Eyeworks Egmond
the Netherlands
Anthony Fokkerweg 61
N-L-1059 CP Amsterdam
phone: ++31-20-346 3737
fax: ++31-20-346 3738
E-Mail: info@eyeworks.tv
Internet: www.eyeworks.tv
www.debriefvoorde koningdefilm.nl/

Ezra
Feature Film, France/Nigeria 2007
Director: Newton I. Aduaka
Production: Cinéfacto, ARTE France
World Sales: Wide Management
40, rue Sainte-Anne
75002 Paris
phone: +33-1-53 95 04 64
fax: +33-1-53 95 04 65
E-Mail: wide@widemanagement.com
Internet: www.widemanagement.com

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

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
fax: +46-8-6739988
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
fax: +33-1-53 01 50 49
E-Mail: vmaraval@wildbunch.eu
Internet: www.wildbunch.biz


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 Filmfestival 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


www.ecfaweb.org
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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
A Film to Discover: „Diaries“ by Attilio Azzola
„Let’s Make a Film Together!“

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.

The 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, anti-conformist 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
controscena@gmail.com
Internet: www.monzabrianzaonline.it/UserFiles/Image/speciale_diari/film.html