



# Cinema is **the new** school

europeanfilmfactory.eu    @eu\_FilmFactory

## PRESS KIT

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## THE PROJECT

Launched as part of the *Creative Europe MEDIA* programme, the *European Film Factory* project has been designed to promote film education across Europe.

The consortium author of the *European Film Factory* project, led by the Institut Français, is steering the project.

The programme provides an innovative and pragmatic solution to supporting film education in Europe. It aims to promote the quality and diversity of European film, by encouraging as many people as possible to go to the cinema and by reigniting the European public's passion for film.

The **Institut Français**, the project leader, is working closely with two partners, at the cutting edge of digital innovation in schools, in order to develop the European Film Factory programme: **ARTE Education**, a subsidiary of the European television channel which created the digital educational service Educ'Arte, and **European Schoolnet**, a non-profit organisation made up of thirty-four European Ministries of Education.

From **26 August 2020**, the European Film Factory will be providing students aged 11-18, and teachers from all the countries involved in the Creative Europe programme, with free access to an online catalogue of ten iconic films from Europe's cinematic history.



## THE PLATFORM

The European Film Factory platform is accessible on all devices (computers, tablets, smartphones), in all of the Creative Europe countries, and is available to all teachers, members of the teaching body, and other interested parties, as well as their students (aged 11-18 years), via a free, closed and secure system.



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INSCRIPTION GRATUITE

DÉCOUVRIR EN VIDÉO



The platform is available in **eight languages** (German, French, English, Greek, Polish, Romanian, Spanish and Italian). It has been designed for use as a practical work tool for film education. Scalable, and designed to be as travel-friendly and easy-to-use for students as possible, it will also serve as a meeting point for all users.

The students can also watch films on their own so that they can take in the information at their own pace, outside of the school environment.

European Film Factory also offers **innovative tools** based on film. The platform enables users to extract film scenes, annotate them (the image, sound or text), name them and then work on them either in class or at home.

Users can create *mind maps* to link the different films to various class themes.



## THE SELECTION JURY

The films have been selected by a jury of film education professionals from various European countries.

**Emilie Boucheteil**, Director of Cinema Department, Institut Français (France)

**Maciej Jakubczyk**, Director and Head of Education at **New Horizons Film Association** (Poland)

**Christine Kopf**, Head of Education at **Deutsches Filmmuseum & Filminstitute** (Germany)

**Sofronia Maravelaki**, Teacher at **Iraklia's Junior High School** (Greece)

**Jaume Ripoll**, Head of Content for the **Filmin** website (Spain)

**Benoit Thimister**, Manager of the **Les Grignoux** cinema complex (Belgium)

**Florine Wiebenga**, Head of Education at **EYE Filmmuseum** (Netherlands)



## THE FILMS

The ten films are all masterpieces of European cinema and have been selected by a European jury of professionals from the film industry and education sector. Each film will come with an innovative educational guide created by a group of volunteer teachers, coordinated by European Schoolnet and made available to teachers so that they can tackle the content of the film catalogue with confidence. These films have been chosen with the aim of raising awareness about European history, as well as more contemporary issues, among the younger generation.

1. **La Strada**, Federico Fellini, Italy, 1954 (Drama) with Giulietta Masina and Anthony Quinn



*Gelsomina, a naive and generous young woman, has been sold by her mother to a brutal and dull-witted street artist, Zampano, who performs a chain-breaking act in public squares. Aboard a strange vehicle - a three-wheeled motorcycle converted into a trailer - the couple travel the roads of Italy, leading the tough life of fairground performers. Il Matto (The Fool), violinist and poet appears. He is the only one who knows how to talk to Gelsomina.*



2. **Stella** (Στέλλα) Michael Cacoyannis, Greece, 1955 (Drama) with Melina Mercouri and Giórgos Fóundás

*Stella is a pop singer who entertains the audience of Paradise cabaret every night. Independent and proud, she would not sacrifice her freedom, her life, or the things she loves, for anything in the world. Aleko, a young man from a good family, is madly in love with Stella, but she sets her sights on a football player, the fiery Milto.*



3. **The 400 Blows**, François Truffaut, France, 1959 (Drama) with Jean-Pierre Léaud



LES QUATRE CENTES COUPS de François TRUFFAUT

*Antoine is a troubled adolescent. He lies to his parents who don't seem to care about him, steals, and runs away. His only comfort is to raise hell with his friend René. One day, the police get involved.*



4. **A Swedish Love Story** (*En Kärlekshistoria*), Roy Andersson, Sweden, 1970 (Romance, Comedy-drama) with Ann-Sofie Kylin, Rolf Sohlman and Bjorn Andresen



*Two teenagers meet and slowly fall in love, while in a beautiful setting at the height of an idyllic Swedish summer. Ignoring social boundaries, they innocently construct their own experience in contrast to the distorted relationships, disillusion and apathy of the adult world around them.*

5. **Europa Europa** (*Hitlerjunge Salomon*), Agnieszka Holland, Poland, France, Germany, 1990 (Historical Drama) with Piotr Kozlowski, Marco Hofschneider and René Hofschneider

*Based on the memoirs of Salomon Perel, Europa Europa tells the story of a young Jewish boy who, forced to adopt the Communist ideology during the war, flees to the Soviet Union, only to be subjected to Nazism when the Germans invade the orphanage where he has taken refuge. He conceals his true identity and, to save his own life, ends up becoming a model student at an elite school for German youth.*







6. **Billy Elliot** (*Dancer / Billy Elliot*), Stephen Daldry, United Kingdom, France, 2000 (Comedy-Drama) with Jamie Bell, Julie Walters and Gary Lewis



*Eleven-year-old Billy is surprised to find out that a dance class is now being held in the same building as his boxing club. Intrigued at first, Billy soon becomes fascinated by the magic of movement, abandoning his leather boxing gloves to secretly attend dance lessons. Having recognised the potential talent of her young recruit, Mrs Wilkinson, his teacher, finds a new lease of life. However, Billy's father and his older brother Tony, both miners on strike, are struggling daily to provide the bare minimum for their family. A huge argument erupts when they find out that Billy has spent the money for boxing lessons on far less macho activities...*

7. **Good Bye, Lenin!**, Wolfgang Becker, Germany, 2003 (Comedy-Drama) with Daniel Brühl and Katrin Sass

*October 1989 was definitely not a good time to fall into a coma if you lived in East Germany. And yet, this is exactly what happens to Alex's mother, a senior member of the German Democratic Republic (GDR). When she suddenly wakes up eight months later, Alex has a major problem on his hands. Her heart is so weak that any slight shock could kill her. To save his mother's life, Alex turns the family apartment into a shrine to the past and tricks his mother into believing that nothing has changed. What begins as a small, white lie spirals increasingly out of control as Alex's mother, who is feeling a little better every day, wants to watch TV and even get out of bed*

...





8. **12:08 East of Bucharest** (*A fost sau n-a fost?*), Corneliu Porumboiu, Romania, 2006  
(Comedy) with Mircea Andreescu and Teodor Corban



A small town in a Romanian province is getting ready for Christmas, sixteen years after the Revolution. It's at this moment that Virgile Jederescu, owner of the local TV station, decides to confront his fellow citizens and their own history. With the help of his two friends, Piscose, the solitary, old retiree, and Manescu, a history teacher crippled with debt, he organises a televised debate which aims to find an answer to the question that has been bothering him for a very long time. Did their town really play a part in the Revolution?

9. **The Secret of Kells**, Tomm Moore, Nora Twomey, Ireland, France, Belgium, 2008  
(Animation)

Brendan, a young boy of about twelve years old, lives in the Abbey of Kells, where his uncle Abbot Cellach rules with an iron fist. Cellach is obsessed with building a wall to protect the Abbey and the neighbouring communities known to seek refuge there, when fleeing the Viking hordes which are rampaging across the country leaving a trail of fire and blood. Brendan befriends Aidan, a refugee monk from the island of Iona, and a master illuminator who manages to safeguard his masterpiece in the making, as well as his cat, Pangur Bán. In search of berries for Aidan, who needs them to make ink, Brendan enters the nearby forbidden forest and meets the mistress of the place, Aisling.





*Gloria is one of 700,000 Spaniards who have left their country since the beginning of the recession. Born in Almeria, this 32-year-old teacher, unable to find a posting, has been working in a shop in Edinburgh for the past two years. Together with her collective, Gloria sets up an event which, under the motto "Neither lost nor silenced", provides an opportunity for the more than 20,000 Spanish people residing in Scotland's capital who want to take part, to express their anger and frustration, as well as giving them a platform and a voice.*



## THE PROJECT STAKEHOLDERS

**The Institut Français** is the public institution in charge of France's external cultural initiatives. These actions focus on a variety of artistic sectors, intellectual exchanges, cultural and social innovation and linguistic cooperation. They support the promotion of the French language, the distribution of works, and the circulation of artists and ideas throughout the world, thus encouraging a better understanding of cultural issues. The Institut Français, under the supervision of the Ministry of Europe and Foreign Affairs (MEAE) and the Ministry of Culture (MC), actively contributes to France's policy of influence diplomacy. Its projects and programmes take into account local contexts and draw on its unique deployment capacity established through a vast network of cultural institutions such as French Embassies, French Institutes and the Alliances Françaises organisation which is present on five continents.

The Institut Français is leading the European Film Factory project. It is a signatory company of the European Commission and is fully responsible for coordination of the project. It is also overseeing the communication strategy.

**ARTE Education** is the newly-created ARTE subsidiary dedicated to the educational activities of the ARTE channel. Educ'Arte is the main service developed by ARTE Education. This educational, video-on-demand, subscription service (professional SVOD) is aimed at teachers and students from 6 to 18 years old, in France, Germany and Europe. It offers a catalogue of over 1,000 audiovisual programmes with innovative teaching and learning tools.

ARTE Education brings added value on a technical level to the European Film Factory project. The company is responsible for managing the digital aspects of the project, and in particular, for adapting the platform. Thanks to its experience gained in the field of education, it is involved in the design of support tools, including tutorials and webinars, thus ensuring users can fully exploit the service's potential. It also contributes to the dissemination and promotion of the service within the educational community and via public communication channels.

**European Schoolnet (EUN)** is a network of 34 European Ministries of Education, based in Brussels. It is a not-for-profit organisation whose aim is to innovate in the field of teaching and learning, in collaboration with key stakeholders such as Ministries of Education, schools, teachers, researchers and partners in the sector.

Within the European Film Factory, its role will be to oversee the coordination of the teachers' focus group and the implementation of the communication strategy for the network of ministries and the teaching community.



## MEDIA EUROPE CRÉATIVE

The Creative Europe programme supports the audiovisual, cultural and creative sectors across Europe. The Creative Europe MEDIA sub-programme provides financial support to the audiovisual sector for development, distribution and promotion.

There are 23 member countries of the Creative Europe programme.

Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Republic of North Macedonia, Malta, Moldova, Montenegro, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Tunisia and Ukraine.