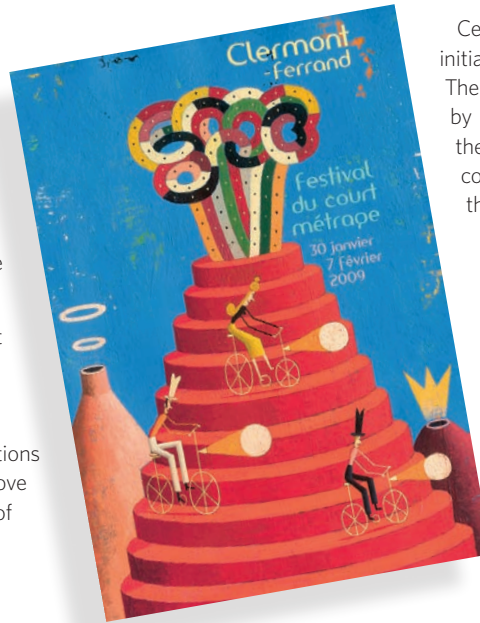


Kodak and short films – a winning combination at the **Clermont-Ferrand Festival**

Kodak gained high exposure at the largest and best-attended short film festival in the world, the 31st annual Clermont-Ferrand Film Festival which ran from the end of January to early February. This year's festival screened over 200 films selected from 6100 entries received from more than 100 countries. Approximately 130,000 attendees attended during the festival's eight day run, which is devoted exclusively to the art of short filmmaking.

"Kodak has been a major sponsor of this event for more than 20 years and every year, we see themes filmmakers have never explored, stories told in ways they've not been told before," said Fabien Fournillon, Kodak Marketing Communications Manager for Europe Middle East & Africa. "We love to see our customers push our film to the limits of their imagination."



Central to Kodak's role in the festival is the company's initiative and sponsorship of 'NEXT GENERATION: The Worldwide Best Selection of Shorts Presented by Kodak'. The short films featured are drawn from the worldwide winners of the Kodak Film School competition, as well as from other festivals and events throughout the world.

"In the Kodak Film School program, we see so many filmmakers beginning their careers by making short films," said Fournillon. "Those are more manageable for their budget, but also enable them to demonstrate their talent to handle larger projects," he added. "By recognizing their ability and providing them an opportunity to screen their work in Kodak's NEXT GENERATION program, our goal is to form long-term relationships with these young filmmakers, so that we may ideally support them throughout the span of their careers."

Winners of the **Kodak** commercials awards

Kodak, in association with the BTAA, announced the winners of its prestigious Student Commercial Awards at BAFTA. The competition, which has been running since the 1980s, invites student filmmakers to make a 30 second commercial off one roll of 400ft Kodak negative stock. Advertising agencies Ogilvy and BBH provided four briefs for major brands, Kodak (Zi6 Pocket Video Camera), Barnardo's, Lynx and Moto Zine. Each commercial was judged on cinematography, post production, creativity and overall look. The award for best overall commercial was presented to *Be Careful Who You Turn On* a commercial for Lynx antiperspirant made by the University of Westminster under Team Leader Lucas Adamson.

1 Overall winners - University of Westminster

Overall Winner

Be Careful Who You Turn On

University of Westminster
Team Leader, Lucas Adamson

2nd Place Overall

Line-Up

The Arts Institute at Bournemouth
Team Leader, Dillan Ghandi

3rd Place Overall

Turn Around

National Film and Television School
Team Leader, Kristine Maj De Weergaard

