

Key activities in Europe

Kodak Student Commercial Awards competition becomes European



Following the success of the UK Student Commercial Awards, the competition is being rolled out in other countries in Europe and expanding to Poland, Hungary, Turkey and Romania. The local competitions are being run in cooperation with leading film schools, world-class local advertising agencies and key industry partners. The format stays the same - student filmmakers are invited to make a 30-second commercial off one roll of 400ft Kodak negative stock. They provided creative briefs with each commercial to be judged on cinematography, post-production, creativity and overall look. The awards ceremonies will take place in each country at the beginning of the summer and the winners of all five competitions will see their work showcased at the prestigious Golden Drum International Advertising Festival (Slovenia, October 14-19).

Berlinale Talent Campus, Germany

The Berlinale Talent Campus is a week-long program that offers young filmmakers the opportunity to participate at the internationally-renowned Berlin Film Festival. This year marked the fifth edition of the Berlinale Talent Campus, and Kodak continued its support by hosting a cinematography seminar, Super 16 workshop, networking breakfast, and filmmakers' reception. Some 350 emerging filmmakers with various creative backgrounds were chosen to attend from locations around the world.

Kodak's Stop By Shoot Film sessions were heavily attended. The workshops are designed to demonstrate how easy it is to use film to create the desired visuals for a project. Nearly 50 participants received guidance on shooting in the Super 16 medium from Berlin-based cinematographer Matthias Schulze alongside Kodak cinematographer Bart Durkin.

Slawomir Idziak discussed his career and experiences, and shared his views on the future of the cinema. Idziak is a native of Poland who has compiled more than 40 feature film credits; he was nominated for an Academy Award for his work on *Black Hawk Down*, which also received accolades from multiple industry organizations. Over 300 attendees participated in an informal Q&A conversation with Idziak, receiving first-hand advice from the accomplished cinematographer.

For more information about the Berlinale Talent Campus, visit www.berlinale-talentcampus.de.

Student Commercial Awards, UK

Kodak and the British Television Advertising Awards (BTAA) organization announced the winners of the Kodak Student Commercial Awards, which was held at Madame Tussauds in London in March.

The competition invites student filmmakers to make a 30-second commercial off one roll of 400ft Kodak negative stock. Advertising agency Ogilvy and Mather provided five briefs and each commercial was judged on cinematography, post-production, creativity and overall look. The award for best overall commercial was presented to *Paper Tobler Xmas*, an animated commercial for Toblerone chocolate from Afarin Eghbal at Central St Martins College of Art and Design.

Sam Clark, Education Manager at Entertainment Imaging, Kodak (UK) Limited commented, "As well as receiving more entries than ever before this year's winners continued to exceed expectations and show a breadth of talent in writing, cinematography and post-production with winners being approached by producers on the evening. The competition proves to the commercials industry the large amount of talent we have in the UK and how the schools work with this to produce creative and compelling work with film."

Awards were presented on commercials for five brands: Kodak, Dove, Toblerone, Zovirax and charity C.A.L.M.

Film	Country	Director	DP
<i>Lulu's Snails</i>	Greece	Panayiotis Fafoutis	Giorgos Papandrikopoulos
<i>Homo Homini Lupus</i>	Italy	Matteo Rovere	Vladan Radovic
<i>Fair Trade</i>	Germany	Michael Dreher	Yann Blumers
<i>Tanghi Argentini</i>	Belgium	Guido Thys	Frank Vandeneeden
<i>Dérives</i>	France	Bill Barluet	Isabelle Dumas
<i>Wild Duck Season</i>	Poland	Julia Ruszkiewicz	Pawel Dyllus

Clermont-Ferrand, France

The Kodak European Short Film Showcase for New Talents premiered at the 29th annual Clermont-Ferrand International Short Film Festival earlier this year. The showcase consisted of short films by emerging filmmakers who have won regional and local Kodak-sponsored competitions and film festivals the previous year. The films were selected for their excellence in cinematography, directing talent, originality, and script appeal.

Clermont-Ferrand is one of the largest international festivals for short films with over 2,800 industry professionals seeking opportunities to discover new talent. The six short films featured in the 2007 Kodak European Showcase for New Talents are shown in the table above.

Kodak invited both the director of photography and director of each film in the showcase to attend the festival for three days and represent the film at the screening. They were afforded networking and publicity opportunities throughout the duration of their stay.

"We heard a lot of positive comments about the quality of the films in the showcase," said Elisabete Perazzi, marketing communications manager for Kodak's Entertainment Imaging Division in Europe. "We are honored to have been able to provide this practical support for these talented young filmmakers, and plan to continue this program at Clermont-Ferrand in 2008."

For more about the festival, visit www.clermont-filmfest.com.