

Film Literacy Seminar: Exploring Visual Culture

23 October 2018, 11:00 – 19:30

Eye Filmmuseum, Amsterdam



Seminar programme

11:00 – 11.30	Registration	Front desk
11:30 – 11.45	Welcome and introduction	Cinema 3
11:45 – 12.30	Keynote speech by Claire Boonstra	Cinema 3
12:30 – 13.30	Lunch break	Foyer
13:30 – 16.00	Zoom-into-sessions:	
	Lobbying	Room at the Top
	Collaboration	Studio
	Curriculum	Waterfront
16:00 – 16.30	Tea/coffee break	Foyer
16:30 – 17.30	Wrap up	Cinema 3
17:30 – 19.30	Opening drinks Cinekid for Professionals	Foyer



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The Film Literacy Seminar: Exploring Visual Culture is co-funded by Creative Europe MEDIA programme of the European Union.

Seminar speakers

OPENING & KEY NOTE 11:30-12:30

Moderator Jordi Wijnalda

A person in awe of everyday life, Jordi Wijnalda (the Netherlands, 1990) is a nomadic filmmaker, teacher and all-round arts enthusiast. He has honed his skill, knowledge and passion for cinema in New York City, Amsterdam, and Ludwigsburg, and is currently pursuing his film career in Paris.



Keynote speaker Claire Boonstra

Claire Boonstra will open our eyes to how important it is for education to move along the cultural and social changes in our society. As founder of ð Operation Education and known for her ability to raise the difficult questions needed to move forward, Claire is invited to kick off the seminar and inspire us to ask the right questions needed to raise awareness of the importance of film education in the curricula of European schools.



ZOOM-INTO-SESSIONS

Session 1: One plus one equals three (Zoom-into-Lobbying)

The central question in this session is: 'How can we best work together to put film literacy on the map?'

Hosting partner ECFA: Margret Albers, President

Margret Albers is project manager at the Association for the Promotion of German Children's Film (*Academy for Children's Media, Outstanding Films for Children and Formats from Thuringia*). Margret is a regular member of various juries (e.g. Grimme Award), gives lectures and works as a journalist.

Since 2017 she has been president of the European Children's Film Association (ECFA).



Speaker Simone Fratini, Cineteca di Bologna

After completing a degree in Cinema and Music Studies, Simone founded Paper Moon Association, an organisation that deals with film literacy and media education. Since 2015 Simone has worked for Schermi e Lavagne, the education department of Cineteca di Bologna. He teaches cinema classes, hosts practical workshops, delivers screening presentations, offers guidance on teachers' training paths and manages educational projects. During his presentation Simone will discuss the strategies and actions which led to the call for proposals by the Ministry of Culture and Education for greater film literacy and associated education projects promoted by schools, institutions and festivals. The session will assess the effectiveness of this call, where things currently stand and future aims.



Speaker Bernard McClosky, Northern Ireland Screen

Bernard, head of education at NIS, launched **A Wider Literacy**, the film education strategy for NI's schools. He works with NI's three Creative Learning Centres and Into Film, providing learning for teachers and pupils in film and digital technologies, as well as across more than 1,000 school film clubs across NI. Bernard will discuss the strategies and actions that led to investment in film literacy in NI, and the establishment of the Creative Learning Centres. The impact of these activities will be addressed, as will the next necessary steps.



Creative host Paul Tyler

Paul has 25+ years of experience developing and producing concepts, strategies and projects within the cultural, public and corporate sectors. Paul employs a highly analytical, creative and often humorous approach when revealing the complex ecosystems in which we work, rest and play.

Be surprised by his unique mapping technique, using world famous toys.



Session 2: Europe Shaken & Stirred (Zoom-into-Collaboration)

The central question in this session is:

‘What are the steps necessary to achieve real cooperation?’

Hosting partner & speaker Cinekid: Tessa Stoke, Head of Education

Tessa has degrees in media and education. Since 2010 she has been part of Cinekid (combining this with teaching at a primary school), and in 2017 she was appointed as our Head of Education, which makes her responsible for the educational profile of the organisation, the festival programme for schools and the different year-round film and media education activities and collaborations, including teacher training. Besides hosting, Tessa will also give a presentation of Wrap!: five years of lessons learned and how they worked together effectively to create a European catalogue for children’s film.



Speaker Elena Solte, Vision Kino

Elena Solte studied French, sociology and educational sciences in Leipzig. She has worked in various media and cultural mediation projects in France and Germany, and since October 2012 has been working for the nationwide SchoolCinemaWeeks (SchulKinoWochen) at VISION KINO in Berlin. Her presentation about the project ‘Film - A Language without Borders’, addresses how a European film collaboration can strengthen intercultural communication and stimulate integration.



Creative host Douwe-Sjoerd Boschman

Douwe-Sjoerd works as an artist and writer with a background in serious game design. He loves to create interactive story experiences, either plugged or unplugged.

Follow the adventures of his picture book character #StoutKonijn that drops huge rabbit droppings everywhere.



Creative host Tessa van Grafhorst, Taartrovers

In 1999 Tessa started the *Kinderbioscoop*, a small children-only cinema in the old centre of Amsterdam. This was her introduction to film education. She is one of the founders and art director of *Taartrovers* (2003), a touring children’s film festival. In addition, Tessa is part of a collective of artists who undertake film, art & food projects directed at young children for museums, festivals and other organizations.

Douwe-Sjoerd and Tessa van Grafhorst are going to help you investigate the do’s and don’ts of successful international film education collaborations.



Session 3: Sneaking into School (Zoom-into-Curriculum)

Central questions in this session are: 'How can we make a film education a core part of the European school curriculum. Can film education be part of all school subjects or can it only be embedded in the arts?'

Hosting partner Eye and FLICK: Margreet Cornelius, Senior Project manager

Margreet coordinates the development of educational programs at Eye aimed at teachers and students. Not only for use in the Eye Filmmuseum, but also in the classroom. She also coordinates activities for the Film Education Network (Netwerk Filmeducatie), a Dutch national network of 16 partners active in developing film education programs. Margreet always tries, even in her free time, to convince every teacher to analyse moving images, the same as they do texts (who, what, where, why and how)!



Speaker Linda Sternö, University of Gøteborg

Linda is a senior lecturer at Valand Academy where she teaches the VP model at the preschool teacher program at Gothenburg University. She holds BA degrees in film directing and high school teaching of moving images (Gothenburg University), and an MA degree in visual culture and learning (with a specialization in art education) from Konstfack in Stockholm. Linda has worked as a film director and producer of films shown on national television, in international cinemas and at numerous film festivals. Linda will talk about her experiences in Sweden and how she and her colleagues managed to get into schools where film is not part of the curriculum. Using film they addressed core topics such as gender, religion and democracy, and worked with immigrant children.



Speaker John Peto, The Nerve Centre

As director of education at the Nerve Centre John is responsible for a range of projects that support digital creativity in schools and communities across Northern Ireland. From an award-winning background in broadcast documentary production, John has overseen the establishment of Northern Ireland's first FabLabs (at Nerve Centre and at Belfast's Ashton Centre) as well as operating their Creative Learning Centres, which fuse technology and creativity in curriculum-based learning for teachers and students. In this, he pioneers the use of digital creative media in conflict education through teaching the Divided Histories Project.



Creative host Aafke Frederik

Aafke rediscovered the power of drawing when she worked as a change management consultant. While preparing hundreds of powerpoint slides and excel sheets she started drawing to get an overview again. Now she trains others in working visually and captures the essence of presentations and meetings as a graphic recorder for Visual Notes and Studio Pen. Aafke will visualise the words used during the session. It is what your brain likes best if you want to make a better connection with the information provided!



WRAP UP & DRINKS 16:30-19:30

After the wrap-up in Cinema 3 all participants are invited for the official Cinekid for Professionals opening drinks in the foyer of Eye, hosted by Nienke Poelsma, Head of CfP, and Ido Abram, Deputy Director of Eye.

Programme Watch out, you can be drawn!

The day's notes of the plenary sessions will be recorded graphically by Maarten Kersten, Visual Notes. Visual Notes is an Amsterdam-based company that delivers growing visual needs in organizations (Visual Notes, Visual Academy and Visual Consultancy). During the seminar Maarten will convert the spoken words into big notes on to a big storyboard. Your brain will love it!

