



5th – 12th December 2010
Nelson Mandela Bay

CONCEPT & VISION

The *SAY International Film Festival* is intended as a strategic annual event targeting the next generation of filmmakers and offering something unique to the South African film industry's "identity". Positioned alongside the successful *Nab'Ubomi Inter-School Short Film Competition*, and with its home in Nelson Mandela Bay in the Eastern Cape, the SAY IFF is the place where major role-players of the SA Film and Television Industry will come together to connect with, and invest in, the talented youth who are the future of the industry.

This is an opportunity for Nelson Mandela Bay to add another element to its role as the creative capital of the Eastern Cape. It can now become a 'watering-hole' for young creative talent drawn from the whole of the province and across the country and ultimately the continent and the wider world.

The **Nelson Mandela Bay Municipality** is lending its support as host city to the SAY IFF and is funding numerous aspects of the festival programme. There will be five focus areas for the 2010 SAY International Film Festival:

- 1.) **Pre-Festival Screenings for school groups & communities:** these will take place during the last week of the fourth term (6th – 10th December) in various library venues and auditoriums across the city.
- 2.) **The SAY Film Camp** with 12 promising young filmmakers identified through past Nab'Ubomi projects and mentored by local and international filmmakers through the production of 4 short documentaries in the week leading up to the festival weekend.
- 3.) **The SAY Who AM I? Film Campaign:** short 60 sec documentary films made by young people on cell phones and "bloggie" cameras through a series of workshops held over the festival, the collection of films will form a collage of video material that captures a sense of the youth identity of the festival.
- 4.) **The Festival Weekend** (9-12 December) with public screenings of films made by youth (local and international), workshops, panel discussions, presentations from relevant institutions and the Opening and Closing SAY IFF Events. The weekend will include the Nab'Ubomi Awards Event and Gala

Dinner hosted by the Department of Education. Workshops & Sessions will include topics such as: The Art of the Pitching; Concept & Story for Documentary; Concept & Story for Narrative; Editing for beginners; After Effects/Blue Screen; Sports Videography; Animation; Screen acting & Improvisation; Special Effects Makeup; Status of the film and television industry in South Africa; Film Appreciation for cinema goers; Cinematic Conventions – the art of telling story for the screen.

These events will be targeted primarily towards young people with an interest in Film and Television as a career. A strand of events will also be accessible to the wider public to connect the local community with the festival.

- 5.) **Cinemasports Youth Cup Challenge** open to all local filmmakers as well as groups from anywhere in the country and even abroad. Cinemasports is a 10-hour film making challenge culminating in the online screenings of films made on the day. The challenge will be to make a music video with 3 special ingredients in just 10 hours. We'll be competing with youth teams on the other side of the world in San Francisco Bay... and anyone else who wants in on the fun.

MOTIVATION

In the long term The *SAY International Film Festival* aims to:

- Create a Film Festival of new significance in South Africa that is unique among the other film festivals in the country;
- Position the Eastern Cape, and Nelson Mandela Bay, strategically in the South African Film and TV Industry landscape - develop NMBM as a “Mecca” for young filmmakers;
- Showcase films made by young South Africans alongside films by youths from other countries;
- Showcase professionally made feature films with directors, producers, cast or crew are present to interact and impart knowledge to festival delegates;
- Showcase (with opportunity to experience) relevant disciplines inaccessible to the vast majority of young people;
- Allow festival guests to discover new areas of interest and develop basic skills through presentations and workshops;
- Communicate a realistic understanding of the state and nature of the film and TV industry in SA and give direction to young people starting a career in this industry;
- Offer teacher-training workshops of relevance to the education system and to the film and television industry;
- Connect young talent with industry, by bringing media organisations, broadcasters, talent scouts, film schools, government departments etc. into direct contact with the best young talent South Africa can find at high school level;
- SAY IFF is an opportunity for Industry to give back *and* look forward by investing time and expertise into the youth who are the future of Film and TV in South Africa;

The NAB'UBOMI Connection

The *Nab'Ubomi Inter-School Short Film Competition* started in 2007 in Nelson Mandela Bay and is becoming an established youth brand in the world of film and television in South Africa. Partnered and sponsored by the **SABC**, the **Eastern Cape Department of Education** and the **National Film and Video Foundation** we feel it is a strategic move to dovetail the final stages of the *Nab'Ubomi Competition* with the programme and strategy of the *SAY International Film Festival*. In addition to this, *Nab'Ubomi 'graduates'* will be invited to apply for the film camp and will also assist as festival staff.

In future years we anticipate *Nab'Ubomi* will continue to be a major contributor to the structure of the festival but other youth films and projects will also have a platform to shine under the banner of the *SAY International Film Festival*. *Nab'Ubomi* and *The SAY IFF* are both platforms where learners can express themselves through stories and explore issues of particular relevance to young people today. Both projects are also about identifying talent, alleviating poverty and developing skills necessary for success in the Film and TV industry.

The IMBEWU Connection

NAB'UBOMI PRODUCTIONS has entered into a joint venture agreement with IMBEWU SA for the purposes of launching and running The SAY IFF in Nelson Mandela Bay in the Eastern Cape.

The vision of IMBEWU SA is to restore human dignity within underprivileged communities in and around Nelson Mandela Bay. The prime mandate of IMBEWU SA is the upliftment of disadvantaged children and youth through empowering and encouraging all efforts aimed at alleviating poverty and restoring human dignity.

STRATEGY

The Festival will fall over the final week of the school term (6th - 9th Dec), running into the first weekend (10th - 12th Dec) of the summer holidays.

We are partnering the independent cinema complex **Uptown Theatres** as a base venue for screenings, workshops and events during the festival. We will work closely with the **Education Department** in Port Elizabeth to target high schools for the film screenings, and the Eastern Cape Department of Education (ECDoE) to access schools across the province.

We are connecting with the following international youth filmmaking programmes and festivals to source youth films and speakers from all over the world: In Norway: **Move My Image & Amandus**; in the UK: **Northern Stars; First Light Movies; Jack Drum Arts and Kids for Kids UK; Future Film Festival** (British Film Institute); in Sweden: **Angeläget** and **FRAME**; In the Congo: **SKIFF & Yolé Africa**; In the USA: **Bay Area Video Coalition / The Factory**; Germany: **Up & Coming** Film Festival in Hannover, Lower Saxony, Germany.

We are also engaging all the major Universities in the Province: **NMMU, Fort Hare, Rhodes and Walter Sisulu** inviting them to contribute to the programme and promote their respective film and media courses. Along with the following relevant learning institutions outside the province: **Tshwane University; AFDA; Big Fish; NEMISA.**

CONCLUSION

The Eastern Cape is arguably the poorest province in South Africa and this industry is one with significant capacity for job creation and poverty alleviation. We believe this festival has the capacity to change the face of the Film and Television industry in the region and give Nelson Mandela Bay a unique position within the national industry as every year budding young filmmakers find their way to Nelson Mandela Bay in the Eastern Cape it will become **SA's FIRST Filming Destination.**

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