

## THE PROJECT

ABCinema explores new and creative approaches to film literacy and to the development of younger audiences, in order to get the next generations of moviegoers curious and excited about cinema as an art form and as part of Europe's cultural heritage. By coordinating the efforts of 7 leading European Film Archives and film-related organizations, this project has fostered pan-European collaboration, peer-to-peer learning and added value to its partners' film literacy activities.

Each partner has chosen a different target group from preschool children to young adults outside the school environment. Together with teachers and film literacy experts, partners performed a range of film literacy activities based on the history of cinema and published educational materials and workshops outcomes on the project website: [www.abcinemaproject.eu](http://www.abcinemaproject.eu). Workshops for practitioners were organised to exchange best practices across sectors and borders.

The first workshop was held in March 2015 in Birmingham (UK) with a special focus on innovative and participatory approaches to engaging young adults in film heritage and culture outside the formal education environment.

The second one was held in Bologna during *Il Cinema Ritrovato* festival at the end of June 2015. This was an occasion to share the activities performed by the partners and to find possible connections among pilot initiatives.

The project outcomes were discussed and published online and at public events, with the support of ACE - Association of European Film Archives and Cinémathèques.

The online catalogue will be further developed and enriched in the frame of ABCinema Plus: the project was in fact selected by Creative Europe for a second-year grant.

## FONDAZIONE CINETECA DI BOLOGNA

It is an internationally distinguished film archive founded in the 1960s. Its projects and activities include film restoration, film literacy activities, daily theatrical screenings, publishing activities (books and DVDs), a globally known restoration festival - *Il Cinema Ritrovato* -, a library, as well as non-film collections on photography, graphic design, arts. The Cineteca di Bologna film archive holds a collection of over 70,000 prints.

### Age group: 3-6

#### PERFORMED ACTIVITIES:

- **Playing with Dice and other special effects:** After some preparatory meetings with kindergarten teachers, the children involved watched some early trick films at the cinema. Then children and teachers began to develop micro-stories and prepare the materials they needed for the shooting day. Finally, a little set was built, and the children were divided into small groups, each one of them dealing with a particular scene / special effect to be shot.
- **Building-up a Story:** Children watched some shorts on the big screen. For many of them this was their first experience in a cinema. They were given some plastic cards with the main sequences of the films: they were then asked to arrange or re-arrange them, so as to find out all the different ways in which a story can be built. 5 years old children were also involved into a stop-motion experimentation.



Project Coordinator:

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