EUROPEAN FILM FACTORY
CINEMA IS THE NEW SCHOOL

Platform launch on 26 August 2020

Supported by the MEDIA Creative Europe programme, the European Film Factory is a new initiative to promote film education in Europe. An exceptional day of press meetings will be held online, in English, on 17 September 2020 to present this new service.

The European Film Factory is run by the Institut Français, which has joined forces with two partners at the forefront of digital innovation in schools: ARTE Education, a subsidiary of ARTE, the European cultural television channel responsible for creating the digital educational service Educ’ARTE, and European Schoolnet, a non-profit organisation composed by thirty-four Ministries of Education in Europe.

europeanfilmfactory.eu    @eu_FilmFactory
The European Film Factory programme offers an innovative and practical solution for supporting **film education** in Europe. It ensures **free online access** for **students aged 11 to 18** and teachers from all of the Member States of the Creative Europe programme, to a catalogue of ten films from Europe’s film history, selected by a jury of European film education and industry professionals. The European Film Factory platform (**www.europeanfilmfactory.eu**) will be accessible via all devices (computers, tablets, and smartphones) from **26 August 2020**. Designed as a practical working tool for film education, the platform will be available in **eight languages** and will **offer innovative teaching tools** based on film: mind maps, annotations and even the extraction of clips from specific scenes.

The first ten films featured in the programme are:

1. **La Strada**, Federico Fellini, Italy, 1954 (Drama) with Anthony Quinn and Giulietta Masina
2. **Stella**, (Στέλλα [Stella]) Michael Cacoyannis, Greece, 1955 (Drama) with Melina Mercouri and Giórgos Foúndas
3. **The 400 Blows** (Les Quatre Cents Coups), François Truffaut, France, 1959 (Drama) with Jean-Pierre Léaud
4. **A Swedish Love Story** (En Kärlekshistoria), Roy Andersson, Sweden, 1970 (Comedy-drama) with Ann-Sofie Kylin, Rolf Sohlman and Bjorn Andreesen
5. **Europa Europa** (Hitlerjunge Salomon), Agnieszka Holland, Poland, France, Germany, 1990 (Historical drama) with Piotr Kozlowski, Marco Hofschneider and René Hofschneider
6. **Billy Elliot** Stephen Daldry, United Kingdom, France, 2000 (Comedy-drama) with Jamie Bell, Julie Walters and Gary Lewis
7. **Good Bye, Lenin!**, Wolfgang Becker, Germany, 2003 (Comedy-drama) with Daniel Brühl and Katrin Sass
8. **12:08 East of Bucharest** (A fost sau n-a fost?), Corneliu Porumboiu, Roumania, 2006 (Comedy) with Mircea Andreeescu and Teodor Corban
10. **In a Foreign Land** (En Tierra Extraña), Iciar Bollain, Spain, 2014 (Documentary)
An exceptional day of press meetings will be held online, in English, on 17 September 2020.

Available for interview:
- the project partners
  Erol Ok, Chief Executive Officer of the Institut Français EUN, TBC ARTE, TBC
- representatives of the European Commission (to be confirmed)
- directors of films from the catalogue
  Agnieszka Holland, Director of Europa Europa
  Corneliu Porumboiu, Director of 12:08 East of Bucharest
  Icíar Bollaín, Director of In a Foreign Land
  Nora Twomey & Tomm Moore, Directors of The Secret of Kells
  Roy Andersson, Director of A Swedish Love Story

Please send requests for interviews to Florence Alexandre, Press Officer (florence@anyways.fr)

To view the advert: https://www.youtube.com/watch?v=O0k8Z3up_Xo

Press materials can be accessed here.

European Film Factory: www.europeanfilmfactory.eu
Facebook: https://www.facebook.com/Eu_FilmFactory-112555560436169
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