

# Moving Cinema

<https://engagenow.eu/case-studies/moving-cinema>

A Bao A Qu (Barcelona) is a non-profit organisation dedicated to developing projects that link artistic creation with education. A group of filmmakers, photographers, artists, and creators move around schools; others collaborate with museums and prestigious cultural institutions in the city of Barcelona. They also train cultural managers. Among their projects, Moving Cinema stands out specifically as an applied research project that has been developed in several European cities simultaneously: Meno Avilys (Lithuania), Os Filhos de Lumière (Portugal), Centre for the Moving Image (Scotland), La Cinémathèque française (France), British Film Institute (UK) and Kijufi (Germany).

The project consists of several activities such as screenings and dialogues, young programmers, and filmmaking using mobile devices and discovering films on VoD platforms. The project develops several action points within each of these areas, which are subsequently analysed to define working models and their related processes. Moving Cinema also creates an essential network of festivals, cinemas, screening spaces, schools, institutions, teachers and filmmakers that work together for film education for young people.

Linking artistic creation and education through filmmaking, cinema and VoD

**LOCATION:** SPAIN, BARCELONA

**WEBSITE:** [HTTP://MOVINGCINEMA.EU/](http://movingcinema.eu/)

**YEAR THE PROJECT BEGAN:** 2014

**DURATION:** 9 MONTHS

**ORGANIZER:** [A BAO AO QU](#)

**COLLABORATORS:** [MENO AVILYS, OS FILHOS DE LUMIÈRE, CENTRE FOR THE MOVING IMAGE, LA CINÉMATÈQUE FRANÇAISE, BFI- BRITISH FILM INSTITUTE, KIJUFI](#)

**ARTS AND CULTURE SECTORS:**

- LITERATURE: WRITING
- MUSIC
- PAINTING
- PERFORMING ARTS

**AGE TARGETS:**

- YOUNGSTERS AND ADOLESCENTS (12-16 YEARS OLD)

**GENDER TARGETS:** ALL

**SOCIODEMOGRAPHIC TARGETS:**

- URBAN

**AIMS:**

- EDUCATION

## MAIN GOAL OF THE PROJECT

To create methodologies, strategies and tools for children and young people to appreciate European films and become active spectators. To develop an exchange and joint analysis of experiences to co-produce and disseminate resources to stimulate young people's interest in European auteur cinema and improve young people's access to European films.

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## ROLE OF YOUNG AUDIENCES

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The Video on Demand platforms allow access to a wide variety of films from all eras, allowing young people to share films with their family and friends.

Relating the viewing of films with the practice of mobile devices and tablets enables young people to develop a broad reflection on the film. They analyse the script, the style and the cinematographic choices of the filmmaker, and ask themselves about the cinematographic decisions of the directors.

Through their projects they create a link to cinema, to see that their analysis and their interpretations are valid and feel closer to the films.

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## THE AIM OF THE PROJECT

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- Analyse the outcome of the experiences generated in each country that participates in the project.
- Share and exchange ideas that rise from the project to co-produce and disseminate a methodology that facilitates and stimulates young people's interest in European cinema.
- Improve young people's access to European films through strategies that influence present and future viewing habits.

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## WHY IS IT "A CASE OF GOOD PRACTICE"?

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- . The use of the Video on Demand Platforms generates respect and understanding of copyright laws.
- . The project promotes access to European cinema for teenagers.
- . The project has developed a new way of approaching young people.
- . With this project, young people establish an excellent link with the cinema they see and the movies they program.
- . The works that are being produced in the project are being published on a blog called "We are moving cinema." In this way, they feel that their work is public, valued and visible.
- . Working using mobile phones means cinema becomes a part of their life. The mobile phone is an attractive and an everyday tool available to everyone.
- . The resources of the project are being published on the website <http://moving-cinema.eu> with the intention of being used for all organisations, institutions and people interested in the transmission of cinema.