

# The C&CI Student Moving Image Competition 2010

(RE)Imagining the City

Call to Entry

## MOVING SPACE

2010

For the C&CI's 2010 short film competition students are again invited to focus a critical gaze on the built environment, in particular the urban environment.

We are looking for moving image proposals that will provide insight and/or investigate solutions to the issues thrown up by AZA2010.

The themes of AZA2010 are **Re-imagining the City** and **Event+City**. The festival's purpose is to explore architecture's relationship with the diverse cultures and contemporary conditions of Southern African cities, especially in the light of hosting the Big Event. Please visit [www.aza2010.org](http://www.aza2010.org) for further information.

(RE)consider (RE)think (RE)make  
(RE)build (RE)use (RE)style  
(RE)design (RE)solve (RE)create

KEY WORDS TO SPARK YOUR IMAGINATION

The *Moving Space* competition was established to promote the innovative use of concrete; to stimulate an inventive approach to moving image production; to raise awareness of critical architectural issues; and to challenge notions of sustainability facing our society in its built/unbuilt/wasted contexts.

The C&CI sponsors this contest to stimulate debate around the challenges of sustainable development and to allow resultant architectural ideas. Concrete is widely used and is an important building material in sustainable designed buildings and sites. The C&CI encourages Portland cement-based material innovations and applications – especially those that can extend the opportunities for sustainable innovations in the built environment.

# AUDIOVISUAL BRIEF

The panel will favour innovative approaches to the audiovisual medium that also incorporate a functional concept.

Students are free to explore any genre of the moving image. The proposal can be for a documentary, a mockumentary, a music video, a comedy, an animation, a stream-of-consciousness or even a corporate promotional video on concrete. Or anything in between. You are free to experiment within genres, but you should be able to motivate your approach conceptually.

Frame a structure for your film. Tell a story that grips the judges.

You must be able to prove that you will be able to deliver on both a technical and a conceptual level. You must prove that you will be able to produce your film within budget and time constraints.

“An artist says a hard thing in a simple way.”

CHARLES BUKOWSKI

## WHO CAN PARTICIPATE?

Any student or group of students currently enrolled at an architectural, film, design or multimedia school. Each production team will be allowed one crew member with professional film industry experience.

## TERMS AND CONDITIONS

1. Each tertiary institution may enter a maximum of three proposal submissions. **Proposals must be submitted electronically.**
2. Each submission must contain the following:
  - a) A cover page with a summary of the concept, the name of the institution and the contact details of the producer of the proposal.
  - b) A Motivation or Concept (maximum 1 000 words).
  - c) A Visual Treatment (maximum 500 words). The inclusion of a storyboard or mood board is optional.
  - d) A Crew List. Each production team would have to prove that they have adequate knowledge of both filmmaking as well as architecture. It is strongly recommended that each team has at least one architecture or design student as part of the team.
3. A shortlist of 10 entries will be invited to pitch their concepts to a group of independently appointed judges.
4. Four teams will be selected and invited to produce films.
5. The production should be between 5-10 minutes in length.
6. One master DV tape as well as four DVDs of the film need to be submitted on completion.
7. The decision of the judges is final and non-negotiable.

## QUALITY CONTROL

1. Grants will be paid to institutions to administer on behalf of the student teams.
2. The C&CI will appoint quality controllers to monitor the progress of the films during the production process. The commissioned production teams will have to submit scripts, filmed sequences, off-line and final edited product to these controllers from time to time before the final date of delivery.

## AWARDS

The sponsor, The Cement and Concrete Institute, has made the following prizes available:

1. To four equally meritorious student proposals, a monetary component of R 25 000.00 will be awarded to produce their films. This will be paid to the institutions to which the students belong.
2. The completed films will be shown at the Architect Africa Film Festival 2010, subject to selection for screening by the festival's viewing committee. The festival will visit all major centres in SA. The Architect Africa Film Festival will form part of AZA2010.
3. Films will be made available and marketed to international architecture film festivals through the Architect Africa Film Festival (subject to all applicable protocols).
4. The films will be offered for broadcast to a local television channel.

## COPYRIGHT

The C&CI will retain full copyright of all the films commissioned for the South African territory. The C&CI also retains the right to use the films in which ever form for purposes of marketing and education. **The C&CI also retains the right to make the films available to any international architecture film festivals. The student production teams retain 100% copyright for international sales or submitting their films to other international and local film festivals.** The production team will be allowed to develop the films into full-length feature films without the consent of the C&CI. All films will use the logo of the academic institution from which the film originated as well as the C&CI logo in the title credits.

## DEADLINES

|  |                        |
|--|------------------------|
| Submission of proposals                      | <b>10 March 2010</b>   |
| Pitching session (by invitation)             | <b>24 March 2010</b>   |
| Completion and delivery of films to the C&CI | <b>15 August 2010.</b> |

## JUDGES

To be announced.

## QUERIES AND SUBMISSIONS

Wessel van Huyssteen or Naledi Mokhele at Tin Rage Productions

Tel: +27 11 477 2414 or 8515

Fax: +27 11 477 8519

[tinrage@iafrica.com](mailto:tinrage@iafrica.com)

Or

Daniel van der Merwe @ C&CI.

Tel: +27 11 315 0300

Fax: + 27 11 315 0584

email: [daniel.vandermerwe@cnci.org.za](mailto:daniel.vandermerwe@cnci.org.za)

website: [www.cnci.org.za](http://www.cnci.org.za)

“The only real voyage consists not in seeking new landscapes, but in having new eyes; in seeing the universe through the eyes of another, one hundred others - in seeing the hundred universes that each of them sees.”

MARCEL PROUST