

Let's start from 0+! (Krenimo od 0+!)

Interview with Ena Rahelič, Kino Mediteran Bacvice (Split, Croatia) by Anna Tatarska

Why did you choose to launch this particular project?

Audience development is one of the key topics the whole industry is dealing with, especially over the last decade. But we tend to forget that, nowadays, our fight needs to start at the earliest age possible. In this fast-paced world, content that children consume is largely mass-produced or of low quality. It also often includes addictive experiences that can lead to issues later on, including problems in following a simple storyline - our focus groups have evidenced that. We need to start curating the content our children indulge in - almost daily - as early as possible, to help them develop a better understanding of consumption and quality, underlining its influence on their future development and behaviour. Therefore, we have decided to focus on the education of future audiences starting from 0 in order to ensure access to higher quality content.

How do you "start from 0" in practice?

It is an initiative aimed at families with children of up to seven years in age. We are educating a new generation of audiences who will become accustomed to diverse European and independent content from an early age. Four different sections for different age groups (0+, 1-3, 3-5, 5-7) will bring curated content to 20 cities throughout the first year, setting up the logistics for annual, weekly and monthly programmes. These will be followed by workshops: from drawing their own film posters to developing

and filming their own stories, documenting their cinema-going experience and much more. We have also thought of the parents of newborns and toddlers, who often lose their social - and cinematic! - life after stepping into a new role. We will offer special screenings for parents, who will be able to either enjoy the screening with their baby or to leave their toddler at a workshop and enjoy the cinema themselves.

What do you think its impact at a local and national level could be?

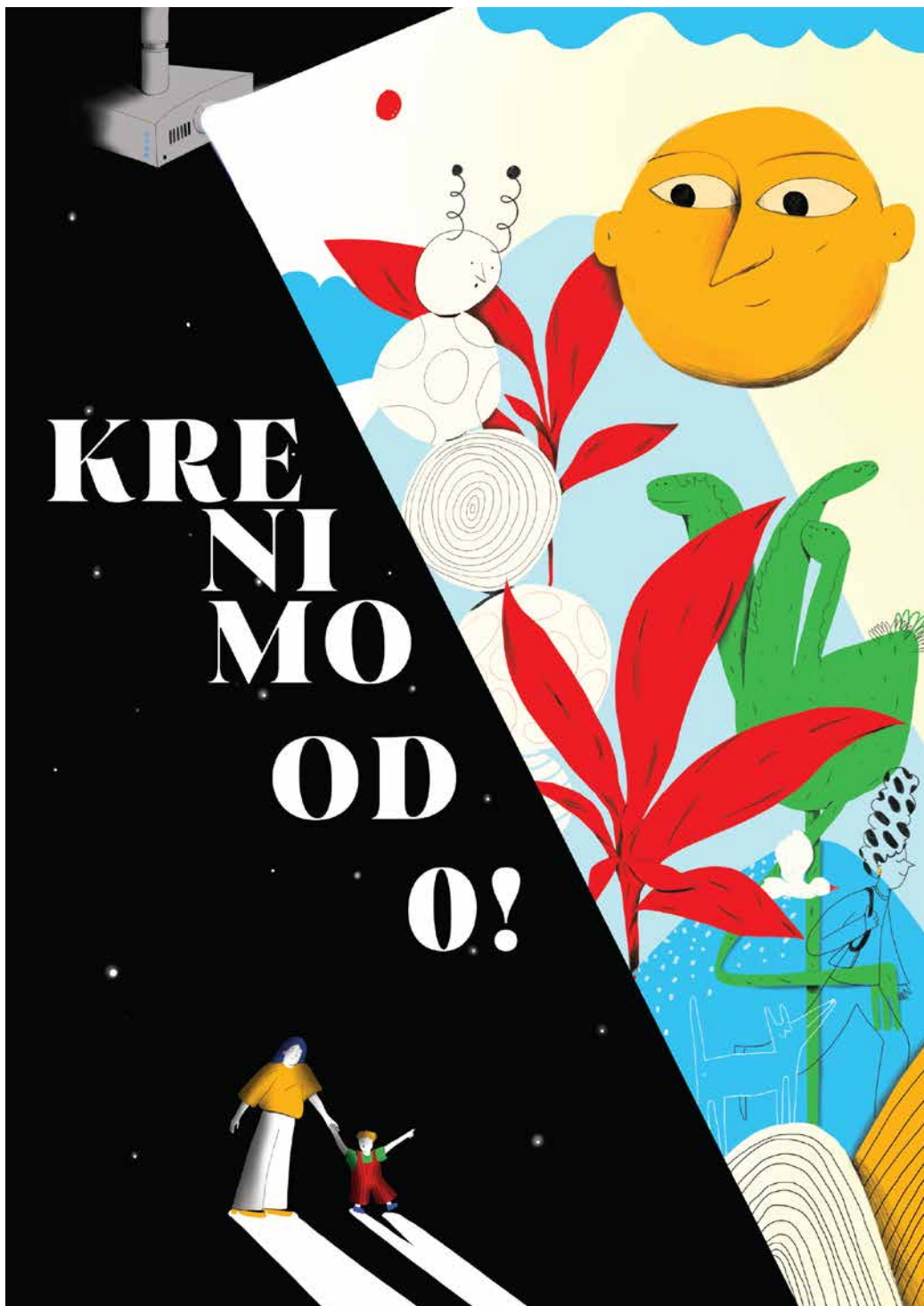
If we think of the whole ecosystem we operate and live in, especially in the European film industry, we need to start thinking of our future audiences now and really start developing them from age 0 as, nowadays, everything else is too late. This community-driven project will create a unique label that is currently missing on the market and also please parents, especially those on parental leave, by providing access to cultural activities and cinema dates. We will also team up with preschools and other institutions to create and offer programmes that will bring our audiences to the cinema regularly. We hope to create a strong brand, making it a staple in our programming that will be recognized and loved by many generations to come. We also hope to raise awareness around the need for more targeted funding for activities aimed at the youngest in our societies. This primarily includes dubbing of European content into local languages.

Why is dubbing such an issue?

Dubbing is quite simply expensive and therefore often out of reach for the majority of independent distributors. There have been many alternative attempts at bringing independent content to young children including subtitled works but, following several focus groups we have run, it is largely disliked by both the children and their parents. The CTI support helped us pass this first obstacle.

How does your programme correspond with European values?

Being focused on bringing and introducing children to European content will allow them to get acquainted with different cultures, practices and demographic groups, as well as creative outlets from various European countries. It will not only serve as a great example for the wide range of cinemas within the Europa Cinemas network, but might also inspire new collaborations and content exchange among members, with the goal of truly developing and bringing new generations of audiences to our cinemas to grow with us.



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Partner cinemas:

Krenimo od project, Split
(Coordinator)

Art-kino Croatia, Rijeka

Kino Sloboda, Dubrovnik

Jadran Open-Air Cinema,
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Kino Mediteran, Bol

Kino Mediteran, Supetar

Kino Mediteran, Hvar

Kino Mediteran, Lastovo

Kino Mediteran, Imotski

Kino Mediteran, Podgora

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