

# Case study: North South South

Producing documentary films in an intercultural environment



**Jan Nåls**  
**Coordinator & Lecturer from department of film and television**  
**Arcada University of applied sciences**

## **WHAT?**

**A new type of Exchange programme between film schools and universities in Finland, South Africa and Ghana → North, South and South**

**4-way traffic N↔S, S↔S**

**Based on principles of equality and pluralism: accepting differences and making creative use of them! Know Yourself through others!**

**Funded by CIMO and the partner institutions**

**Started in 2006, still going strong**

## **WHO?**

**Students and staff from:**

- **Arcada and SSKH (Helsingfors)**
- **University of the Witwatersrand, University of Johannesburg, AFDA Film School (Johannesburg, SA)**
- **NAFTI Film School (Accra, GHA)**

# Goals

\*

\*

\*

\*

\*

\*

\*

# How?

- \* **Pluralism is an important criteria when choosing participants**
- \* **Equality in time of stay and resources**
- \* **Intercultural teams from the get-go → They hit the ground running → Controlling the culture shock and creating dialogue about everything**
- \* **Give them theory that helps them understand and deal with differences → Controlling the culture shock**
- \* **A lot of cultural input – excursions etc**
- \* **9 week production period – sometimes heavy productions and a very tight schedule → A lot of effort is given to minimizing logistics and admin beforehand, so that that everybody can concentrate on the productions**

# **Characters/Storytelling as keys to cultural understanding**

- \* Important goals: fighting stereotypes and giving a voice to those that do not have one → through filmmaking**
- \* Portraying round and complex characters**
- \* Roundness: Many character traits**
- \* Complexity: Conflicting character traits**
- \* Giving them a voice**
- \* Giving them a clear will and an object of desire, capacity to reach that objective, obstacles to overcome, conflicts to deal with → stories**

# **Case: A Kosovo Fairytale (2009)**

- \* Strength from the intercultural group – Pluralism at work**
- \* Constant dialogue → Creative process**
- \* Notion of equality transferred to team roles and created a solid and democratic ensemble. Talko-anda!**
- \* Making the strange familiar – Our common humanity**
- \* Making the familiar strange – This story, which we knew nothing about, is happening NOW in Jakobstad**

# Screening:

- \* **A Kosovo Fairytale (Animated documentary 2009)**
- \* **Directors: Anna-Sofia Nylund (Arcada), Mark Middlewick (Wits), Samantha Nell (Wits)**
- \* **Producer: Tapiwa Chipfupa (AFDA)**
- \* **Animation: Samantha Nell (Wits)**
- \* **Sound: Ludvig Allén (Arcada)**

\* **The NSSE films can be ordered by e-mail:**

\* **[jan.nals@arcada.fi](mailto:jan.nals@arcada.fi)**

\* **More information about the programme:**

\* **[nss.arcada.fi](http://nss.arcada.fi)**

\* **THANK YOU FOR LISTENING & WATCHING!**