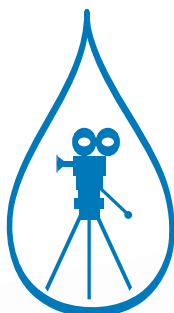


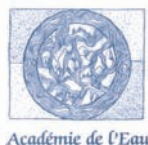
The First International « Water and Film » Event

La Première Rencontre Internationale « Eau et Cinéma »

El Primer Encuentro Internacional « Agua y Cine »



Encuentro Internacional «Agua y Cine»
International «Water and Film» Event
Rencontre Internationale «Eau et Cinéma»



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Encuentro Internacional «Agua y Cine»
International «Water and Film» Event
Rencontre Internationale «Eau et Cinéma»

The first International «Water and Film» Event will be held in March 2006 during the 4th World Water Forum.

Why a «Water and Film» International Event?

One of the objectives of a World Water Forum is to have an impact on water management decisions in the world and, as such, it must incorporate water-related artistic, cultural, spiritual and educational components in its strategic action plan at the local level.

The first International «Water and Film» Event will be a highlight of the 4th World Water Forum to be held in Mexico City in March 2006, a conference that will bring together thousands of water stakeholders from around the world. The synergy between the two events will underscore the role of film and culture in the search for solutions to water problems and in determining our perceptions of this common resource.

The objectives of the International Event

This event will emphasize the deep and complex links between water and film, drawing attention to the fact that the cultural diversity of film throughout the world, be it fiction, features, documentaries or educational film, contributes to mobilizing people in the search for solutions to the major world water problems.

This International Event will also become a meeting ground for citizens, elected officials, NGOs as well as water and audiovisual professionals.

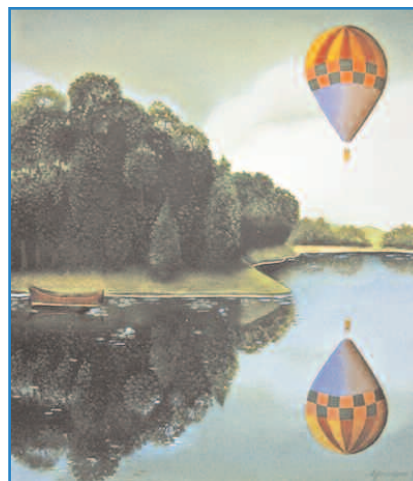
Film screening venues

The first International «Water and Film» Event will take place in Mexico from March 17 to 21, 2006. Four sites are being envisaged for the projections: on the 4th Forum site itself at the Banamex Centre, at the national Cineteca of Mexico, in the movie theatres of Mexico City and outdoors.

Programme

The programme will include four film categories:

- Feature films/ fiction
- Documentaries (52 minutes maximum)
- Awareness-raising short films (30 minutes maximum)
- Awareness-raising spots (2 minutes maximum)



artist: Geneviève Jost

Out of competition categories

1. FEATURE FILMS/FICTION

This category is made up of 35mm fiction feature films, with themes dealing with water as an overall subject matter or water as essential to life and irreplaceable in its uses. The films must have a post-2000 production date.

2. DOCUMENTARIES OR EDUCATIONAL PROGRAMMES

This category is comprised of 52-minute maximum documentaries and educational programmes dealing with water. They can be 35mm, 16mm, Betacam SP NTSC / PAL or DVD with a post-2000 production year.

Two selection criteria will apply to categories 1 and 2, which are open to all: screening time constraints and an equitable representative geographic coverage.

Competition Categories

3. AWARENESS-RAISING SHORT FILMS

This category is comprised of 30-minute maximum films promoting water awareness. They must be post-2000 productions in 35 mm, 16 mm, Betacam SP / PAL or DVD. Category 3 themes must relate to the 4th World Water Forum, dealing with subjects such as:

- Water for growth and development
- Integrated water management
- Water and sanitation for all, specifically the more disadvantaged
- Water, agricultural production and the protection of ecosystems
- Water and natural hazards

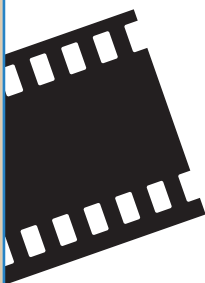
We have added another subject matter:

- Water: source of culture, tradition, art and education.

Category 3 competition eligibility criteria welcome all the stakeholders in water management as long as the film submitted covers local actions and is produced in partnership mode (the population at large, local communities, the private and public sectors, associations, international fund raisers, etc...).



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4. AWARENESS-RAISING SPOTS

This category is made up of 2-minute maximum videos covering the theme “For a New Water Culture” tackling questions like: the right to water as a universal and inalienable right and sustainable water management. These films must cover water as a vital resource to be preserved through good governance.

Films produced by young independent producers and students in film from across the world will be eligible.

Age limit is 29 years old, as of the 17th of March 2006 and birth certificates will be required as evidence. These films can be produced in Betacam SP NTSC / PAL or DVD or DVCAM NTSC.

Awards

Categories 3 and 4 will be eligible for awards.

Category 3

- 1st prize: 5000\$US
- 2nd prize: 3000\$US
- 3rd prize: 2000\$US

Category 4

- 1st prize: 3000\$US
- 2nd prize: 2000\$US
- 3rd prize: 1000\$US

The International Jury

Under the chairmanship of André Paquet, cinema consultant, the International Jury is currently being set-up. It will be made up of prominent figures in film, communications and water management. Individuals involved in the production or promotion of an in-competition film are not eligible to serve on the Jury. This Jury will judge the winners of the in-competition categories and its decisions are final and without appeal.

Registration and film submission deadline

Participation in the First Water and Film International Event requires the following:

1. Send in the completed registration form via Internet.
2. Send the same form in print format via mail with the DVD or VHS (NTSC or PAL) of the film as well as any printed material or pictures to be used in the catalogue.
 - The film must be entered for preview screening before it can be included in the Event. No film or printed material submitted will be returned to sender.
 - No COD accepted. The material must be declared with no commercial value when sent.
 - Only films with subtitles in Spanish, French or English will be accepted.

All films for all categories must reach the offices of the Event on January 15, 2005, at the latest.

They must be forwarded to the following address:

4th World Water Forum Secretariat First Water and Film International Event

Attention: Salvador Aguirre

Av. Insurgentes Sur 2416, 4º Piso Ala Sur

Mexico City DF 04340

Mexico

Sponsorship

ARCAND Denys, film producer

Honorary presidency

LEMARESQUIER Thierry, UNDP permanent representative to Mexico

Directorate

AGUIRRE Salvador, film producer

The Steering Committee

JOST Raymond, ISW/SEE – Coordination of the Steering Committee

Members

ACOSTA Magdalena, director Cineteca

KALMAN Robert and OTTE Alexander, UNESCO

LILIENFELD Linda, film and picture researcher

MORVAN Caroline, Académie de l'eau

OECONOMO Hélène, Quebec General

Delegation in Mexico

OLIVARES Roberto, CONAGUA/AMALA

PAQUET Guillaume, French Embassy in Mexico

PORRO Stéphanie, World Water Council

TELLINGS Daniel, film director and "Verviers au film de l'eau" Festival organizer

For more information:

Please contact:

Salvador Aguirre

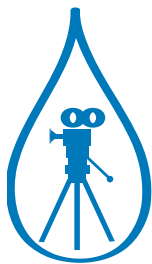
Director of the First Water and Film International Event

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«I cannot imagine cinema without water»

JEAN RENOIR, French Film Director, 1974

*Cinema started with water, didn't it ?
In 1885, in Paris, the very first world public screening was the «Sprinkler Sprinkled» by the Lumière Brothers, and the first joke in the History of cinema was connected to water.*