

Giant Batman and giant „Arab“. The best you can see

Two giants weighing half a ton each and three projectionists will take care from Tuesday on to let the Zlín Festival viewers experience **a real feast** – screening of the films in nowadays a rare 70 millimetres format.

It is 3D that's in today but for me personally the „seventy“ means much more. When you see it, you will understand you will not want anything else anymore, smiles Pavel Tomešek responsible for the 70 millimetres films section.

To show a seventy millimetre film is an exceptional event even for the projectionist: „It's completely different than computer programmed screening. Just loading the copy is a hard job: The film strip with one film represents some two hundred kilos and even if it is divided into six, seven parts, it is not easy to lift it. That's why more of us are needed for the job,“ explains Tomešek and demonstrates the difference placing the classic 35 mm film strip and 70 mm one next to each other.

Once upon a time they were salvation for the cinemas

The screening means not only escape from the stereotype but also pure joy from watching the film as such. „The depth of field is much better, you can enjoy every detail. It's completely different than the sterile even though perfect digital picture. And the same applies to the sound – there's nothing better than the analogue sound the ‚seventies‘ use. It is the same as listening to the concert in a concert hall and then to its CD recording – the sound will be different,“ Tomešek explains.

He got addicted to these films at the end of 1980s. „First I went to see them, then I started to screen them and the last five years I organize a festival devoted exclusively to them in Krnov where we have a sufficiently fitted up ci-

FACTS

Film and 70 millimetres

70 mm film is a format that ceased to be used in Central Europe and that used to fascinate viewers by the **brilliant detail** and at that time also by **perfect spatial sound distribution**. It was introduced to **attract American filmgoers to cinemas** following the start up of **TV broadcasting**. Yet, the cost of production was too high and it gradually disappeared from the cinemas. **Nowadays it is used only exceptionally**. The common 35 mm film field contains 387,6 square millimetres of the picture which is 2,75 times less than 1068,98 square millimetres on a 70 mm copy. That is why the films in this format have **better depth of the field**.

nema. It is called Krrr! and it is more and more popular even among the young people,“ he says winding up the reel with a wide strip into an ancient Meopta projector.

„The design of these Czech projectors belongs to the best – a sort of Rolls Royce among the seventy millimetre projectors. And they do not damage the films, which is important for their owners who are naturally afraid for their ‚pets‘ and when they lend them to us they come up with a number of terms and conditions,“ he adds.

Apparently there are only tens rather than hundreds of the films in this special format. „In 1960's there was a boom of ‚seventies‘ and the specially fitted up cinemas were set up even in this country extremely fast – something like

the current digitalisation process. But then Spielberg came with his Jurassic Park and the ‚seventies‘ came to a halt. Their production was quite costly so when the developers came with a picture that could be blown up from 35 mm format without damaging the quality, the revolutionary format suddenly turned into an expensive anachronism,“ Tomešek explains. It is a paradox that 70 mm film helped to get cinematography out of the crisis. „When the television threatened to override films, Hollywood tried to attract the viewers back to the cinemas and in 1955 came with Oklahoma! – the first seventy millimetre film,“ Tomešek strays into the film history.

Enthusiasts of films worth millions

Zlín Festival viewers will have a chance to see four classical movies: Burton's Batman, legendary Lawrence of Arabia, romantic musical West Side Story and last but not least The Untouchables by Brian de Palma. Neither of films was easy to get. Batman came from Slovakia, West Side Story and Lawrence of Arabia were lent by a German collector and The Untouchables by an enthusiast from Prague.

„The Fox company that used this format most of all restores a film from time – lately for example Those Magnificent Men on Their Flying Machines or the musical The Sound of Music – yet most copies come from private collections and they are really precious, in fact I am guarding a treasure here,“ laughs Tomešek over the pile of huge boxes he almost seems to be in love with.

Tereza Spáčilová



Enthusiastic projectionist Pavel Tomešek became addicted to 70 mm films in 1980's. Now he owns a cinema in Krnov where he screens them.

Photo: Jan Karásek, MF DNES

A Knight's Tale The foreign critic reviews Janák's movie

With Robin Hood returning to cinemas, the medieval age appears to be back in vogue.

Perfect timing, then, for Karel Janák's Long Live the Knights! This modest tale of a small band of children who overcome a villainous knight proved to be an entertaining opening to this year's Film Festival Zlín.

When Martin of Vamberk is slandered with accusations of practicing witchcraft, he is summoned by the queen to defend himself. But on route he is captured by the man who spread the lies, his neighbour, Albrecht of Krvenos. Unfortunately for Albrecht, he underestimated the tenacity of Martin's four children and adopted daughter (an awkward device that allows a romance to blossom amongst the young leads). Together, they conspire to bring down the conniving knight.

The film opens with a brief, but amusing, action scene that high-

Review: movie 65%

lights the siblings' relationship, before throwing us straight into the paper-thin plot. The barely sketched narrative and characterisation may owe to the film's genesis as a popular television series, in which a number of minor characters featured in the film would have previously had larger roles. But what it lacks in finesse Long Live the Knights! more than makes up for in energy and spirit. Janák's direction is economic and works best in the actions scenes, while cinematographer Martin Preiss draws out the richness of the pastoral backdrop. The main cast perform well, particularly the excellent Pavel Kříž and Hynek Čermák, as Albrecht and his dunderheaded-headed captain-at-arms. Continuing the tradition of the pantomime villain, Kříž chews on his dialogue with relish, lifting every scene with his perfectly timed comic presence.

Bright, breezy and a hit with the young audience I watched it with, those in search of swordplay and thrills could do worse than embark on an adventure with Janák's young knights.

Ian Haydn Smith
editor of the International Film Guide

Learned 500 million for Obama, now he judges commercials

Festival of commercials, the Rainbow Ball, is already an inseparable part of Zlín Film Festival. The attraction of this year's competition that will be launched tomorrow at 10 a.m. in Loft 577 (in front of Archa cafe) with the screening of best trailers, is undoubtedly Thomas Gensemer. At Zlín Festival he is going to chair the jury of New Media category.

Gensemer became well known as „Obama's secret digital weapon“. He created for the American

President a unique election campaign in the form of web sites My.BarackObama.com.

The campaign won Obama 13,5 million voters as well as the additional USD 500 million. As Gense-

mer says: „It is not the technology but the way how to win the people that brings success.“

Thomas Gensemer

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The success of Gensemer's strategy he used in the Presidential campaign was so called MyBo,

a classic social network which however encourages potential voters to take a decisive step forward.

Gensemer indirectly called upon Obama's sympathisers to go to streets, visit their friends or hand out the leaflets. These activities were then recorded and shared on the social network the users of which then felt to be in the centre of election events.

„The organisations must be able to answer the question: ‚Who can do something for me?‘ The organisations may answer they can provide money yet this answer must be specified. They must say what the money will be used for,“ says the CEO of Blue State Digital

PROFILE

Thomas Gensemer

He grew up in **Western Pennsylvania**, moved to New York where he studied **Political Science**. He worked as a Director of Internet strategy for America Coming Together or the head of on-line communications for **General Wesley Clark's 2004 Presidential campaign**. A year later he joined **Blue State Digital**. This company enabled him to combine his three main interests: politics, technology and business. He is now the CEO of the company and lives in Washington DC and in New York.

that went into political marketing after the Presidential elections.

Other members of Rainbow Ball jury will be also Jan Mikeš, the Honorary President of Rainbow Ball and the doyen of Czech commercials, Mike Longhurst from McCann Erickson or Johannes Newrkla from BlueTango agency.

„Rainbow Ball“ will be awarded also by the children

Wednesday screenings planned until midnight will be interrupted by the media education block.

The marathon of commercials will be followed by the discussion with guests in the University Hall

of O. Wichterle in Mostní Street. The Rainbow Ball stresses not only the creativity of commercial as well as non-commercial communication but particularly its ethical dimension. One of the important factors here will be the tone and the impact of the commercial.

Besides the classical categories Print, TV, Direct Mail and New Media the competition has been extended this year by the category Non-Commercial and Social commercial and category of Rainbow Smile to be awarded by children's jury. The results will be announced on Thursday in the University Lecture Hall.

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DNES festival zlin

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Vydává MF DNES ve spolupráci s FILM FESTIVAL ZLÍN



Důležité orientační body pro zlínský festival

- 1 Univerzita Tomáše Bati (akreditace, informace)
- 2 Velké kino (prodej vstupenek)
- 3 Zlaté jablko, obchodní a zábavní centrum
- 4 Univerzitní centrum
- 5 Zámek Zlín
- 6 Radnice - Magistrát města Zlín
- 7 Krajský úřad Zlínského kraje
- 8 Letní kino
- 9 Vlakové nádraží
- 10 Hlavní autobusové nádraží

» Čtete zitra



Rozhovor s hvězdou O romantice britských mužů a výhodách blond vlasů mluví herečka Jodie Whittakerová.



Festivalová klapka Po Petru Kolihovi, Karlu Janákovi a Vojtěchu Jasnému přibude na klapce další obrázek. Sledujte, jak se dílo mění.