



SPONSORED FILMS PROGRAMME AT TAMPERE FILM FESTIVAL 5. - 9.3.2008

During the golden age of sponsored film in the 1940's and 1950's several production companies were specialised in sponsored films. It wasn't unusual that enterprises had their own film units. Shell Film Unit, established 1934, was a longstanding production company, which conformed to many changes considering technology and distribution. The Shell Film Unit reflected its parent corporation Shell's global character. Shell represents screening includes, among others, **Len Lye's** puppet animation *The Birth of the Robot* (1936) and **Alan Pendry's** documentary *The River Must Live* (1966), which handles the problem of water pollution.

» Sponsored films: Shell presents 6.3. at 16 Tullikamari T16

The screening dedicated to Finnish animation commercials 1930's onwards features the Golden Lion 1969 winner *Finnair Omena*, which was directed by **Hans Haataja**. Other internationally successful works are **Martti Jännes'** socially attuned *Tasa-arvo* (1983) and the cosmetics commercial *Vivante* (1970) by **Lemmikki Nenonen** and **Marjut Rimminen**.

» Sponsored films: Finnish animation ads: 8.3 at 16 Hällä L32

Roy Andersson's extraordinary filmmaking skills have been noticed by several enterprises and he has directed ads for Suomen Posti, Trygg-Hansa, Air France and Fazer, just to name a few. The stunning short film *World of glory* (1991) was sponsored by Göteborg Film Festival. *Something Happened* (1987) for its part was directed for the Sweden's Ministry of Health and Social Affairs, The AIDS themed fiction was too much for the authorities, and it was censored until 1993.

» Sponsored films: Roy Andersson 5.3. at 20 Tullikamari K9

Sponsored films: France programme features French classics from the 1950's. In addition to **Jean-Luc Godard's** first direction *Operation Concrete* (1953) the programme includes *Hotel of Invalids* (1951), which was ordered and sponsored by the French war museum from the auteur **Georges Franju**. The depiction of the French national library portrayed in the magnificent documentary *The World's Memory* (1956) and the poetic investigation into the origins of plastic *The Styrene's Song* (1958) are directed by **Alain Resnais**

» Sponsored films: France: 8.3. at 20 Tullikamari L27

The history of Finnish wood industry is highlighted through Sponsored films: Finnish forest Industry programme. **Yrjö Haapanen's** *Land of the Lumberjack* (1948) depicts logging in the wintry Lapland during the war indemnity years. *This is how handboard was made at Verla* (1972) by **Tauno Kapari** sheds light on the phases of Verla, the former handboard manufacturing company. Further, **Erkko Kivikoski's** *The Forest Workers* (1979) contrasts the traditional forest work with the modern forest technology.

» Sponsored films: Forest Industry 7.3. at 14 Tullikamari P23

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