



Press Release

Make your own movies, create your own visual collage and take part in a working studio at Ajyal Youth Film Festival's 'Sandbox' and Family Weekend

Doha, Qatar; December 3, 2014: Make this weekend memorable for your children at the second Ajyal Youth Film Festival's Family Weekend celebrations presented by the Doha Film Institute.

The Sandbox, an interactive digital environment is now open and continues throughout the weekend. From 10 am to 10 pm on Thursday (Dec 4) and Saturday (Dec. 6) and from 2 pm to 10 pm on Friday (Dec. 5), The Sandbox presents the latest digital gadgets used in filmmaking and gaming in an interactive digital environment. Anyone fascinated with technology and movies, no matter their age, will have something to look forward to at Katara Building 3.

Along with The Sandbox, on Dec 5 and 6, Katara Village will also come alive to myriad performances by local youth and international talent at the Ajyal Stage and the Family Village on Katara Esplanade. Visit the Ajyal Game Centre for more gaming fun and the Northwestern University in Qatar (NU-Q) Media Centre to see behind-the-scenes of how a TV studio operates.

NU-Q will give families, friends and media enthusiasts a chance to experience the rush of presenting the news in a real TV studio. The NU-Q newsroom is open to local community members who would like to test their skills in front of the cameras. The activity is also a chance to learn about NU-Q's education programs and cutting edge class facilities that cultivate top media talent in Qatar.

The Sandbox was a highlight of last year's festival and returns this year with even more digital activities for young and old. Participants can have a full-blown 3D immersive roller-coaster experience. Discover 3D in motion at the Sandy Station, where fuming volcanoes and molten lava flows through sand scoops. A virtual ecosystem features a wide assortment of visual beetles and spiders, daring the little ones to step on their path.

For the design savvy, video mapping will serve as a delightful stop where they can turn any building of their choice into a visual image and design facades letting the imagination run free.



For those who have always wanted to star in their own movies, or even enact their favourite scenes from their most-loved movies, there is GigaRobo. Here, children can become instant celebrities as they dress in their favourite costumes and star in their own movies. The green screen technology will lend further authenticity to their endeavour, which they can share with friends and family.

Mutant Me is a must-visit stop for the young and young at heart where they can create a weird collage of their own images on the screen and morph their body to their liking. The Magic Mirror likewise serves as a digital take on the funhouse mirror opening up umpteen options for their own imagery.

Dancing Puppets serves as the stop-over for those who want to create their puppets, scan them on to a big screen and make them dance. Any move you make is replicated by the puppet assuring total fun for the family.

There is more in store as children have the opportunity to navigate digital islands, the challenge being not to 'get wet' and stay on the lines of the islands. Adults and children alike can also play to their heart's content on a wide range of apps provided for free on iPads.

For more details on the Ajyal Youth Film Festival, please visit
www.dohafilminstitute.com/filmfestival

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About Doha Film Institute:

Doha Film Institute is an independent, not-for-profit cultural organisation. It supports the growth of the local film community through cultivating film appreciation, enhancing industry knowledge and contributing to the development of sustainable creative industries in Qatar. The Institute's platforms include funding and production of local, regional and international films; skills-sharing and mentorship programmes; film screenings; the Ajyal Youth Film Festival; and Qumra. With culture, community, learning and entertainment at its foundation, the Institute is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy.

Doha Film Institute

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