



The Magic Lantern in Al Qasba Sharjah

An educational film club for children aged 6 to 11

For Immediate Release

Sharjah, November 14, 2010 – Swiss Art Gate UAE together with Al Qasba is proud to announce the start of the first film club for children in the United Arab Emirates - The Magic Lantern, under the patronage of UNESCO (Swiss commission) and the Swiss Embassy. The first screening of the 2010/2011 season will be on 20th November 2010 from 5.30 to 7.30 pm in the theatre Masrah Al Qasba Sharjah.

The Magic Lantern is a non-profit educational film club unlike any other for children aged 6 to 11; it aims to inform about the wonder and beauty of cinema in a fun and imaginative manner. Each session begins with a small stage show combining elements of comedy and drama, which helps children to understand the films that follow by explaining key elements of the history, genres and techniques of cinema. The specially chosen films include classics of all periods from all over the world and of all genres. The films are grouped into themes that will make the children laugh, dream, feel sad and even a little bit scared!

Once a month, members of the club are invited to discover another important film especially chosen to suit their age. A few days before a show they are sent an email of an illustrated magazine to introduce the film. Then, at the cinema, presenters welcome them on stage and hold an interactive chat show talking about film and its great mysteries and then, before screening the film, enact a short play on stage to complete the introduction: a painless education about film.

The Magic Lantern sessions are normally only for children. Although parents are not allowed to attend, there are always responsible adults present who ensure problem-free enjoyment of the show and who can help and children in need of assistance.

Why an educational film club? Children are exposed unprepared and at an early age to images and sounds, lacking the means to deal with them. This is worrying, especially at a time when the media continues to play an ever-growing cultural and social role in our society. This is all the more significant as the introduction of children to the cinema currently has a subordinate place in the educational system, especially during the early years of compulsory schooling. This is why we have set out to promote, via The Magic Lantern, a film education for children; an education adapted both to their knowledge and their needs.

The Magic Lantern offers carefully-selected films, detailed documentation in the form of an illustrated journal, projections in a real cinema, and a live presentation before each film. The Magic Lantern allows children to grasp and understand images that they consume undiscerning every day — we are referring to television, all electronic devices for downloading movies and videocassettes, DVD for the most part standardized products. This education helps them establish a scale of values to deal with these images and develop a true critical sense.

The goal of The Magic Lantern is to initiate children to the history, technique, aesthetics and, most of all, pleasure of the cinema. Its activities are intended to contribute to the upbringing education of tomorrow's film audience; a knowing audience who in the future will know how to cast a more

critical eye on both images and sounds. In this way it will perhaps help the evolution of the cinema in accordance with the maxim “For the quality spectator, a quality cinema.”

Parents can subscribe their child aged 6 to 11 to The Magic Lantern film club at Al Qasba, Al Taawun Road, Block A , Sharjah, by phone on 06 556 0777 or by email to info@alqasba.ae or info@magiclantern.ae. The cost for a member card is AED 100 for six shows and magazines and AED 75 for any additional child within the same family.

The Magic Lantern provides its own website in Arabic and English on www.magiclantern.ae, where parents can register their membership.

The schedule for the six film screenings are on Saturdays, 20 November 2010, 18 December 2010, 22 January 2011, 19 February 2011, 26 March 2011, 30 April 2011 between 5.30 and 7.30 pm.

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About Emirates Foundation

The Emirates Foundation is an independent, philanthropic organization set up by the Government of the Emirate of Abu Dhabi to facilitate new public-private funded initiatives to improve the welfare of all people across the UAE.

The Foundation assists people, institutions and community organizations that contribute to the nation’s long-term progress and sustainability. It is supported by donations from the private sector, the government and private individuals interested in philanthropy.

Its programs and projects relate to three key themes: Youth Leadership, Knowledge Creation and Society & Culture. Specific initiatives related to these themes are developed within five core programs: Social Development, Education, Arts & Culture, Science & Technology, and Environment. As a national effort, the Foundation uses a variety of mechanisms to identify and fund qualified individuals, organizations, and community projects in every region of the United Arab Emirates. The Foundation offers grants to – and administers – strategic projects, helping empower the UAE people to achieve their full personal and intellectual potential.

It actively encourages the practice of social service, particularly among young men and women and private companies, and seeks to fill gaps in key areas of concern while improving the occupational qualifications of young Emirati professionals.

The UAE has a great legacy of social and cultural values and the Emirates Foundation strives to uphold these to promote a highly motivated, informed and goal-orientated nation. Through institutional grants, fellowships, research awards, and philanthropy-led initiatives in various key areas, the Foundation aspires to raise the profile of UAE peoples and their institutions, as well as the reputation of its corporate citizens. Its mission is consistent with the ideals of the nation’s founding father, the late Sheikh Zayed Bin Sultan Al Nahyan.

About Milo

A healthy balanced breakfast should contain the right nutrients from protein, carbohydrates, and the essential vitamins and minerals to kick start your child’s day after a long overnight fast! MILO® should be your first choice of beverage for a healthy breakfast --- it is a chocolate-malt beverage made from the natural goodness of malt, milk, cocoa and it is fortified with B vitamins & minerals that will surely provide your child with the energy he needs for a great start to an active day!

About Al Qasba, Sharjah

With a mission to establish a strong tourist destination in an emirate already known for its cultural diversity, liveliness and vibrancy, the Al Qasba Development Authority was established in line with Decree No. 2 of 2004, issued by HH Dr. Sheikh Sultan Bin Mohammad Al Qassimi, Member of the Supreme Council and Ruler of Sharjah. The august body's chairmanship was entrusted under the wise leadership of Her Excellency Shaikha Bodour Bint Sultan Al Qassimi Chairperson of Sharjah Investment & Development Authority "Shurooq", Chairperson of Al Qasba Development Authority and Deputy Chairperson of Sharjah Ladies Club. and the administration under the able guidance of His Excellency Marwan Jassim Al Sarkal, its Chief Executive Officer.

Our Vision: To become a premier destination in the UAE, providing a unique mix of high quality dining, entertainment, cultural events and lucrative business opportunities.

Our Mission: By empowering our employees, we strive to offer a combination of leisure and business through high quality events and services, enhancing our customers' experience.

About Swiss Art Gate UAE

Swiss Art Gate aims to foster and promote a sustainable dialogue and mutual understanding between Switzerland and the United Arab Emirates. Swiss Art Gate is a UAE-based organization that initiates, fosters and organizes cultural projects between Switzerland and the United Arab Emirates with a focus on the works of and performances by Swiss, Arab and international artists in music, visual arts, dance, literature, drama, film and news media.

For further information please contact:

Swiss Art Gate UAE

Mr. Kurt Blum, General Manager

kblum@swissartgateuae.com | +971 50 225 1783

Post Mail address: Swiss Art Gate UAE | P.O. Box 450510 | Dubai, UAE

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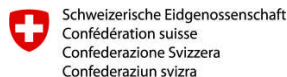
Al Qasba Sharjah

Mrs. Dina Al Nakhi, Events Management

d.alnakhi@alqasba.ae | +971 6 556 0777

Post Mail address: Al Qasba | Al Taawun Road | P.O. Box 62932 | Sharjah

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