

REPORT ON TOURING TALKIES EVENT AT MES ASMABI COLLEGE WITH KERALA CHALACHITHRA ACADEMY

Venue: Seminar Hall

Date: November 26, 2022



On November 26, 2022, MES Asmabi College, in collaboration with Kerala Chalachithra Academy, hosted the Touring Talkies event, a unique initiative aimed at bringing quality cinema to educational institutions. The event unfolded as a partnership between the Academy, the college, and the Department of Digital Film Production. The IV was planned to get a learning experience from visiting the film sets of Ramoji film city which abides within their film-making curriculum. The students had the time of their life as fun and education was mixed in the trip.

Program Highlights:

1. Film Screenings

- The event commenced with the screening of "Cinema Clara Sola," followed by the presentation of "About Elley." These carefully selected films aimed to provide a cinematic experience akin to the old traveling picture shows of the last century

2. Purpose of Touring Talkies

- The Touring Talkies program has evolved into a traveling film festival, bringing film treasures from the Academy's archives to halls, colleges, and schools across Kerala.
- The initiative serves as a platform to promote Malayalam cinema by combining government funding, corporate marketing, local film talent, and economies of scale.

3. Educational Enrichment

- The primary goal of Touring Talkies is to enrich students through exposure to quality cinema. The event at MES Asmabi College successfully attracted students, providing them with a unique and insightful cinematic experience.



Outcome:

The Touring Talkies event at MES Asmabi College, in collaboration with Kerala CHALACHITHRA Academy, was a resounding success. By blending education with cinema, the initiative not only enriched students but also contributed to the promotion of Malayalam cinema. The event's link to IFFK further reinforced its role in cultivating a deeper appreciation for cinematic arts among students.

Coordinators:

Mynag Suresh (HOD)
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