

PRESS RELEASE

Daniel Askill y Santiago Zannou will open the first FIVECC

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Between the 3rd and the 11th of July, Alicante will host the first edition of FIVECC (International Music Video Festival in the CAMON Community), which aims to become the biggest music video event in Spain. The festival is open for all filmmakers and bands and entries for the competition are welcome from the 8th of April. This edition of the festival will feature workshops and lectures by audio-visual creators as prestigious as Santiago Zannou, music video director and winner of a best new director Goya award for his film "El truco del manco", and Daniel Askill, an Australian who is considered one of the best up-and-coming music video directors. Askill has worked with renowned international bands like UNKLE, Placebo or Phoenix.

FIVECC tries to open a new trail of innovation as far as Spanish audio-visual festivals are concerned and has gone for a genre as popular and creative as the music video. All under one the physical and virtual roof of CAMON, a space provided by Caja de Ahorros del Mediterráneo where there will be a number of activities and where people will be able to exchange information about new technologies, art and the web 2.0 (www.tucamon.es)

The leitmotiv of this first edition is "Do It Yourself", because of the possibilities offered by new technologies to users who can create stuff from home with limited means and then publish their work on social networks like Youtube, Flickr, Myspace, etc. This will be the concept behind all the festival activities this year.

TERMS AND CONDITIONS

The potential entrants are teams of audio-visual creators and bands, solo artists or DJs of any style, provided that the video was completed after the 1st of January 2007. If they make it to the final, the bands will have to perform the track featured in the video during the FIVECC awards gala. Travel and accommodation expenses will be covered by the organisation. The track used in the video will need to be an original composition.

Videos will have to be posted to the following address:

Espacio Camon. Avda. Ramón y Cajal, 5. 03003, Alicante (España).

All entries from 8th of April to the 15th of May will be accepted. Then a jury will choose the 30 videos that will make it to the semi-finals. The result will be published on the 22nd of May. On that date, an online voting period will start, where internet users who visit www.tucamon.es will become part of the jury and their opinion will be known on the 29th of May. In the final gala, that will take place on the 11th of July, two prizes will be awarded: a FIVECC First Award of 6.000 euros, decided by a specialist jury, and a CAMON Prize of 1.000 euros, a people's choice award where internet users will vote for the three finalists during the weeks before the gala.

ACTIVITIES

From the 3rd to the 10th of July, this audio-visual festival will host a number of workshops and lectures around the music video world, featuring some of the biggest international and national names of this audio-visual field. People like Santiago Zannou, who will direct a music video workshop. The filming practice will take place in the streets of Alicante and, for a whole week, three film crews will bring the magic of making a music video to the urban landscape of the city. The main attraction of FIVECC will be Australian director Daniel Askill, who will showcase his latest work and give a lecture about the music video world.

The series of lectures will be completed by Valencian filmmakers Pilar Sanz y Nuria Monferrer, creators of Rita Clip! and two of the forerunners of the Spanish music video business, and finally Tania Verduzco and Adrián PD, singer of the band CatPeople, who are in command of Catalan production company Nephasto Records.

FIVECC OFFICIAL SCREENING AND DOCUMENTARY SEASON

The FIVECC Official Screening will show the 30 music videos selected in the first part of the selection process, decided by a jury. Summer is the perfect time to take culture out in the streets, so the screening will take place in the course of 3 days, from the 8th to the 10th of July, in the Parque de Canalejas.

Those three days, Aula CAM will screen three documentaries about a wide music spectrum.

THE FINAL GALA

The final gala of the event will take place on the 11th of July. The three finalist videos will be shown and there will be a live performance of the bands appearing in them. The evening will be topped off with the live performance of a renowned main act. The name of the band will soon be unveiled by FIVECC.

CREATIVE COMMONS

The surname of this festival is double-barrelled. Apart from Comunidad Camon, it is also Creative Commons, a new way of understanding intellectual property where writers or composers can choose which rights they want to protect or give up. All the videos sent to this competition will take part of this philosophy.

CAMON, A 21st CENTURY PROPOSAL

Caja de Ahorros del Mediterráneo's Camon project is inspired by Web 2.0 philosophy and its online home is a webpage (tucamon.es) where people who are interested in learning about culture and new technologies can do so by sharing all sort of materials related. Users can create a profile and publish their creations, meet people with cultural affinities, develop common projects with them and access cultural contents.

This is all supported by a multimedia centre with everyday activities and all sorts of materials available (video art, musical production, etc.). Camon's physical space has already had prestigious users such as rapper Nach, La Casa Azul band, artist Antoni Muntadas and filmmaker Juan Antonio Bayona.