



# ECO-TOON

*A Film Festival Dedicated to Eco Themed Animation Movies*

## PRESS RELEASE KIT

*Let us celebrate Earth Day 2018 with a week of Eco-Animation Movies for children and grownups!*

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**Manifesto:**

**ECO-TOON** is a non-politically affiliated Film Festival Dedicated to Eco-Themed Animation Movies with the aim to inspire connection and care of the natural world.

All screenings will be free and accessible to everyone.

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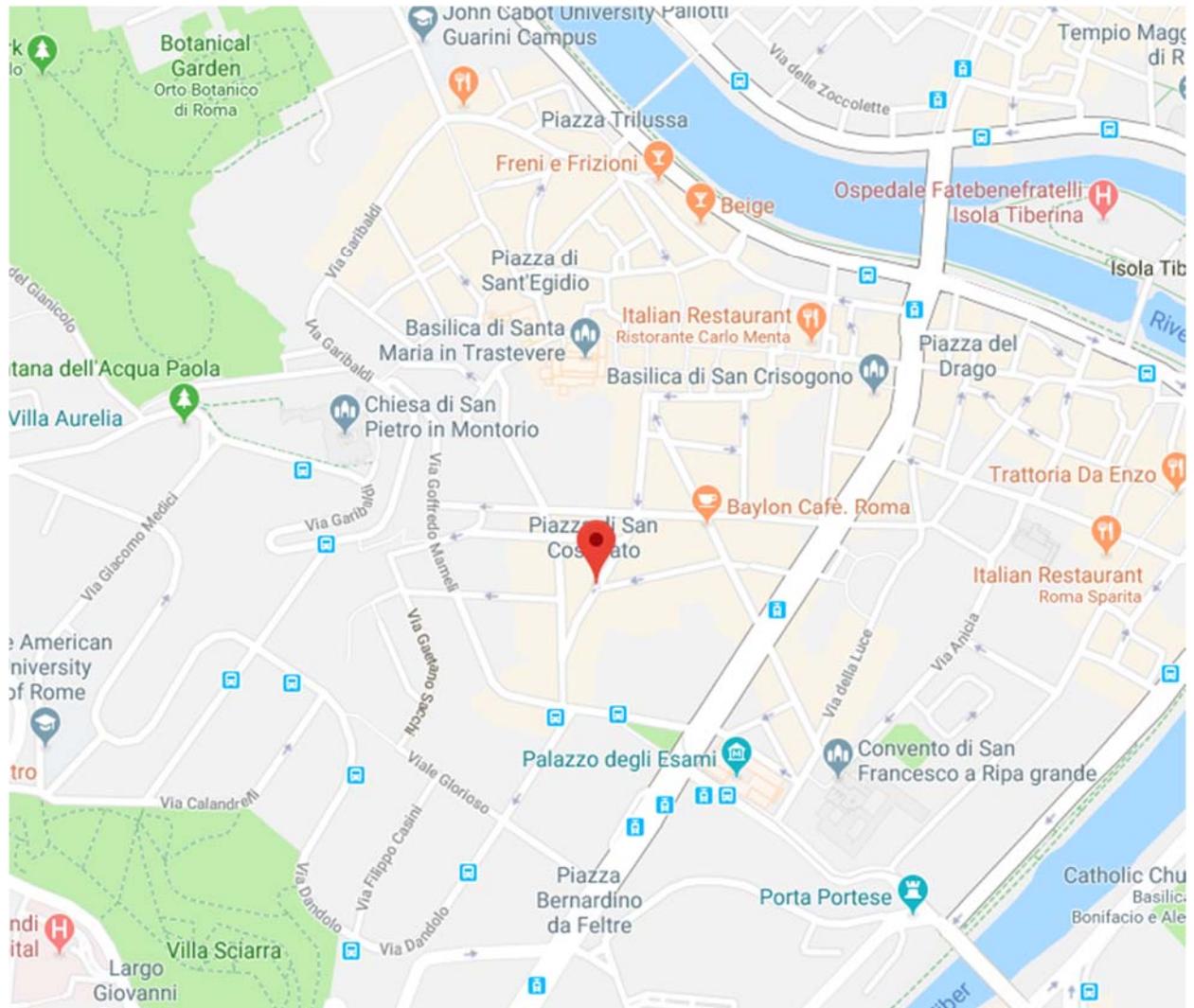
## A Week-long Earth Day!

### When

From **Monday April 16** to **Sunday April 22** (Earth Day). Check the Screening Program for details.

### Where

Piazza [Di San Cosimato](#) 00165, Rome



### What/Who/Why

Animation Movies for everyone! The aim of the festival is to renew local interest in ecology-related themes, through a series of cartoons spanning from classic to modern 3D animation.

## Screening Program

### Monday April 16

#### 7:00 pm - Bambi (1942)

Produced by Walt Disney and based on the book *Bambi, a Life in the Woods* by Austrian author Felix Salten, Bambi is the 1942 animation masterpiece that will open the Eco Toon Film Festival. Considered by many the game changer in the eco animation field, it is a timeless sensitizing and inspiring story for everyone.

Theodore Strauss (New York Times) claimed Disney films “teach us variously about having a fundamental respect for nature. Some of them, such as Bambi, inspired conservation awareness and laid the emotional groundwork for environmental activism.”

*Interesting fact:* Former Beatle Paul McCartney has credited the shooting death of Bambi's mother for his initial interest in animal rights.

### Tuesday April 17

#### 7:00 pm - The Lorax (2012)

Past and modern, big and small productions, classic and 3D animation are all part of the festival! In representation of our beliefs, here comes *The Lorax*, a 2012 3D computer-animated musical fantasy-comedy film, and adaptation of the 1972 book, starring DeVito dubbing the protagonist in five different languages (English, Spanish, Italian, German, and Russian).

A thought provoking story filled with great music and environmental messages.

*Interesting fact:* Universal added an environmental message to the film's website after a fourth-grade class in Brookline, Massachusetts launched a successful petition through Change.org

### Wednesday April 18

#### 7:00 pm - Over the Hedge (2006)

Starring big names like Bruce Willis and Avril Lavigne, this DreamWorks Animation cartoon subliminally inspires while entertaining: “even if it's not an animation classic, is clever and fun, and the jokes cater to family members of all ages.” (RottenTomatoes.com)

The story of RJ the raccoon entering the cave of Vincent the bear, who has a wagon full of human food taken from a nearby rest stop, is a fun way to talk about important eco system themes.

What breaking the natural cycle of Nature can lead to?

## Thursday April 19

### 7:00 pm - Once Upon a Forest (1993)

This cartoon animation shows that small actions (e.g. using less water, asking where your food comes from, recycling, turning off switches etc.) can improve quality of life and our future. A good example for children, pushing them to adopt environmentally sustainable behaviors and indirectly raise awareness among adults by showing them that they can change the world with their own simple actions.

*Interesting fact:* The Miami Herald took note of the film's potential competition with Universal Studios' already-established summer hit, Jurassic Park: "[A] small but well-crafted animated feature like [this] seemingly doesn't stand a grasshopper's chance. And that's a shame, because this is a delightful family film. (Wikipedia)

## Friday April 20

### 7:00 pm - Happy Feet (2006)

From the creative mind of George Miller, director of the Mad Max movie series, Happy Feet is an appealing animated film with plenty of catchy music. It deals with environmental themes related to humans intruding on natural habitats but avoids the heavy-duty questions of how to solve the problem. Also, stereotyping come into play: Latin-inspired penguins are caricatured as party-loving animals, and an African-American-inspired penguin comes across as an oversexed, fundamentalist preacher. Still, the movie's messages of integrity, social acceptance, and embracing your own uniqueness shine through.

*Interesting fact:* An earlier cut of the film seems to have included a large subplot regarding aliens in the extraterrestrial sense, whose presence was made gradually more and more known throughout, and who were planning to siphon off the planet's resources gradually, placing the humans in the same light as the penguins. At the end, through the plight of the main character, their hand is stayed and, instead, first contact is made. This was chopped out during the last year of production, and has yet to see the light of day in a finished form, although concept art from these sequences were showcased at the Siggraph 2007 demonstration, and are available online, as well. (Wikipedia)

9:00 pm - FernGully: The Last Rainforest (1992)

Written by Jim Cox, and based on the same book by Diana Young, *FernGully: The Last Rainforest* is the original film in the FernGully series, first screened on April 10, 1992.

Source of inspiration for the plot of the film *Avatar*, this animation movie talks about Zak, a human accidentally transformed into a fairy, that joins the fairies' community and ends up fighting his own kind, the humans, who have been corrupted by Hexxus, an evil spirit that gains power from the pollution, and more specifically, from the energy and smoke produced by The Leveler (a lumberjacking machine).

The movie not only talks about environment protection themes, but also represents a critique towards humanity and evolution.

*Interesting fact:* A running gag is that Batty, being a bat (and thus short-sighted) keeps running into things. Yet, Batty is a fruit bat: these are day animals with quite a good sight, particularly useful to spot berries and fruit to feed on. (Fandom)

Saturday April 21

7:00 pm - The Rescuers Down Under (1990)

Sequel to the 1977 animated film *The Rescuers*, this second chapter takes a very interesting biopolitic turn. The evil character, a poacher, by making a living off selling poached animals, also represents the environmentally and socially destructive nature of capitalism while, at the same time, acknowledging that the rich (the poacher) is dependent on the environment and the very people he/she suppresses to survive.

*Interesting fact:* *The Rescuers Down Under* It is the first film to be completely created digitally and does not use a camera.

9:00 pm - WALL-E (2008)

Protecting the environment through efforts like "Going Green" and concerns about Global Warming have become prominent current issues in today's society, therefore the Saturday night prime time is dedicated to the most outstanding environmentalist movie of the festival: Disney and Pixar's *Wall-E*. Reaching beyond the realm of entertaining children's film, it displays an impressive environmental work encompassing a number of warnings and fears for the environment. The film also meets critic Lawrence's Buell's four components of an "environmentally-oriented" work.

Sunday April 22

7:00 pm - Moana (2016)

The most recent film of the Eco Toon Film Festival opens the last evening of the event, in celebration of Earth Day. Moana is a parable about climate change. The crops are failing, the coconuts have turned black, and the lagoon's fish have been fished out. To restore ecological balance Moana must sail to the distant island of Te Fiti and return the "heart of Te Fiti," a sculpted, jade-like precious gem-like stone that glows green (symbolizing Mother Nature) in order to defeat Te Kā, a fierce fiery creature threatening her home. Te Kā's heat and flames represent global warming; Moana and Maui are not only rescuing Motunui, but "saving the world."

*Interesting fact:* Taika Waititi wrote the initial screenplay. The first draft focused on Moana as the sole daughter in a family with "five or six brothers", [22] in which gender played into the story. However, the brothers and gender-based theme were deleted from the story, as the directors thought Moana's journey should be about finding herself. (Wikipedia)

9:00 pm - Princess Mononoke (1997)

The festival is concluded by a masterpiece by Hayao Miyazaki, *Princess Mononoke*.

With this movie, Miyazaki is showing us that treating nature with little respect really devalues the good qualities of nature itself. If we want nature to be as beautiful, peaceful, and magical as it is, we must treat it with reverence. The movie offers us a viewpoint on the conflictual relationship between human progress and nature preserving.

Miyazaki shows that we can atone for our wrongdoings toward nature, but we better do it soon, because if we wait too long, there will be a point where it will be too late to change anything.

"It is true that nature can revitalize, as is witnessed in the finals sequences of Princess Mononoke. Nevertheless, nature can only withstand so much destruction and it is almost too late to save the forest when Ashitaka and San, the story's protagonists, make their final attempt to do so" (Rockett, Abigail)

*Interesting fact:* Japanese mythology tells that dogs/wolves are always male-voiced, and cats are always female-voiced, regardless of sex. For this reason, a man, Akihiro Miwa provides the voice of Moro the mother wolf in the Japanese version. His casting is perhaps an in-joke to his career as a female impersonator. In the English dub, however, Moro is voiced by a woman.