



STORYTENT

The Perfect Solution for Documenting Oral Tradition on Video

Everybody has a story to tell, and everybody is capable of telling a story.

How we can collect them in quality and how we can publish those stories also in quantity?

The StoryTent Project is a perfect solution for documenting and distributing true personal stories. It is ideal for establishing international co-operation for cross media production.



Logline

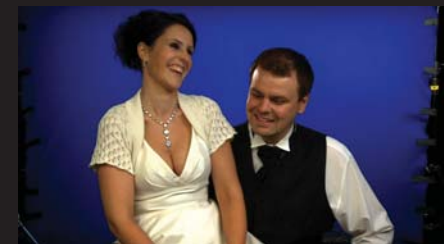
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The Story Tent project has aroused a lot of international interest. In several discussions in Reykjavik it was proposed that the Story Tent project should not only be limited to Europe but go global.

The Story Tent project along with the One Thousand Stories project were awarded with an "Open Source Development Grant" by the Nordic Film and TV Fund in Reykjavik in September 2009.



Story Tents through Europe

The Story Tent group welcomes storytellers to the cozy and mobile bluescreen studio, which goes wherever it can best reach people to listen their stories. The project is based on kernel stories with a strong personal approach.

Our goal for 2011 is to have 3-4 Story Tents travelling across 12 European countries from south to north. In each country collecting stories from seat of power, and neglected villages. The stories will be uploaded and shown on web daily. After the field sessions the best stories will be presented in a 16-episode Story Tent TV-series and radiofeatures. Each one of the 12 participating countries will produce their own series of their own stories. Finally a 75 minute unique documentary based on the stories could be done, as in Finland, also in each participating country by a creative film maker.

Universal Themes

The Story Tent Project does not restrict the imagination of the storytellers. We simply asked every person if they had a personal story they would like to share with others.



Project summary

The StoryTent - the next "storytube".

The Story Tent team developed special know-how for documenting stories in an economical way. In just 19 days, the Story Tent group collected almost 300 stories of great personal weight.



Our success story

Our Story Tent team started modestly. At the beginning we were commissioned just to record and upload 20 stories for the web site of a nation wide project launched by **Yle, One Thousand Stories/ Documentaries**.

First we made a lot of technical experiments with different mobile studio, lightning and bluescreen solutions. Then we had to find the most suitable locations and best ways to attract people to our tent, gain their trust and inspire them to tell us their most precious story and share it with their fellow men. This is how we recorded the stories our storytellers carried in their heart and mind.

In just 19 days of shooting we recorded more than 300 stories. The storytellers represented the whole human spectrum, anything from housewives, unemployed priests, saints, ex-ministers, celebrities and parliamentarians.

More about stories

After the the Story Tent journeys in each participating European country some of the stories will be edited, using the storytellers' own photographs as visual material (as we have done in Finland), into a Story Tent TV series of 16 episodes of 7-9 minutes duration will be produced (as we have done in Finland).

In Finland the Finnish Film Foundation and AVEK (The Promotion Centre for Audiovisual Culture) has supported the 75 min StoryTent film. All stories can also be watched on mobile phones. The Story Tent project will also make use of existing social networks, such as Facebook, MySpace and Twitter.

How we did it in Nutshell in Finland 16' 4-9 minutes TV-

Shooting locations

Periferia, cities, parliament

Production team

6 person

Shooting days

19

Producer

Videokuu Productions Ltd / Jussi

Oroza

Editing days

3 day per episode

Music

Antti Nordin

Project Financing in Finland

YLE /TV2 Documentaries

Project Financing for the Story Tent project

Budget depends on which and how many countries participate in the project.

Total Budget Euros

420000

Total In Place Euros

133000

Total Budget GBP

377000

Total In Place GBP

120000

Financers in Finnish Story Tent project

likka Vehkalahti, YLE TV2/Dokumenttiprojekti, €65000, £58000

Mia Haavisto, Finnish film foundation, €20000, £18000

Juhani Oroza, Videokuu Oy, €38000, £ 34000

Pia Andell, AVEK (The Promotion Centre for Audiovisual Culture) €10000 ,£ 9000

Remaining Financing Needed (Euro)

287000

Remaining Financing Needed (GBP)

258000

YLE



Storytent is part of the
One Thousand Stories

www.yle.fi/dokumenttiprojekti

Project Details

Final Length

In each participating country 16 episodes, each episode <15 min.

Shooting format

XDCAM HD

Slots

Prime time, under 15min.

Format

Short documentary TV-series

Genre

Society & Human Interest

Target Audience

Common interest, prime time audiences

Project Status

Finland TV-serie prime-time broadcasting, rest of the world in development

Date of Production

Started June 2009

Date of Release

Finland TV-series premiere 13 september 2009. Open scedule or rest of the world.

International Website in development

thestorytent.com, www.tarinatelta.wordpress.com,
<http://www2.token.fi/lonnrot/english/>

Production details in Finland

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STORYTENT

P R O J E C T

The Perfect Solution for Documenting Oral Tradition on Video



Videokuu Ltd. Offers the Story Tent Format for production and broadcasting companies

All aspects of the Story Tent Format are recovered in our Story Tent Package.

1. The Storytent

The Storytent team has experimented with several tent solutions, coming up with the optimal choice for the project.

2.Oral Tradition Documentation: Training Course for Interviewers

Knowing how to listen to stories is not a simple matter. Our Storytent Interview Guide gives the necessary tools for conducting successful interviews.

3.Technical Guide and Training

The Storytent Format comes complete with a two-day training course. The course covers all the stages of the project, including instruction in the necessary interview, blue screen, lightning, shooting and editing techniques, as well as key issues concerning the implementation of the format.

4.The Storytent Logo and Other Graphic Material

A visual identity for the Storytent that is based on the collective national memory is part of the Storytent Package.

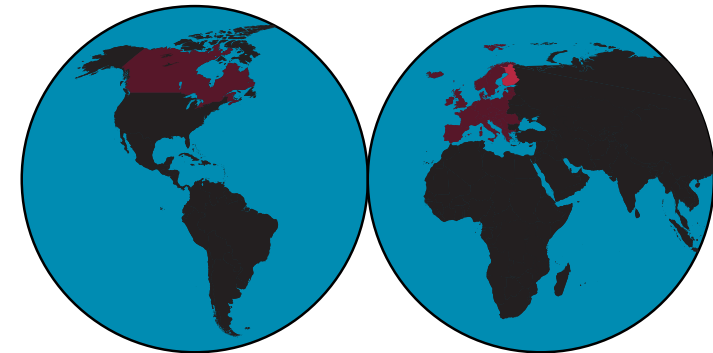
The visual identity of Storytent and the One Thousand Stories project in Finland were designed by the graphic designer Antti Valta. The graphic identity is displayed prominently on the tent, in logos, posters, brochures and other graphic material.

5.The Storytent Marketing Strategy

The Storytent Marketing Strategy includes the necessary instructions and concepts for creating national as well as international recognition for the project utilizing the potential of both television and the free media.

6.More about Storytent.

The Storytent Format is an efficient and creative method for documenting stories and giving them an opportunity to be seen and heard. The Storytent Format covers the publishing channels and instructions for implementing the marketing strategy at minimal cost. This allows the production and/or broadcasting company to collect and publish stories from a national perspective as part of a globalizing world. "Storytent, the Perfect Solution for Documenting Oral Tradition on Video".



www.thestorytent.com
www.videokuu.com
tarinateltta.wordpress.com

Additional Information

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Company Profile

Videokuu Productions is a documentary production company based in Finland. Currently we focus in cross media projects.

Currently screening: 52-episode Story Tent TV series.

In production: 10-episode Story Tent radiofeature series, 75 minutes Story Tent documentary and global Story Tent webplatform, Story Tent goes theatre (open mike nights for storytellers) and screenings in public spaces (eg subway stations.)

Bios

Short biography of director Benjamin Oroza

I was born in 1959 and raised in a multicultural family in Finland, Bolivia, West Germany and the United States. During my 30 year journey as a film maker I have directed several documentaries for the Finnish Broadcasting company, among them the "The Mine" which won in 1991 the FIRST PRIZE in Tokyo International Film Festival for Cinema Students, documentary category. "The Mine" and "Cocaine" have also been sold abroad. I've also directed dozens of factual, educational, industrial programs for different institutions. Now I'm involved in the most ambitious cross media project of my life which includes directing a 75-minute documentary, 52 episode TV-series and 10 episode radiofeature series based on the Story Tent stories. This mayor project includes also taking part in developing a global transmedia storyline and a two-directional web platform for the Story Tent. Currently I also compose music, sing and play actively guitar and dance Argentine tango. I'm also working on a short musical film.

Short biography of producer Jaime Juhani Oroza Ahonen

I was born 1966 in La Paz, Bolivia. After I graduated in 1971 in Finland I started to study cultural anthropology in Helsinki University. Before graduation I decided to change my career and graduated in 1996 from Sheffield Hallam University / Northern media school in documentary film production. Between 1996-2000 I lived in Bolivia as a farmer and documentary film producer, working with local and international broadcasters. Then I came back to Finland to work as a documentary cameraman and editor/director. From 2000-2009 I have worked in over 200 corporative, commercial and documentary films. Currently I am the owner and the producer of Videokuu Ltd, documentary film production company and producing for TV2/Finland, a 52 episode primetime Storytent TV-series and a 75-minute documentary. Among others, there is also in production a 90-minute documentary "Revolution 2005" about Evo Morales, Bolivia's president, and the Storytent goes through Europe project. I am also a dedicated father of four beautiful children.





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