



PRESS RELEASE

Science Film Festival News (2) - Discovering the World of Science through Film

Often labeled as “too complicated” by students at school, science has a reputation of being boring and difficult to understand. But one event aims to change this perception: The Science Film Festival (SFF) is the best proof that science can be informative, educational and fun, all at the same time.

One of Goethe-Institut's longest-running and most popular events, the Science Film Festival (SFF) is set to return this month: this year, it will be held in Indonesia from November 13 to 28, marking its fifth edition. Initiated in 2005 in Thailand, SFF has since expanded to countries in Southeast Asia, North Africa and the Middle East and regularly attracts large and enthusiastic crowds.

Celebrating science education and presenting scientific issues in an engaging way, the festival's main target group are children between age 9 and 14. SFF 2014 is focusing on “Future Technologies,” trying to find answers to a myriad of questions.

Anies Baswedan, Culture and Elementary and Secondary Education Minister, states: “Mastering future technologies is a necessity, and by sticking to the principles of integrity and humanity, this technology will enhance and protect noble civilization.”

Katrin Sohns, Program Director Goethe-Institut Indonesien, stresses the importance of learning about and discovering future technologies. “It is extremely exciting to learn about new inventions and what we can expect in the years to come: How far will technology advance in 20, 30, even 50 years from now? How will it affect our lives? These technologies might help to make our lives easier, they can enable us to get a greater

Goethe-Institut

Jl. Sam Ratulangi 9-15
Jakarta 10350

P.O.Box 36 40
Jakarta 10036

T +62 21 23550208
F +62 21 23550021
info@jakarta.goethe.org
www.goethe.de/indonesien

Deutsche Bank AG Jakarta
Konto 0003822-01-0 [Euro]
Konto 0003822-00-0 [Rp.]
Konto 0003822-05-0 [USD]

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understanding of our planet and hopefully they will tackle the challenges we as mankind are facing on our planet,” she says.

Through film and television features, the festival shows how scientific innovation has a great impact on our daily lives. In Indonesia, 15 films from Asia, Europe, North and South America will be screened during the festival, which will run simultaneously in 37 cities across the archipelago.

Working closely with local and regional partners, SFF puts a great emphasis on doing more than just screening films; instead, it is a hands-on festival, where children can participate in scientific experiments, designed to give them a well-rounded and fun experience. In addition, the festival offers a platform for intercultural exchange through which different media approaches to the world of knowledge come together.

For Dr. Claus Weidner, President and CEO of Mercedes-Benz Indonesia, this year’s topic and SFF’s key message are very close to home. “For us at Mercedes-Benz, the theme ‘Future Technologies’ strongly correlates with the DNA of our brand which continuously shows huge power of constant innovation and technology,” he explains. “Being the inventor of the automobile and the best since 1886, Mercedes-Benz is proud to be part of the Science Film Festival; it is a noble initiative that provides children, particularly in Indonesia, with an opportunity to learn science through film.”

SFF 2014 Indonesia at a Glance

When : November 13 – 28, 2014

Press Talk : November 13, 11 am at Blitzmegaplex, Grand Indonesia

Opening : November 13, 4 pm at Blitzmegaplex, Grand Indonesia

Website : www.sciencefilmfestival.org

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Social Media : @ScienceFilmFest (Twitter & Instagram), Science Film Festival Indonesia (Facebook)

Key Partner: Mercedes-Benz

Partners: German Embassy in Indonesia, Institut Français Indonésie, Siemens Indonesia, HiLo School, Santika Indonesia Hotels & Resorts, Universitas Paramadina, Kuark, Universitas Kristen Satya Wacana

Contact

Press inquiries and media registration

Katrin Figge

Email: katrin.figge@jakarta.goethe.org

Tel. 021 2355 0208 Ext. 145

General information

Elizabeth Soegiharto

Email: elizabeth.soegiharto@jakarta.goethe.org

Tel. 021 2355 0208 Ext. 131

www.goethe.de

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