

PRESS RELEASE

SCIENCE FILM FESTIVAL PH reached 100,000 viewers!

The **Science Film Festival 2014** in the Philippines, organized by the **Goethe-Institut** in partnership with the Department of Science and Technology (DOST), the Department of Education (DepEd) and Mercedes-Benz, reached a total of **103,945 viewers** – light-years of improvement from 2013’s reach of 26,500 – making the Philippines exactly in celebration of their 5th anniversary as host of the Science Film Festival the first country outside of the festival-initiator Thailand to break the 100,000 barrier.

The Science Film Festival, promoting the theme “Future Technology”, took place in the Philippines from November 4 to December 14 last year and kicked off with the opening film “Nine-and-a-half”: Life Without Plastics” (Germany). It was founded in Bangkok 10 years ago and aims to provide the younger generation access to science to awaken their interest and encourage them to pursue a career in the field of the sciences. International science films were shown in 14 countries from Southeast Asia and the Middle East and the festival reached 580,079 viewers internationally. This number – a 30% leap from the 2013 figure – makes the Science Film Festival one of the biggest film festivals in the world in terms of audience count.

In the Philippines, the insane 300% increase in viewer count was made possible by the partnership with many partner institutions, which created an extensive network of venues all over the archipelago.

Involved partner institutions which provided venues and organized screenings in their buildings attracting high sums of visitors were the Mind Museum, the Manila Ocean Park, Museo Pambata, the Quezon City Science Interactive Center, the National Library, the Film Development Council of the Philippines (FDCP), the U.S. Embassy, the Ablan Foundation, the Philippine Science Centrum, the ASEAN Centre for Biodiversity, Cornerstone and Felta Foundation Inc. Private universities and schools also took part, such as the Xavier University in Cagayan de Oro, San Marcos ES and the Leyte Normal University, which brought the science films in typhoon-ravaged Tacloban city. Student organizations were also active like the University of the Philippines Deutscher Verein and the Philippine Society for Youth Science Clubs, which supervised the post-screening activity in some of the venues.

This year, the Philippines will be holding the Science Film Festival for the 6th time with the theme: **UN International Year of Light**.

Attached Photo:

Science Film Festival opening at the Mind Museum, 4 Nov 2014

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