



Festival audiovisual jove de Barcelona

RETEENA: audiovisual festival for young people in Barcelona

About Associació Reteena Audiovisual

It is a cultural organisation based in Barcelona, founded by Maria Castellví and Claudia Mera, both graduated in audiovisual communication from Pompeu Fabra University.

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Overview:

Reteena is an audiovisual festival targeting young people. The rationale behind Reteena is based on “service learning”, which combines formal education with learning in a service-oriented way. The festival is organised by young people for young people, mainly aged between 13 to 19. Voluntary participation in the Reteena Team allows the young people involved to express their voice, and to have a first contact with the audiovisual industry. It includes masterclasses, panel discussions, workshops, movie screenings and movie forums among other activities. It investigates audiovisual from a broad perspective, including movies, tv, photos, radio, and mangas.

Objectives:

- ❖ To engage young people in audiovisual critical consumption.
- ❖ Enable young people to understand the creative process behind the audiovisual production.
- ❖ Empower young people.
- ❖ Consolidate and promote democratic values through audiovisual methodologies.



Where

The festival takes place in Barcelona. Previous settings were Fabra i Coats, Cinema Zumzeig, Catalonia Film Librar.

When

The festival has taken place every year since 2018 and lasts 10 days.

Languages

Spanish and Catalan.

Young people's role

Co-organisers

- ❖ Ten young people recruited every year via an open call.
- ❖ They are responsible for the festival's organisation, including festival schedule, choice of movies and short movies, workshops, panels discussions and communication/dissemination plan.

Audience

- ❖ Around 10000 people aged 17 on average.
- ❖ Young people interested in the audiovisual sector (for example students), with a focus on the local market.
- ❖ 85% Of the attendees have never participated before to a movie or audiovisual festival.

Evaluation

- ❖ Quantitative evaluation: data related to the festival participation, such as registrations or attendance.
- ❖ Qualitative evaluation: questionnaires to the participants.

<i>Themes addressed</i>	<i>Outputs</i>
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Social media, video games, traditional media, sexuality, friendship, developmental issues.

These themes were addressed through young people's choice of movies and short movies, as well as talks and panels.

https://www.instagram.com/reteena_festival/

<https://twitter.com/ReteenaFest>

<https://www.facebook.com/reteenafest/>

[Audiovisual material](#)