

《2015年度“看中国·金目奖”在京揭晓》

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In 2015, some 100 young film directors from more than 20 countries took part in a project called “ Looking China. ” Now their hard work is being rewarded. The project was initiated by the Academy for International Communication of Chinese Culture of Beijing Normal University.

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The theme of the 2015 Looking China youth film project was "Individual, family nation". In 3 months' time, a total of 100 young filmmakers from 20 countries participated.

A Bowl of Lanzhou Beef Noodles by Corine Tian from Singapore won the top award. The young filmmaker went to the home of a Lanzhou city family and witnessed their everyday life and the making of beef noodles. She said she discovered the underlying warmth of the family and, through a simple bowl of beef noodles, the depth of the city

was uncovered.

"It was a very heart-warming experiences. I watched the chef prepare the dish from scratch and everything. I saw the passion of the chef and the restaurant. All of these inspire me in ways I can't imagine. It makes me want to work hard to represent their story as well. I love food; I think food brings everybody together" Tian said.

The 2016 Looking China youth film project was also announced at the ceremony. This year, some 100 foreign students from 22 countries will head to various places in China to make their films, with the help of local college students.

"I'm so happy to be part of the project. China is a very different world from Europe or the U.S. I was so inspired to make a film about China. That's what brings me here," said participant Alina D'Alessandro.

Since its initiation in 2011, the project has been held successfully for five years. More than 200 young filmmakers from around the world have visited China and made some award-winning short films.



The project was initiated by the Academy for International Communication of Chinese Culture of Beijing Normal University.

Huang Huilin, Professor Emerita at Beijing Normal University, is the founder of the Looking China project.

"I'm constantly amazed by the works. Through their lenses, the foreign students always find something unique about China from what we usually see and take for granted. We believe their experiences in China can cast certain positive impact on their paths of life and also that they will share their stories with their friends and families. This is the intention and meaning of the 'Looking China' Project," Huang said.

The sixth edition of the project will last for three months. The cross-cultural communication project has become a unique platform for spreading Chinese culture.

