

THE LOS ANGELES AMAZIGH FILM FESTIVAL 2010



Tazzla Institute for Cultural Diversity



Amazigh Cultural Association In America



City of Los Angeles



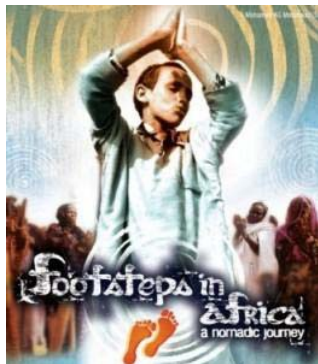
Hagan Law

PRESS RELEASE

Festival Date: **Saturday, October 30, 2010, 5 – 10 pm**

Location: Barnsdall Theatre and Art Gallery,
4800 Hollywood Blvd, Los Angeles , 90027

Tazzla Institute for Cultural Diversity, Burbank, California, is a non-profit, 501c(3) California charitable and educational organization that was founded in 1993. Some of its activities can be viewed on its web site at www.tazzla.org. In 2007, Tazzla Institute initiated a new project in keeping with its commitment to educate American audiences about the African Amazigh (Berber and Tuareg) culture, “**The Los Angeles Amazigh Film Festival.**” The third annual celebration of this festival will occur on Saturday, October 30, 2010 (Amazigh calendar year 2960).



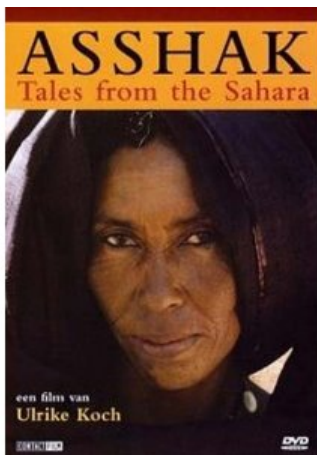
The Festival, sponsored by the Department of Cultural Affairs, city of Los Angeles, the Amazigh Cultural Association in America (ACAA), and the Hagan Law Firm of Palo Alto and Los Angeles, will be held in Hollywood, at the Barnsdall Gallery Theatre and Art facility of the City of Los Angeles Department of Cultural Affairs, which sits on top of a hill in a beautiful park setting between Edgemont and Vermont on Hollywood Boulevard. The event will open at 5:00 pm. with a seven minute montage of photos set to music, created by Imazighen of Libya. The introduction by President of Tazzla Institute Helene E. Hagan will be followed by two documentaries: “**Lost Art of the Sahara**” (17 minutes) – Boilerplate Productions and Bradshaw Foundation, and a Swiss ethnographic film (2006) directed by Kathi von Koerber and produced by Kiakheya productions, shot in the Sahara desert of northern Mali (“**Footsteps to Africa: a Nomadic Journey**” in **Tamashek (Tuareg language)** with the collaboration of the Tuareg people of northern Mali, and English sub-titles.

A tea reception catered by **CHAMEAU, INC.** of Beverly Hills will take place at 6:30 pm in the front patio of the theatre. It is a yearly feature which is very successful.

All evening, The 2010 LAAFF **Art Exhibit** will showcase two special artists: philanthropist of Ojai **Leslie Clark**, who also makes her residence in Agadez, Niger part of the year. She heads the Nomad Foundation, a charitable organization which helps Tuareg and Waudabe people of northern Niger. Some of her superb artwork and a few artifacts from her boutique in Ojai, will be for sale, as well as CDs of **Tidawt** (Tuareg musical group of Niger). The reknown silversmith **Moussa Albaka** of Agadez, Niger will bring his exquisite jewelry designs and **Helene E. Hagan's** 2006 book "Tuareg Jewelry: Traditional Patterns and Symbols." will also be available.

7:00 pm – 7:30 pm - After refreshments, **Dr Aomar Benslimane**, President of the **Amazigh Cultural Association in America (ACAA)** will speak on ACAA contribution to the Amazigh Film Festival. ACAA is an international non-profit cultural organization registered in the state of New Jersey since 1992. It is organized and operated exclusively for cultural, educational, and scientific purposes to contribute to saving, promoting, and enriching the Amazigh (Berber) language and culture in the USA and abroad. More details on its activities over the years can be found at www.tamazgha.org. ACAA will be proud to announce its strong support to the Amazigh film festival and its intent to strengthen its commitment with Tazzla Institute for the purpose of educating the American audience on the Amazigh culture.

Rachid Bouksim, Director of the **Issi N'Ourgh Film Festival of Agadir**, Morocco will speak for a few minutes about the role of women in Amazigh Cinematography of Morocco. We are privileged indeed to host Mr. Bouksim who received a Tazzla Award last year at the L.A.A.F.F. festival for his tireless devotion to the development of the Amazigh cinema in Morocco.



Before the film festival resumes at 7:40 pm, we will have the rare pleasure to listen to a very special guest, **Alhassane Fongounou**, member of the Tidawt band of Niger, who will play a guitar solo for a few minutes. The festival will resume with a film (110 minutes) which has not been screened in Los Angeles before, but has made its mark on the international scene, "**Asshak: Tales of the Sahara**" by U. Koche, Catpics Productions, in Tamashek with English sub-titles. The film was made possible by the collaboration of Tuaregs of Northern Niger. Its exquisite beauty and dreamy quality are superb. After a short intermission, the festival will resume with a half hour **Concert of traditional Amazigh music of the High Atlas of Morocco** by two talented musicians, **AZA performers Fattah Abbou and Mohamed Aoualou**, North African band from Santa Cruz, Ca. 10 pm – 10:30pm.

This is a unique and rich program of film, food and music celebrating the AMAZIGH culture of North Africa and the Sahara. Mark your calendars, and do not miss this event on Saturday, October 30th, 2010. Tickets (\$15.00– Adults and \$10.00 children under 12) will be available for early purchase on our web site at <http://www.laaff.org> where you will find more information on our organizations and the LOS ANGELES AMAZIGH FILM FESTIVAL 2010.