



**Moroccan Film Festival  
October 29<sup>th</sup>-30<sup>th</sup> 2010**

**TriBeCa Cinemas  
New York City**

### **EVENT PROPOSAL**

#### **Purpose**

For the past five years, the High Atlas Foundation (HAF) has hosted an annual fundraising event in New York City to support its development projects with marginalized rural communities in Morocco. These events have traditionally taken the form of Moroccan *heflas* (parties) featuring North African food, art, music, silent auctions, and distinguished honorees.

For the 2010 event, the organization is pursuing something more ambitious: **a Moroccan film festival** that shows audiences there is more to Moroccan film-making than made-in-Hollywood films like *Casablanca* and shot-in-Morocco international productions like *Gladiator* and *Babel*.

Thus, in addition to helping to meet the vital economic, health, and educational needs of Moroccan families – through proceeds raised from the event – an important goal of the film festival is to advance cross-cultural understanding and alliance.

#### **Program Overview**

The High Atlas Foundation Film Festival (HAFFF) will be held the last weekend of October (Friday, October 29th and Saturday, October 30th) at New York City's famed TriBeCa Cinemas. This venue provides a spacious reception area, two screening rooms, and marquees on north and west exposures.

Friday night will be the gala opening of HAFFF, featuring a carefully selected Moroccan film. Right now we are considering Latef Lahlou's *La Grande Villa*, currently a big hit in Morocco, it examines the difficulties faced by a Moroccan professional and his French wife when they move from Paris to Casablanca for a good job offer. Two other films being considered are Nour-Eddine Lakhmari's *Casanegra*, which was Morocco's entry as best foreign film for Academy Awards consideration; and Hakim Belabbes' feature-length documentary *Ash/aa* ("In Pieces"), in which the director offers a very moving portrait of his own extended family. Accompanying the opening-night film, there will be a reception that features Moroccan hors d'oeuvres and ideally a question-and-answer session with the director of the film.

Saturday will be a more casual, all-day affair designed to interest film buffs and Morocco-philes alike. On this day, **HAFFF would feature as many as eight films**. We are obtaining the rights to show a diverse group of Moroccan films (with English subtitles) on Saturday; most of these are currently unknown in the United States, ranging from classics like Mohammed Abderraham Tazi's *Looking for My Wife's Husband*, a quirky comedic look at the vagaries of divorce Islamic-style, to Laila Marrakchi's 2005 *Ma Rock*, a coming-of-age love story set in modern-day Casablanca about a romance between a Muslim woman and a Jewish man.

In terms of selecting and obtaining films, we are working with Mohamed Bakrim, who is an official in the office of M. Nour-Eddine Sail, the Director General of the Centre Cinématographique Marocaine, which is the government ministry in charge of both foreign and local film production in Morocco. We also have the support of Vincent Melilli, who is the head of the dynamic new Ecole Supérieure des Arts Visuels film school in Marrakesh. He has already assisted us by putting together a reel of some of his students' best short films exclusively for this festival.

In addition to showing films, on the second day of HAFFF, **we will have discussions on Moroccan films and filmmaking by directors and other professionals familiar with the Moroccan film scene.** One of HAF's Board Members and a festival co-chair, Daniel Cahill, is a filmmaker and teacher and has put together a lively look at Morocco as seen through film. We are also considering a presentation by Richard Horowitz, who composed the North African music for the score of *The Sheltering Sky*, and who has lent his support to this festival.

### **Sponsorship**

To ensure the success and quality of this event, HAFFF is seeking event sponsors starting at \$5,000, with the goal of generating \$100,000 in financial support for the event.

As a sponsor you will receive the following benefits:

- 2 tickets for you and your guests to attend the opening night film and reception
- Speaking opportunity at the reception for a representative of your organization
- Logo with link to company website featured on electronic invitation and HAF website
- Priority placement of logo on all event signage, including press backdrop
- Shot teaser at beginning of each film announcing your company's support of the festival
- Recognition in press releases

### **About the High Atlas Foundation**

The High Atlas Foundation (HAF) was **founded in 2000 by former Peace Corps Volunteers who served in Morocco** as a way to utilize the relationships and knowledge gained during their service for the continued benefit of the Moroccan people. HAF is a US 501(c)3 nonprofit organization, and is legally registered in Morocco as a local association.

Using a participatory approach, HAF works to establish development projects in different parts of Morocco that local communities design and manage, and that are in partnership with government and non-government agencies. HAF also maintains a participatory development training center at Hassan II University-Mohammedia to train the next generation in sustainable community development.

Key to the participatory approach is the facilitation of community meetings where beneficiaries together determine the types of projects they want to undertake to meet their development goals. Important project areas include **fruit tree agriculture and irrigation, clean drinking water, and women and youth development** – projects that communities have determined for themselves, and which advance social, economic, and environmental goals.

### **Advisory Board**

---

**H.E. André Azoulay**, Advisor to H.M. the King of Morocco

**H.E. Aziz Mekouar**, Moroccan Ambassador to the U.S. 2002-present

**Ambassador Edward Gabriel**, U.S. Ambassador to Morocco 1998-2001

**Ambassador Marc Ginsberg**, U.S. Ambassador to Morocco 1994-1998

**Ambassador Margaret Tutwiler**, U.S. Ambassador to Morocco 2001-2003

**Thomas Anderson**, Co-founder of HAF & RPCV Morocco 1991-1995

**Abdelghani Aouifia**, Maghrib Arab Press  
**Kamar Bencrimo**, U.S. Embassy in Morocco, Translator & Interpreter  
**Dr. Wahiba Benloughmari**, Eli Lilly  
**Scott Estergard**, Water Resources Planner & RPCV Morocco 1991-1993  
**Dr. Lahcen Haddad**, Mohammed V University, Rabat  
**Dr. Najib Mouhtadi**, Hassan II University, Mohammedia  
**Darcy Neill**, Peace Corps Morocco Director 1990-2003  
**Ellen Paquette**, Peace Corps Morocco Director 1993-1997

#### **Board of Directors**

---

**Yossef Ben-Meir, PhD, *President***, Al Akhawayn University & RPCV Morocco 1993-1995  
**Larbi Didouqen, *Co-Vice President***, Former Director Toubkal National Park  
**Suzanne Moyer, *Co-Vice President***, AmeriSource  
**Kendra Simonton, *Secretary*** Project Impact  
**Leila Alaoui**  
**Barbara Balaj, PhD** Independent Consultant  
**Talal Belrhiti**, Maghreb Center  
**Charles Benjamin, PhD** International Resources Group & RPCV Morocco 1986-1988  
**Dan Cahill**, Filmmaker & RPCV Morocco 1968-1970  
**Kimeo Carr**, Independent Consultant & RPCV Morocco 2001-2003  
**Mohamed Chbani**, Independent Consultant  
**Nichole Christensen**, RPCV Morocco 2003-2005  
**Sir Charles Dahan**, Independent Consultant  
**Michelle Ghiselli**, RPCV Morocco 1993-1996  
**Charlie Kellett**, RPCV Morocco 1994-1996  
**Tina Khartami**, Fannie Mae  
**Nora Larhouasli Marrakchi**, UMS Group Inc.

#### **Contact**

Daniel Cahill, Film Festival Co-Chair: [cahilld@nyc.rr.com](mailto:cahilld@nyc.rr.com)  
Richard Alleman, Film Festival Co-chair: [REAlleman@aol.com](mailto:REAlleman@aol.com)

[www.hihatlasfoundation.org](http://www.hihatlasfoundation.org)

High Atlas Foundation | Park West Station | PO Box 21081 | New York, NY 10025 USA | Tel (646) 688-2946 | Fax (646) 786-4780

La Fondation du Haut Atlas - Centre pour le Consensus Communautaire et le Développement Durable | Université Hassan II-Mohammedia | la Faculté des Sciences Juridiques, Economiques et Sociales | Mohammedia, MOROCCO | Tel & Fax +212 (0)523 32 62 87