



“Erasmus EuroMedia Award 2009” for "Vide_o_drom“

Studio West is one of the winners of the "Erasmus EuroMedia Awards 2009" that were awarded on Oct. 16th 2009 in Vienna.

„Vide_o_drom. Integrative Cultural Media Project“ received a „Sponsorship Award“ for the film workshops & productions as well as the networking in Middle – and Eastern Europe.

The European Society for Education and Communication (ESEC) awards the Erasmus EuroMedia Prices for outstanding productions and programs in the sector of **media dealing with European Values** (society, culture/education and politics). Since 1995 the Erasmus EuroMedia Awards have been given to a considerable amount of producers with high profile for their media oeuvres interpreting Europe.

Laudatio : Axel Maireder, University of Vienna

The integrative cultural project Video_o_drom aims to view Roma and Sinti across South Eastern Europe in a different perspective than the mainstream of the media. It networks Roma and Sinti from different countries to provide transnational exchange of ideas. Being minorities in the respective countries, video_o_drom fosters transnational solidarity among Roma and Sinti in Bulgaria, Austria, Romania and Hungary. Through that, Vide_o_drom tries to provide a framework of coherence by culture contrary to the concept of nation states. (...) Video_o_drom bridges the generations, providing links for the construction of identity for everyone. Everyone, both inside AND outside the Roma and Sinti community – with the potential to connect Roma and Sinti to the society of the majority and vice versa. (...)

For this efforts in bridging cultures and in honor of its educational ambition in reflecting the development of the European Society, the jury awards Vide_o_drom an Erasmus EuroMedia Sponsorship Award 2009.

„The „Sponsorship Award“ is a great honor for Studio West and its efforts to help Roma minorities in Europe to present themselves in the media and thus stand against racism and discrimination.“

Vide_o_drom Team Studio West: Hermann Peseckas, Andreas Kraus, Arthur Zgubic, Karin Helml. European Partners: Verein Ketani Austria, Videant Ltd. Hungary, Association Thumende Romania, Foundation for Regional Development Bulgaria.

More information:

[http:// www.esec-online.net](http://www.esec-online.net)
www.romavideodrom.net