

Press Release
March 8th, 2021



NaFiLM wins a Czech Lion

Last Saturday the National Film Museum NaFiLM, founded by three students, received the Czech Lion award for Extraordinary Audiovisual Achievement. The museum is exceptional not only due to its innovative and interactive exhibits, but also due to its beginnings, with support from thousands who participated in the museum's three crowdfunding campaigns over the past 8 years. It is the only film museum in the Czech Republic that presents the history of Czech film in a playful and accessible way for all generations. Receiving the Czech Film and Television Academy's prestigious award is proof that the young team behind NaFiLM are among the top leaders in their field.

The gala evening that took place in Prague's Rudolfinum on Saturday was unusual in many respects. Not only were there increased security measures, but this year awards extended beyond those purely for filmmaker. Three projects were recognised in the category of Outstanding Audiovisual Achievement, with each being awarded a Lion. One of the three statuettes was awarded to the NaFiLM project, which began as a bold idea of the then-students from the Department of Film Studies at Charles University: Terezie Křížkovská, Adéla Mrázová and Jakub Jiříšťa. They raised attention to the fact that the Czech Republic lacked a film museum. "Czech film has been around for more than a hundred years. It has its own identity and global significance, and we thought it deserved a museum dedicated to it - a place that will educate and present national cinematography in an accessible form to both Czech and foreign visitors," says Adéla Mrázová, one of the founders of the museum. The founders acted on this goal, devoting themselves to creating a museum, the meaning of which was apparent to them from the very beginning. During the search for suitable spaces for the exhibition, they prepared and presented temporary exhibitions in Prague and other regions, which allowed them to clarify what the future museum might look like. The idea and designs gained popularity among visitors and the public, who helped fund its creation.

In January 2019, the young team of curators opened the National Film Museum's current permanent location in the historic Mozarteum building, with the main entrance being from the Franciscan Garden in Prague 1. The permanent exhibition proved that combining film history, a playful and interactive approach with historical and contemporary technologies, and thoughtful scenography is appreciated and seen as exceptional by visitors across all generations. It was no surprise that in just a few short years of the museum's existence, it became the best-rated museum in the Czech Republic on TripAdvisor

and was ranked amongst the six best attractions in Prague, placing just behind historically noteworthy monuments such as the Charles Bridge and Prague Castle. NaFiLM also offers award-winning educational programs for children and youth, having received the Charles University's Miloslav Petrušek Award for Extraordinary Contributions to the Field of Public Education.

The Presidium members of the Czech Film and Television Academy decided the recipients of the Czech Lion for an Extraordinary Audiovisual Achievement, and the statuette was handed to the winning projects by CFTA President Ivo Mathé, who stated: "An extraordinary year has required an extraordinary decision, which is why we believe that all three projects deserve a Czech Lion." The NaFiLM creators highly value the Academy's nomination. During the non-traditional gala evening, they admitted: "Over the past few years we have had to remind ourselves that we need to dream beyond what we think is possible. And even if it's sometimes difficult, the joy of doing something that makes sense not only to us, but also to the people around us is worth it. It's essential to have people with you that you can count on to support and help you. That's why this statuette belongs to everyone who built the museum with us."

Although the museum is currently closed due to the pandemic, its founders are working on expanding the exhibition, which promises new sensory experiences combined with state-of-the-art technology. This happy event is not the end, but rather an impetus for the beginning of a new era.

Address:

NaFiLM: National Film Museum Mozarteum, Jungmannova 748/30, Prague 1 The entrance to the museum is from the Franciscan Garden from Jungmann Square

Photos for download: <http://www.nafilm.org/pro-media/#album>

Website: www.nafilm.org

NaFiLM on Facebook: www.facebook.com/Nafilm.org

NaFiLM on TripAdvisor: https://www.tripadvisor.cz/Attraction_Review-g274707-d12028413-Reviews-NaFiLM_National_film_museum-Prague_Bohemia.html

NaFiLM on Instagram: https://www.instagram.com/filmmuseum_nafilm/?hl=en

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