



TOURA D'OR 1990

Category: Tourist Boards

A mountain as treasure trove – The Schauinsland

(Filmproduktion Peter Baudendistel, German, 13 minutes)

In the three TOURA D'OR contest criteria, the jury awarded 78 out of a possible 132 points to the film *A mountain as treasure trove – The Schauinsland*.

According to the jury, the film satisfied the contest criteria in more or less equal measures.

With regard to its form and content, the film is an excellent example of a tourist information and advertising film, which advertises a geographic region in an indirect and unobtrusive manner, without using any superficial keywords and superlatives.

In addition to the portrayal of landscape, history, people, and traditional handicrafts, ecological problems and risks are also brought up.

The photography, narration, music and O-tone harmonise effectively. The pictures showing the mountain *Schauinsland* in different seasons are appropriately assembled and cleverly combined.

On the whole, the film succeeds in giving a likeable, rather gentle presentation of the tourist destination. The imparting contents are clear and comprehensible. They stir the viewer's curiosity while also evoking contemplation.

(In some sequences the cuts and the changes of motives appear to be too short.

Questionable is the hint, that cross-country skiing "outside the cross-country ski run" is very nice).