

# XVIII ART&TUR FESTIVAL INTERNACIONAL DE CINEMA DE TURISMO

**9-12**  
**SETEMBRO**  
**2025**

*Fundão*

**CATALOGUE**







# CONTENT

 **Fundão Municipality**

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 **Jury 2025**

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# MUNICIPALITY OF FUNDÃO

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Magical and irrefutable, Fundão is a unique territory where the seasons define the color palette and guide the sounds of the landscape. It is between the grandeur of Serra da Estrela and Gardunha and the serenity of the plains of Cova da Beira that more than 450 km of mountain biking routes and 350 km of trails invite you to an adventure without limits.

Biodiversity is also the guide to discovering unexpected and irremediably stunning places that transport those who visit us to places of surprising beauty. Here, they will feel connected to nature. But if adrenaline is the driving force for a few days of vacation, then a visit to the convent park in Fundão is a must. The two tree-climbing circuits, the climbing wall, and the mountain biking center will guarantee hours of fun.



If you prefer activities at altitude, you can take to the skies of Cova da Beira on a hang glider. If you are one of those people who enjoy wandering through every street and alley of the labyrinthine medieval villages, Fundão is also your destination. Find the perfect places to reconnect with history in the Historic Village of Castelo Novo and Vila de Alpedrinha. Among castles and palaces, manors and small houses, its kind and generous people towards the traveler stand out and will make you feel at home.

It is also unforgettable to walk along the banks of the Zêzere River, where the serenity of its waters and the smells of the forest accompany the discovery of the Schist Villages of Barroca and Janeiro de Cima. In the Baroque era, the visitor is challenged to travel thousands of years of history by observing the rock engravings of Poço do Caldeirão. It is also essential to visit the Aldeia do Xisto store where you can find the best endogenous and craft design products from the Aldeias do Xisto territory.

In Janeiro de Cima, it is the quelhos and quelhas that mark the visit of outsiders who pass by, in a kind of labyrinthine challenge that takes them through the simple and unique corners of the village of orange houses, made of schist and rolled stone from the river. Unmissable is the cycle of events in Fundão that attract thousands of visitors, of which the Cherry Festival stands out in June.

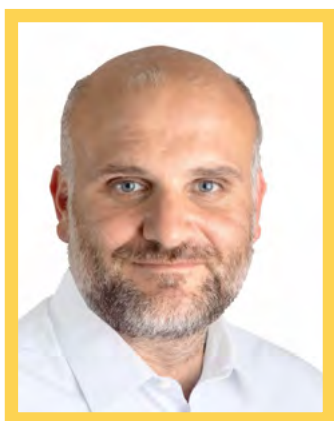
***Disconnect from your routine and discover Fundão!***





# WELCOME TO THE MUNICIPALITY OF FUNDÃO

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**fundão**  
365 dias à descoberta

In the certainty that a single year contains 365 opportunities to travel, here is a suggestion towards the Center of Portugal. Between the Serra da Estrela and Gardunha mountains there are landscapes of unique colors, which contain magical places, full of hillforts, temples, castles, palaces, historic and schist villages. The day-to-day life of the villages is rythmed by the seasons. In spring, Gardunha mountain is painted white, in a unique natural spectacle and the aromas of Easter envelop the environment, in a set of unique traditions that take place at Quadragésima. The heat of spring and summer ripens the rubies that are the theme for the Cherry celebration. The season ends with the sound of Chocalhos, in a festival paying homage to the paths of Transhumance and the pastoral world. Autumn arrives and with it the flavors of the pine forest that turn into a party at the Maúnça Arts and Flavors Exhibition, in Açor and Míscaros – Mushroom Festival, in Alcaide. The cold winter season brings with it new olive oil that is highlighted at the Tibórnica Festival, a reference in the region's gastronomic itineraries.

Welcome to Fundão

**Paulo Fernandes**

**President of the Municipality of Fundão**



# MESSAGE FROM THE TURISMO CENTRO DE PORTUGAL

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It is with great pride that Central Portugal is preparing to host another edition of ART&TUR, a landmark event that has managed to gain a prominent place on the international scene in tourism audiovisual productions. The itinerant nature of ART&TUR, which covers the territory of the largest tourist region in Portugal, has proven to be a winning strategy.

At each edition, in different destinations, the festival presents national and international filmmakers with the extraordinary landscape, cultural and heritage diversity of Central Portugal – as Fundão will have the opportunity to demonstrate this year. ART&TUR is, therefore, a powerful tool for territorial promotion. The images captured by the directors invite viewers to discover the charms of the region in person. This international projection represents a significant boost for tourism throughout the territory.

The close cooperation between Turismo Centro de Portugal and the municipalities hosting the festival demonstrates how institutional partnerships can be decisive in transforming territories and communities. This union of wills contributes in a concrete and impactful way to the cohesion and sustainability of territories, especially those with low density.

To participants from all over the world, I invite you to enjoy the gastronomy, discover the heritage and experience the genuine hospitality of the people of Fundão. May this edition of ART&TUR reaffirm Central Portugal as a destination of excellence for audiovisual productions – and may it inspire new creations capable of projecting, even further, the international notoriety of our magnificent region.

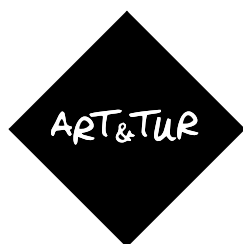
**Rui Ventura**

**President of Entidade Regional de Turismo do Centro de Portugal**



# MESSAGE FROM THE DIRECTOR OF ART&TUR

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Vivemos tempos em que os valores da humanidade assumem uma relevância cada vez maior. Mais do que nunca, precisamos reafirmar a importância do respeito pelo outro, da sustentabilidade do nosso meio ambiente e da igualdade de oportunidades entre os povos.

O ART&TUR – Festival Internacional de Cinema de Turismo – é, desde a sua origem, um espaço privilegiado para este encontro de valores. Aqui, os participantes não partilham apenas filmes: partilham experiências, culturas, visões e esperanças. É neste diálogo entre pares que se criam pontes, que se despertam novas formas de compreender o mundo e que se abrem portas à empatia e à multiculturalidade.

O cinema tem o poder único de aproximar pessoas, de contar histórias que tocam, inspiram e transformam. Mas é apenas através do ser humano – do seu olhar, da sua criatividade e da sua capacidade de sonhar – que este poder se concretiza.

No ART&TUR celebramos esta essência: a união entre arte, turismo e humanidade. Que cada filme, cada conversa e cada encontro neste festival sejam um passo a mais para um mundo mais sustentável, mais justo e, acima de tudo, mais humano.

**Mariana Calaça Baptista**

Director of ART&TUR



# MESSAGE FROM THE PRESIDENT OF CENTRO DE PORTUGAL FILM COMMISSION

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The Centro de Portugal Film Commission (CPFC) distinguishes itself from most other film commissions by holding an international film festival, ART&TUR, which presents and awards the best audiovisual tourism productions from around the world in the Centro de Portugal region every year.

This year, ART&TUR – International Tourism Film Festival continues its itinerancy in the municipality of Fundão, in order to promote the authenticity, sustainability and cultural heritage of various territories in the Centre region, in particular the film locations of Fundão, Aldeias do Xisto and Aldeias Históricas, which are true cinematographic gems.

The festival acts as a global platform for sharing experiences and as an instrument for promoting low-density territories, through partnerships with organisations such as Turismo Centro de Portugal. Google's Gemini is accurate when it says that the ART&TUR Festival: Promotes tourism: The films presented highlight the natural beauty, heritage and gastronomy of different places, encouraging viewers to visit them.

It is part of a worldwide network: It is part of the International Committee of Tourism Film Festivals (CIFFT), which organises the world circuit of tourism film festivals.

It honours the quality of audiovisual tourism productions: ART&TUR awards prizes, including best tourism film worldwide, within the CIFFT international tourism film festival network.

Values authenticity and sustainability: It is a global forum for discussing and promoting values of authenticity and sustainability in tourism.

It is a tool for territorial promotion: Through its international projection, the festival contributes to the growth of tourism in Portugal, especially supporting regions with lower population density.

To these notes provided by Artificial Intelligence we should add the proactivity of the ART&TUR Festival in organising two creative competitions – ART&FATORY and ART&STORYTELLING: production teams from different countries are challenged to take part in an artistic residency, to produce films about the host municipality to be premiered at the Festival in front of the international jury.

**Francisco Dias**

**President of Centro Portugal Film Commission**

JURY  
2025



**Aida Carvalho**

PORTUGAL

Parliamentary Deputy of Partido Socialista

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**Joel Kouassi**

ART&TUR AMBASSADOR

CEO AFRICA TOURS ET SAFARI

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**Alexandra  
Lavaredas**

PORTUGAL

University Teacher



**Ali  
Afshar**

IRAN

Professor at Eqbal  
Lahoori Institute of Higher  
Education



**Angela  
Farrelly**

NEW ZEALAND

Founder Disruptive  
Unicorns



**Arthur  
Araújo**

BRAZIL

Assistant professor and  
researcher at Universidade  
Lusófona do Porto



**Arvind Kumar  
Saraswati**

INDIA

Assistant professor at  
Banarsidas Chandiwalla  
Institute Education



**Bradley  
Walters**

CANADA

University teacher at  
Mount Allison University,  
Sackville, Canada



## Caroline Ungersbock

PORTUGAL

President and Co-Founder  
at Sustainable Tourism  
Partnership Programme  
(STTP)

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## Catarina Leonardo

IRAN

Blogger and Author at  
Wandering Life

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## Célia Antunes

PORTUGAL

Professor at Escola de  
Hotelaria e Turismo do  
Oeste, Portugal

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## Daniel Pinto

PORTUGAL

Director of Escola de  
Hotelaria e Turismo do  
Oeste, Portugal

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## Daniela Amorim

PORTUGAL

Tourism Professor at ESTM  
(IPLeiria)

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## Don Falsário

PHILIPPINES

Director at  
Bullecot Manila

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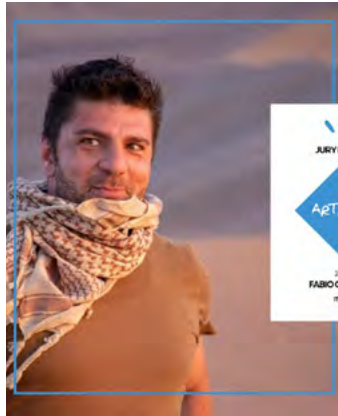


**Dilma  
Gomes**

CABO VERDE

Director of  
Communications at  
Tourism Board in Cabo  
Verde

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**Fabio  
Carbone**

ITÁLIA

Senior Lecturer and  
Researcher in Cultural  
Heritage Management,  
Tourism Development and  
SDG16+. Humanitarian  
activist and peace  
ambassador.

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**Eunice  
Lopes**

PORTUGAL

Professor at Instituto  
Politécnico de Tomar (IPT)

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**Henrique  
Silva**

PORTUGAL

Politician / Cultural  
manager / Actor

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**Hugo  
Cruz**

PORTUGAL

Audiovisual producer and  
photographer Videlicious  
and ISCTE

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**Imran  
Khan**

PAKISTAN

Researcher at Universidade  
de Aveiro

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**Issana  
Agathe**

MAURITIUS

Manager at Rodrigues  
Tourism Office and Co-  
Founder at Association  
"Keep in Touch"

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**João  
Antero**

PORTUGAL

Professor at Universidade  
Lusófona and President at  
Alentejo and Ribatejo Film  
Commission

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**João Viljoen de  
Vasconcelos**

PORTUGAL

Professor at IPLeiria and  
Researcher at Instituto de  
Geografia e Ordenamento  
do Território

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**Kumiko  
Yamashita**

JAPAN

Event Planner at IJTF

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**Marco  
Calábria**

BRAZIL

Filmmaker at Eureka Films

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**Maria  
Blajite**

LITHUANIA

Translator and Hospitality  
Manager

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## Mike Rumble

SOUTH AFRICA

Digital Consultant,  
Entrepreneur and  
Professional in Nature  
Tourism



## Paul Visser

SPAIN

CEO Valentijn Studios Film  
Production



## Rao Narender Yadav

INDIA

Founder and Director at  
Woodpecker International  
Film Festival



## Santi Valldepérez

SPAIN

Founder & Executive  
Produtor at Filmsnòmades  
and CEO at Terres  
Communication



## Santiago Cano

ARGENTINA

CEO at Reditur



## Sara Góis

PORTUGAL

Researcher PHD/IPLeiria



## Spomenka Saraga

CROATIA

Produtor at Balduci Film  
and diretor at Zagreb  
Tourfilm Festival

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## Terry Costa

PORTUGAL

Producer & Artistic  
Director, MiratecArts

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## Thiago Pereira

BRAZIL

Subchef of the  
Department of Tourism  
at Universidade do Estado  
do Rio de Janeiro (DTUR /  
IGEOP / UERJ)

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## Tim Reiffenstein

CANADA

Associate Professor in the  
Department of Geography  
and Environment at Mount  
Allison University

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## Tsuyoshi Kigawa

JAPAN

Professor at Wakayama  
University and Director at  
Japan World's Tourism Film  
Festival

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## Yarlein Guerrero

COLOMBIA

Researcher in Tourism and  
Smart destinations

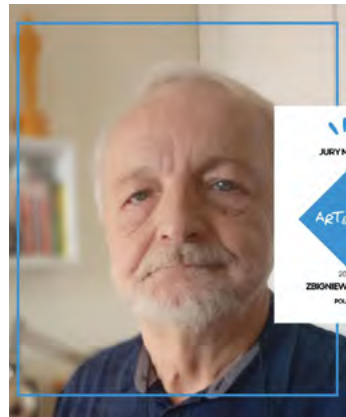
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**Yanki  
Hartijast**

INDONESIA

Associate Professor at  
Universitas Indonesia



**Zbigniew  
Zmudzki**

POLAND

Researcher in Tourism and  
Smart destinations



# AWARDED FILMS

INTERNATIONAL TOURISM  
FILM FESTIVAL

ART&TUR

2025





# 2825: Surf (R)evolution

PORTUGAL

Pedro Gomes Alves, Maria Madalena Almeida

## SYNOPSIS:

"2825: Surf (R)Evolution" is an exciting documentary that delves into the depths of the history of surfing on the iconic Costa de Caparica, revealing not only the evolution of the sport, but also the complex relationship between the local community and surf culture.

In this engaging film, we navigate through the decades, exploring how surfing has evolved from the early days to today. Through interviews with old school, new generation surfers and some shapers, we are taken on a unique journey through time, as we witness the changes in waves, practices and passion that have shaped Costa de Caparica into a surfing paradise.



# A Lisbon Story – Lisbon Heritage Hotels

PORTUGAL

Manuel Gomes da Costa, Tiago Lobo

## SYNOPSIS:

Promote Lisbon Heritage Hotels using the strong identity that distinguishes each of the properties. We wanted this joyful story of different experiences in the same city to awaken in the viewer the desire to discover which of the Heritage Hotels is theirs.





# Algarve – The Holidays You Deserve.

PORTUGAL João Pedro Viegas

## SYNOPSIS:

This film is a vibrant visual journey that showcases the Algarve as a premier tourism destination. Through breathtaking landscapes, sun-kissed coastlines, charming villages, and rich cultural traditions, the film invites viewers to discover the unique beauty and warmth of southern Portugal. From world-class beaches and dramatic cliffs to authentic cuisine and lively festivals, the Algarve is portrayed as a place where nature, heritage, and hospitality come together to offer unforgettable experiences for every kind of traveler.



# Alma e-Xisto

PORTUGAL Juan Manuel Arias

## SYNOPSIS:

A schist stone, in a village from the chain of schist villages in Portugal, reflects on its identity; it doesn't believe it's just another stone like the millions that exist, because it has been a mountain, a street, a house, a wall, a castle, and a ruin. It has been fragmented so many times that each part of it has lived beautiful moments in these villages, making it feel part of something greater.

While in that dilemma, a boy picks up the heart-shaped stone and gives it to a girl. The stone witnesses the years as these children grow into young adults and eventually into elders, who, in the end, treasure the mountain landscape with the stone in their hands. In that moment, the stone understands that, like all of us, it is not something so simple—we are experiences, moments, we are others, we are mountains, clouds, and rivers. We are Lousã.





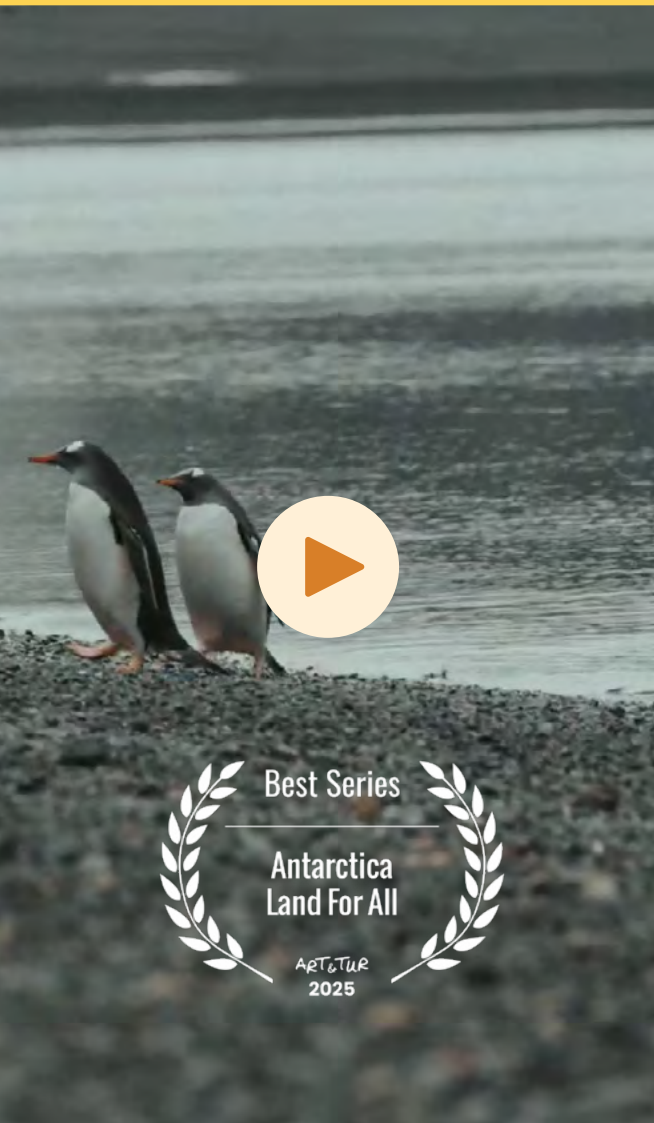
# AMAZORIOCA

BRAZIL

Antonio Aleixo

## SYNOPSIS:

A journey through the Brazilian Amazon, guided by the eyes of Renato, a Carioca turned Amazorioca. A reflection on identity, the legacy of an ancestral territory, and the cost of progress. An ode to the forest and the fragility of what remains.



# Antarctica Land for All

PORTUGAL

Patrícia de Azevedo Lima

## SYNOPSIS:

Antarctica: a shared responsibility. Preserving the frozen continent at the southernmost tip of the planet requires action not only from scientists, but also from governments and society. This is the central message of Antarctica Land for All, a web series created by journalist Patrícia Azevedo, who since 2018 has worked to raise global awareness of Antarctica's importance and its protection.

Across 12 episodes, the series reveals how Antarctic dynamics affect the global climate, ocean levels and rainfall patterns—impacts that reach South America and Brazil. It also highlights sustainable tourism, stressing respectful interaction with wildlife and the environment.

With striking imagery and researchers' testimonies, the series combines science with Patrícia's personal narrative, inspiring audiences to view Antarctica through a new lens. In the final episode, aboard the SH Vega, she explores sites like Damoy Point and Port Lockroy, kayaking among icebergs, braving a polar plunge, and reflecting on the need to preserve the last untouched territory on Earth.



# Be Embraced.

**PORTUGAL** Lobby Films and Avertising

## SYNOPSIS:

Oleiros is a municipality in the interior of Portugal, with a very strong natural product, and with a unique gastronomy in the Portuguese territory, such as cabrito estonado. It is also a territory with a very rich history, from here Father António de Andrade, explorer of the Himalayas and discoverer of Tibet, set out on foot.



# Be Part Of Torres Novas

**PORTUGAL** Hugo Cardoso dos Santos

## SYNOPSIS:

"Be a Part of Torres Novas" is a love story set in the heart of Portugal. Adriana, an artist in search of herself, and João, an adventurous athlete, meet by chance in the Serra de Aire and Candeeiros Natural Park. Exploring caves, castles, and breathtaking landscapes, they not only discover Torres Novas but also each other.

The film shifts between past and present: now elderly, the couple look back on a lifetime of journeys, love, and harmony with nature. A celebration of discovery and passion, it invites viewers to explore Torres Novas and reminds us that sometimes we must get lost to truly find ourselves.





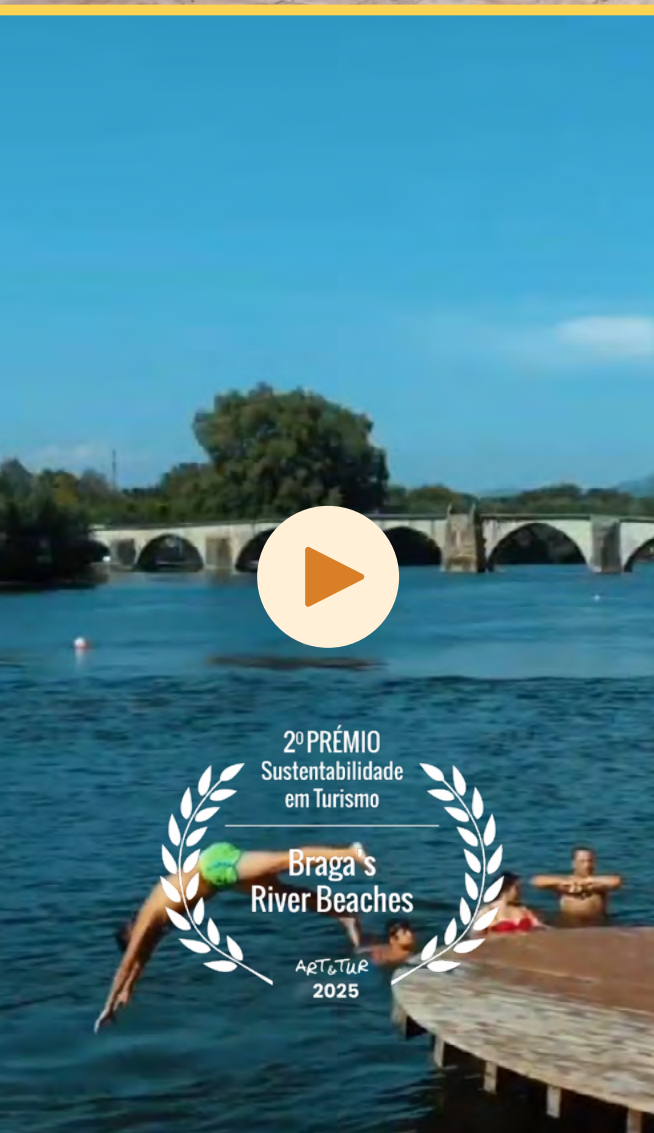
# Bhutan Believe

**BHUTHAN**

Studio Khonsu

## SYNOPSIS:

This short film showcases Bhutan's hidden landscapes, rich culture, and adventure, redefining it as a destination for a younger audience. Set in central Bhutan, it blends stunning visuals and storytelling to evoke wanderlust and self-discovery. Highlighting spirituality, sustainability, and adventure, it offers an immersive look at Bhutan's transformative power. Designed from a guest's perspective, the film captures the essence of travel through authentic experiences.



# Braga's River Beaches

**PORTUGAL**

Martin John Dale

## SYNOPSIS:

A short video on the unique eco-system and infrastructures of Braga's five river beaches, three of which have Blue Flag classification.



# Brief History Of Humanity

PORTUGAL Paulo Ferreira

## SYNOPSIS:

Brief History of Humanity, is a video of around 6 minutes that aims to raise people's awareness about current environmental issues. The current environmental crisis is one of the biggest challenges facing humanity. Deforestation, pollution and global warming have caused devastating impacts on ecosystems and biodiversity. The excessive consumption of natural resources, as well as the removal of oil and coal from the subsoil, driven by population growth and the unsustainable economic model, further worsens this situation. Climate change results in extreme events such as droughts, floods and wildfires, which affect millions of people. It is urgent that governments, companies and civil society join forces to adopt sustainable practices, promote environmental preservation and guarantee a healthy future for the next generations.

We know where we came from but we don't know where we are going.



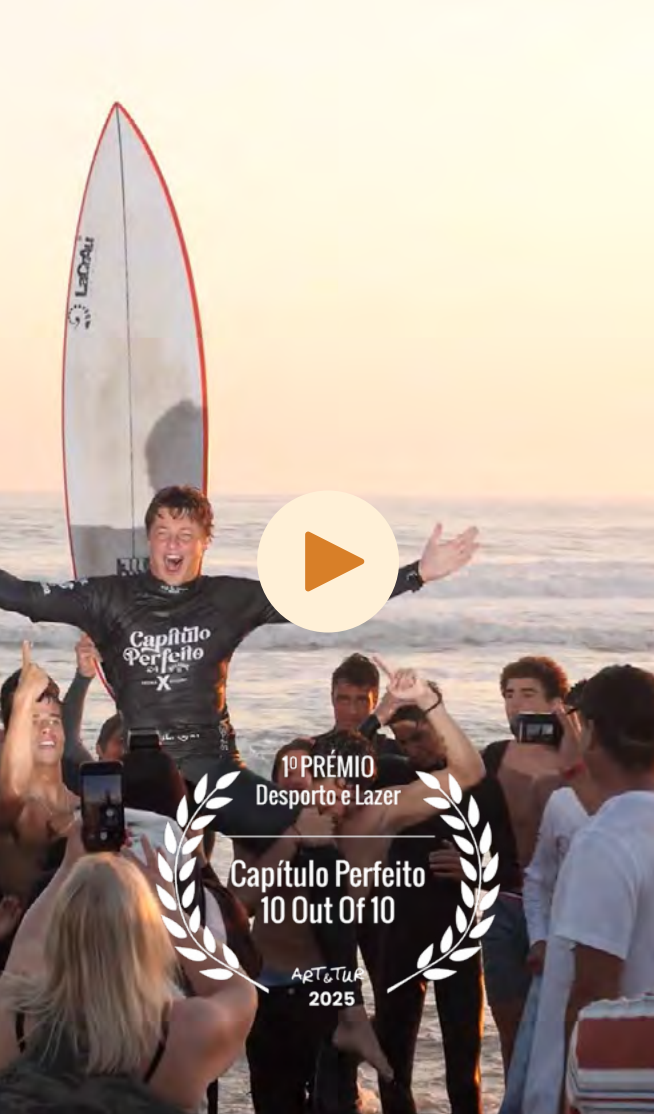
# Cantadeiras Do Vale Do Neiva

PORTUGAL Flávio Cruz

## SYNOPSIS:

The Cantadeiras do Vale do Neiva are a hallmark of Portuguese polyphonic singing. They are also a reflection of the land, all their research, carried out by Manuel Delfim, reflects the rural areas and the importance of women in it. Singing as a form of expression, as a narrative of everyday life. They expose all the memories, keeping the trace of the past in the present, with different generations representing a living archive. This film is a journey through the archives and the present of Cantadeiras, through its history and its future. For a place in polyphony and associativism.





# Capítulo Perfeito 10 Out Of 10

PORTUGAL Fantasticbox, Lda

## SYNOPSIS:

The Capítulo Perfeito has finally gained the international recognition that has sought so much throughout these last 10 editions. Carcavelos is at the center of the world for its waves, people, and places as one of the best surfing destinations in Portugal. This tenth edition brings you the worst and best moments lived throughout the day of the competition. 60 days of waiting period, 16 surfers, 1 beach, 1 winner on the best day of the year and the full potential of Cascais to welcome you."

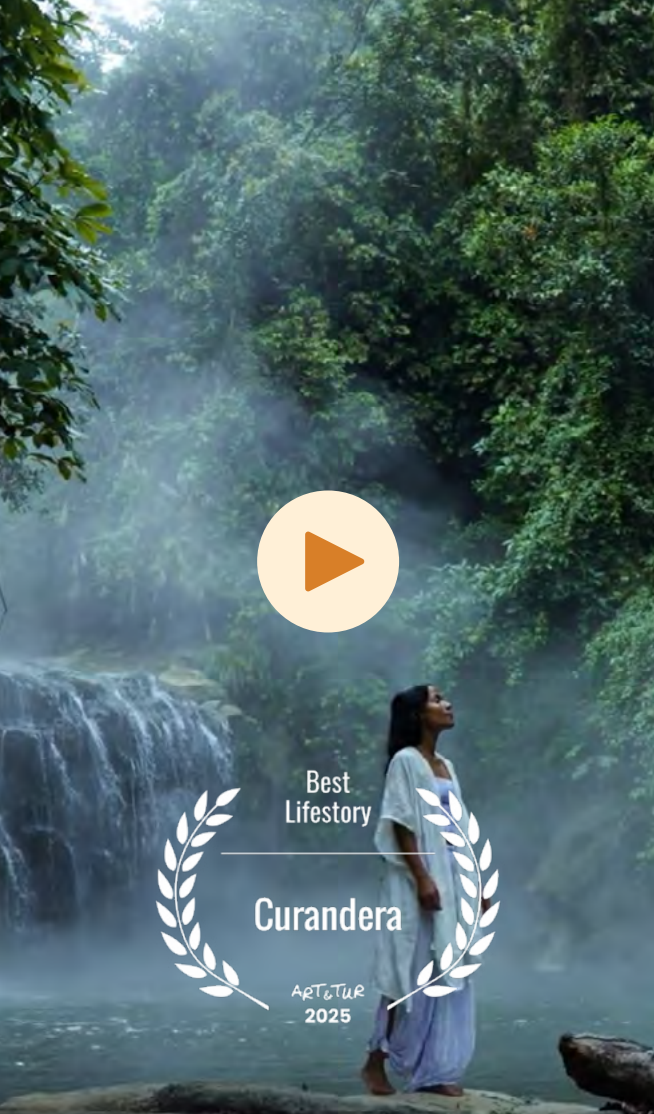


# Cartuxa Love

PORTUGAL Lobby Films and Avertising

## SYNOPSIS:

An immersive journey, through a 240-degree projection, through time, history and the wines of the Eugénio de Almeida Foundation.



# Curandera

SPAIN Alexia Kraft de la Saulx

## SYNOPSIS:

A young Indigenous woman is separated from her family by violence and tragedy as a child and later in life is found by Ayahuasca. On her path of healing, she discovers her essence and becomes a curandera for herself and others. This is the real-life story of what happens in the jungle and one's consciousness when one becomes whole.



# Dear Martha

PORTUGAL Ricardo João Martins

## SYNOPSIS:

"Dear Martha" tells the story of a young man growing up in Torres Vedras, showing how the places we live shape who we become. Set against the backdrop of iconic landmarks, the vibrant Carnival, stunning beaches, and renowned local wines, his life unfolds in a setting rich with opportunity and tradition. A turning point comes when he meets Martha, a visitor, opening a new chapter in his journey.

More than a promotional video, Dear Martha is an invitation to experience Torres Vedras — as a destination, a home, and a source of identity. With an original soundtrack by a local musician, it celebrates authenticity, pride, and the idea that fulfillment can often be found close to home.



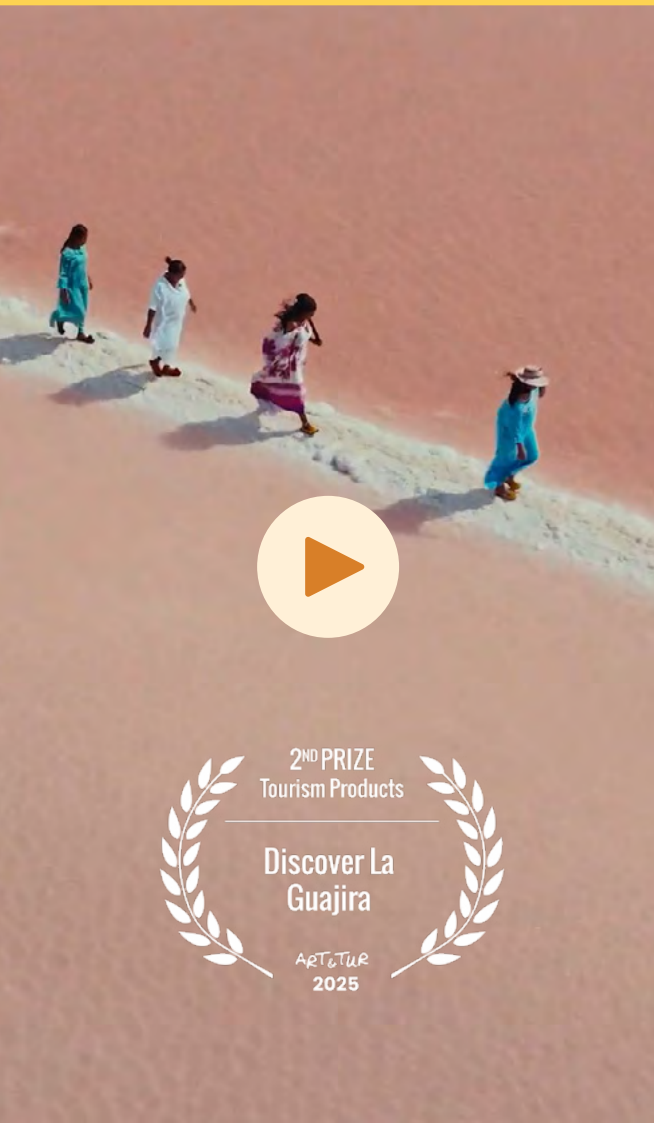
# Desert Of The Mists

NAMÍBIA

Cristiana Bontemps

## SYNOPSIS:

The Namib Desert, the oldest desert in the world, stretches for nearly 2000 kilometers along the southwest coast of Africa. Despite its extreme aridity, life persists with ingenious creatures and plants. The narrator, accompanied by Christophe and Japhet, explores the splendors of the Namib, encountering the Himba people, wild animals, and grandiose landscapes. Their adventure reveals the adaptation strategies of fauna and flora in this spectacular desert



# Discover La Guajira

COLOMBIA

David Alejandro Ospina

## SYNOPSIS:

At the edge of Colombia, where roads faded into sand and silence, lies a land shaped by wind and time. Long untouched and largely unseen. As the region's first tourism campaign ever, this film was created to show that world for the first time. Through real stories and images, we present a territory of raw beauty and cultural depth. It is not a place that needs reinvention. It needs recognition. Because once you have been there, or even seen it, you realize it was never empty, it was simply waiting to be seen for what it truly is.



# DJ, MONK

**JAPAN** Aaron Nathanson

## SYNOPSIS:

As his parents' eldest son, Gyosen Asakura was expected to inherit his family's Buddhist Temple in Fukui, Japan, a responsibility that filled him with resentment. Filled with a passion for electronic music and a desire to forge his own path, Gyosen left for Kyoto, where he rose as a DJ in the city's vibrant music scene. However, just as his career was burgeoning, a new set of circumstances caused him to reevaluate his choices and relationship to Buddhism.

This documentary explores Gyōsen's unexpected journey of reconciliation, a reluctant return evolving into a creative exploration of spirituality. As he navigates the space where traditional Buddhist practices and his love of electronic music overlap, his story becomes one of transformation, breathing new life into his family's aging temple and its community.



Best  
Storytelling

DJ Monk

ART&TUR  
2025



# Embrace the Journey

**PORTUGAL** Clément Fumey

## SYNOPSIS:

"Travel is the only thing you buy that makes you richer." After two months of traveling, 1TB of footage, and 100 hours of post-production, I'm finally thrilled to present my travel short film:

"Embrace the Journey: a Travel Story."

In it, I explore the importance of discovery and the diversity among people, as well as what travel means to me: a unique experience of sharing and emotions, no matter the destination.



2<sup>ND</sup> PRIZE  
Culture and Heritage

Embrace the  
Journey

ART&TUR  
2025



# Enduro Vouzela

PORTUGAL Tiago Santos

## SYNOPSIS:

This film highlights Portugal's growing appeal as a destination for endurance racing and mountain bike tourism, with a special focus on the scenic region of Vouzela. Nestled in the heart of central Portugal, Vouzela offers a dynamic landscape of rugged trails, lush forests, and challenging mountain routes—an ideal setting for adventure seekers and endurance athletes. Blending adrenaline, natural beauty, and local culture, the film captures the spirit of sport and the charm of rural Portugal, positioning Vouzela as a must-visit destination for mountain biking enthusiasts from around the world.



# Falling For Autumn

SWITZERLAND McQueen Films

## SYNOPSIS:

"Falling for Autumn" is the latest episode in Switzerland Tourism's celebrated series featuring Roger Federer, now joined by Danish actor Mads Mikkelsen. Set against the backdrop of the stunning Swiss Alps, the film humorously and elegantly portrays the sensual allure of Swiss autumn – vibrant foliage, tranquil lakes and crisp mountain air. Through their playful journey, the campaign invites travellers to rediscover Switzerland as a unique and must-visit autumn destination.





# Ferreira Do Zêzere – Land Of Senses

PORTUGAL Tiago Cerveira

## SYNOPSIS:

On June 13th, Municipality Day, Ferreira do Zêzere unveiled its new graphic identity, underlining how visual identity strengthens the value of the territory. The design reflects the municipality's diversity, its dynamic business sector, and its recognition as the "Egg Capital."

Rooted in its people, the new image celebrates gastronomy, culture, heritage, sports, craftsmanship, and architecture, while conveying the region's rich sensory experience — its beauty, flavors, and sounds. Ferreira do Zêzere stands as a land of unity, belonging, and well-being: a true Land of Senses.



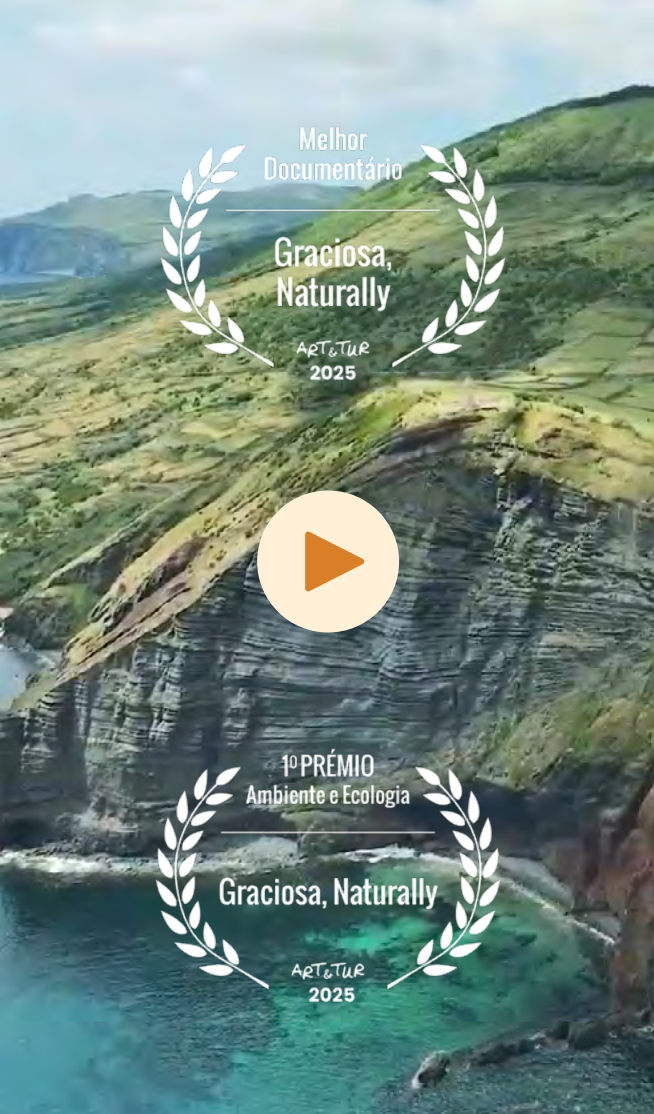
# FLORES – Where Living Is More Than Existing

PORTUGAL Paulo Ferreira

## SYNOPSIS:

This is a short film made to promote tourism on the island of Flores in the Azores archipelago in Portugal. A businesswoman was working on the island and after missing her flight home, she ended up meeting a farmer who gave her the chance to get to know the whole island, both in terms of landscapes, more or less radical activities, gastronomy and contact with people. In the end, he took these memories home with him and, above all, realized that living is much more than existing.





# Graciosa, Naturally

PORTUGAL Paulo Ferreira

## SYNOPSIS:

Graciosa Island, in the Azores, is a natural treasure where land, sea, and wildlife intertwine.

Known for its rich biodiversity, it highlights the importance of preserving natural spaces in the fight against climate change.

The island is a vital refuge for seabirds such as Cory's shearwater, terns, the rare Monteiro's storm petrel, and many migratory species. Its landscapes are covered in lush pastures and endemic plants like camarinha, vidalia, and Azorean forget-me-nots. Surrounding waters teem with life, from colorful fish to cetaceans and black coral.

Shaped by volcanic activity, Graciosa offers unique sites like Caldeira, Furna do Enxofre, and Caldeirinha, of great scientific and tourist interest. Preserving ecosystems like Graciosa safeguards biodiversity, helps regulate the global climate, and ensures a sustainable future for generations to come.



# Ha Uma Música Du Povu

ITALY Aldo Di Russo

## SYNOPSIS:

Blending a Fernando Pessoa poem with Neapolitan music reveals how human creativity transcends borders and elevates popular expressions into universal cultural value. The project combines an old photographic archive with cinematic techniques and AI, always guided by artistic intention.

Set in a 1920s silent cinema, the "film" does not exist physically but was created entirely through computer graphics and AI. The work shows that technology can support new languages of expression, but only when serving an idea — because algorithms cannot dream, feel, or create poetry.



Melhor  
Fotografia

Hands of Romaria  
d'Agonia

ART&TUR  
2025



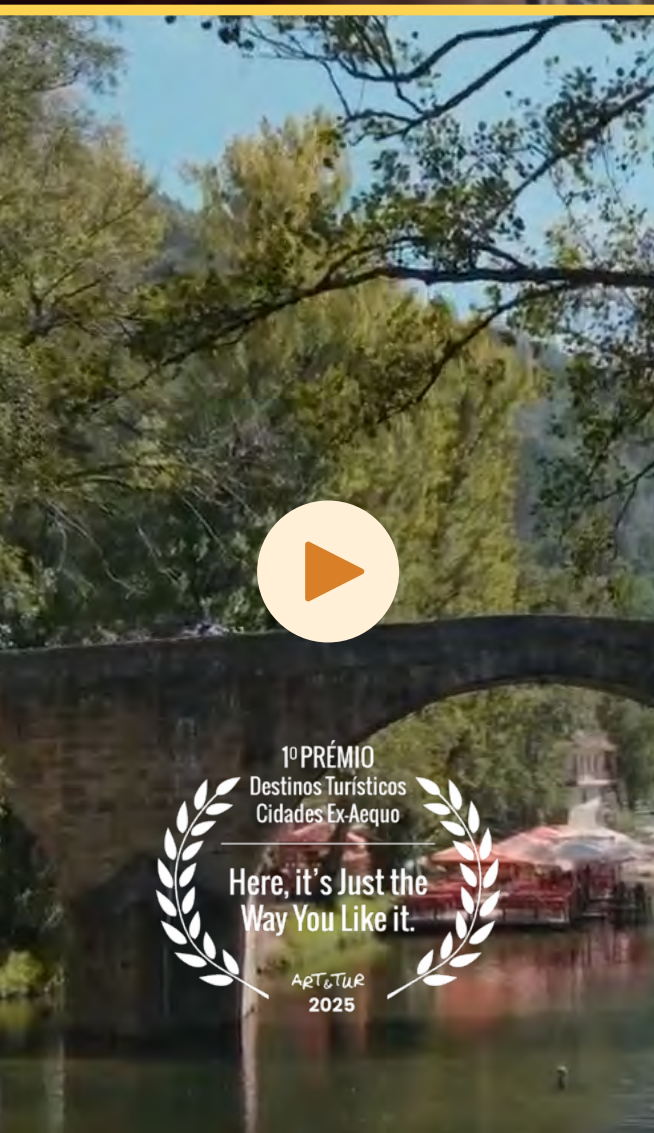
# Hands Of The Romaria d'Agonia

PORTUGAL

Flávio Cruz

## SYNOPSIS:

The film "Hands of the Romaria d'Agonia" celebrates the hands that make and live the Pilgrimage of Agonia in Viana do Castelo | Portugal. From the preparation of costumes, salt carpets, decorations, dances, to the organization of events, emphasizing the importance of gestures and hand movements that bring tradition to life.



1º PRÉMIO  
Destinos Turísticos  
Cidades Ex-Aequo

Here, it's Just the  
Way You Like it.

ART&TUR  
2025



# Here, It's Just The Way You Like It.

PORTUGAL

Lobby Films and Avertising

## SYNOPSIS:

Get on a motorbike with a sidecar and travel through the destination of Gois, along the largest Portuguese national highway N2, and discover the traditions, knowledge, gastronomy, and fun that the territory of Góis has to offer you.



# Hilton Kyoto Promotion Video

**JAPAN** Andrew Alan Gibler

## SYNOPSIS:

The goal of the film is to blur the line between hotel and destination—inviting viewers to see Hilton Kyoto as a seamless extension of the city itself. Through immersive visuals and emotional storytelling, we follow a Japanese model who experiences synapse-like moments as golden threads—woven by an ancient oriki machine—guide her through the hotel. Each space becomes a portal to Kyoto's past. Hilton Kyoto isn't just a place to sleep—it's where the spirit of the city lives, breathes, and lingers.



# KOKIRIKO – The Ancient Japanese Folk Song

**JAPAN** Kazutoshi Satou

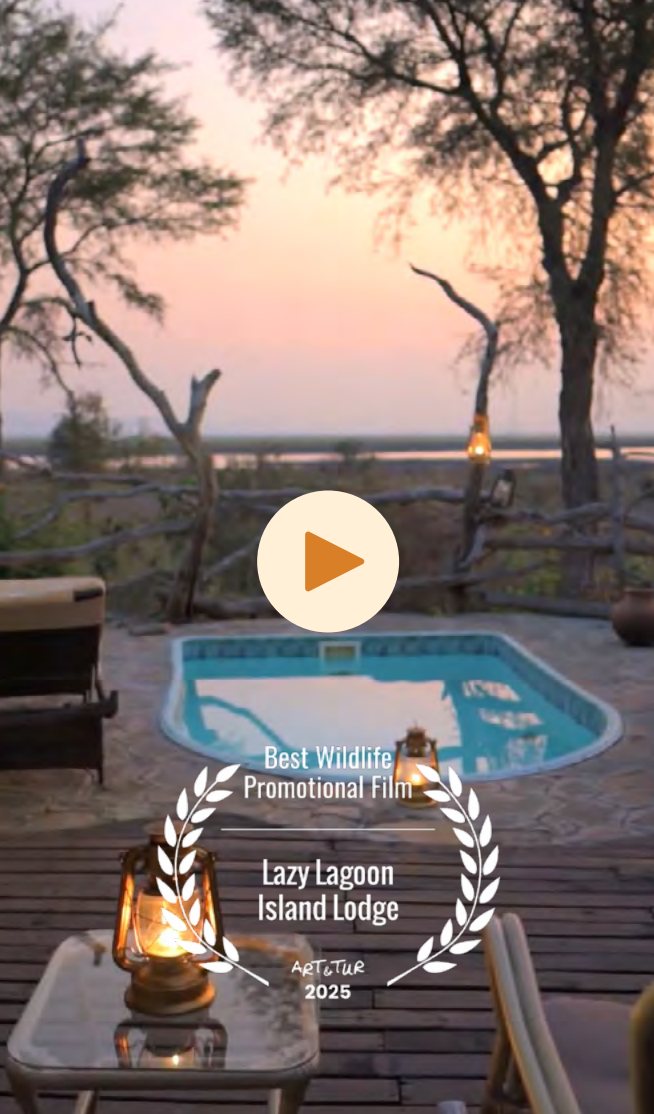
## SYNOPSIS:

In Japan's Gokayama region, people maintain traditional ways of life amid rich natural surroundings. Alongside its World Heritage-listed gassho-style villages, the area preserves Kokiriko, believed to be Japan's oldest folk song.

Originating from dengaku rituals for a bountiful harvest, Kokiriko combines music, dance, and the rhythmic sasara instrument to express gratitude for the cycle of life. In the video, Mr. Iwasaki of the Kokiriko Preservation Society notes that visiting Gokayama lets you "feel the breath of life."

A visit here offers not just history and heritage, but the chance to witness Kokiriko — a living expression of reverence and continuity passed down through generations.





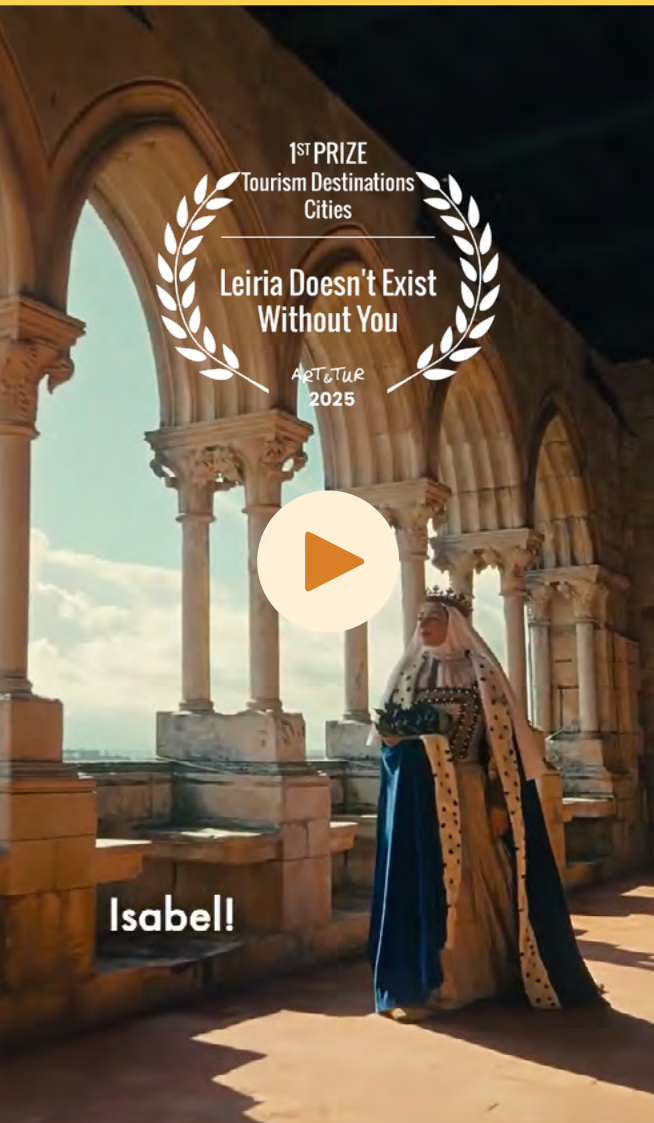
# Lazy Lagoon Island Lodge

TANZANIA, U.R. Nicola Gerrard

## SYNOPSIS:

Lazy Lagoon Island Lodge, part of Foxes Safari Camps on Tanzania's Swahili Coast, offers an idyllic island escape. As clerk Abdul Fungo explains, "PolePolemeansslowslow — that's why it's called Lazy Lagoon."

Guests wake to the sound of waves, relax on pristine sands, and enjoy sunsets over the Indian Ocean. Fresh seafood barbecues, forest sounds, and a mix of relaxation and adventure define this rustic 9km sandspit retreat. Accessible via Safari Air Link, Lazy Lagoon blends laid-back living with water activities, creating the perfect romantic and uncrowded island getaway.



# Leiria Doesn't Exist Without You

PORTUGAL SlideShow

## SYNOPSIS:

The idea is to use the premise, "Leiria does not exist", and turn it around, into "In Leiria it exists". The video will be composed of short scenes, assuming the viewer's point of view, in which a character questions the fact that there are people who think that something does not exist, while we see what supposedly does not exist for some, existing in Leiria, in a more literal or more metaphorical way. Use myths and other beliefs from popular culture, always with a humorous and relaxed tone.



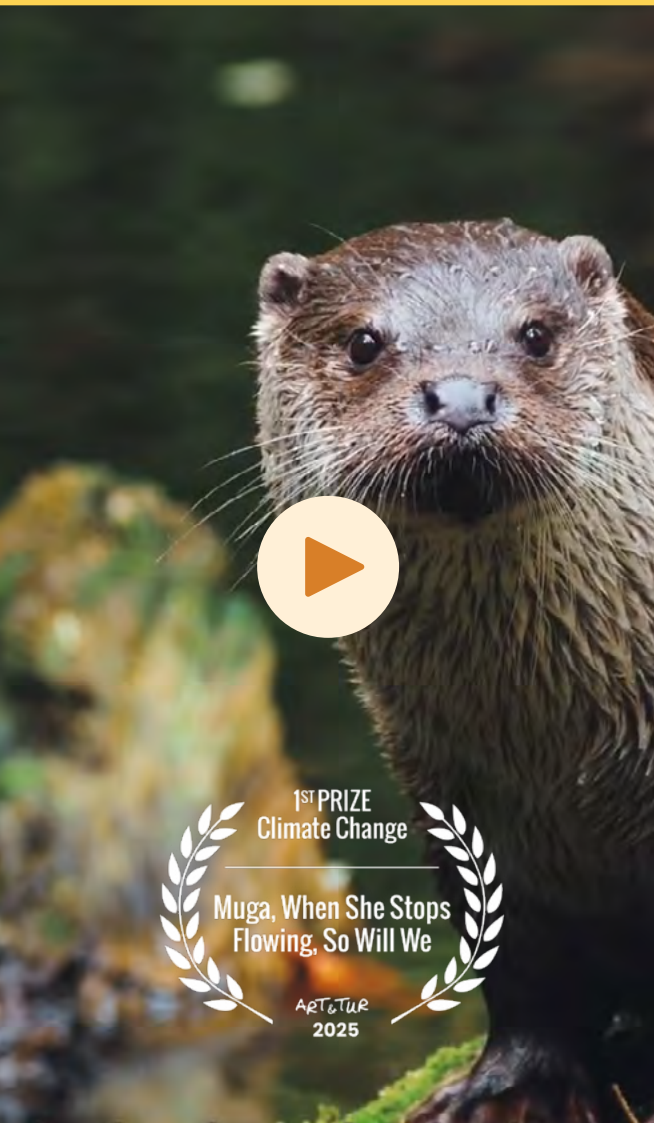
# Memories

**PORTUGAL** Ines von Bonhorst, Yuri Pirondi

## SYNOPSIS:

"Memórias" is an inspiring inner journey through the vivid recollections of Michelin-starred chef Gil Fernandes. More than the title of his menu, it is a creative diary where flavours intertwine with life's defining moments.

Directed by Inês von Bonhorst & Yuri Pirondi, with cinematography by Matteo Bertoli and music by Michael Picknett, the film is produced by The Makkina and Buttery Films, in collaboration with ZOF.



# Muga, When She Stops Flowing, So Will We

**SPAIN** Caspar Diederik

## SYNOPSIS:

"Muga, When She Stops Flowing, So Do We" is a 25-minute documentary narrated by the River Muga, highlighting an innovative regeneration project in Catalonia's Pyrenees. It emphasizes how forest management can fight drought, wildfires, and water shortages that affect the Darnius-Boadella dam and Costa Brava.

The story follows Stef, a Dutch entrepreneur who, after a 900 km Pyrenees hike, settles in the Muga Valley to create The Home, a hub for global collaboration. Through the Pioneers of Our Time foundation, he engages communities in ecological restoration — from forest thinning and species reintroduction to festivals that strengthen local bonds. Alongside Vicky, whose hospitality projects align with his mission, Stef works toward a shared vision: a blueprint for regenerative societies in Mediterranean valleys.



# My Journey Through Egypt

EGYPT Daniel Tremsky

## SYNOPSIS:

I had the opportunity of spending 80 days in Egypt. As soon as I arrived, I was overwhelmed and wasn't sure on how to tell the story of this country. I took advantage of that to help write the story.



# Nordeste

PORTUGAL Martim Machado

## SYNOPSIS:

In Trás-os-Montes, people are the heart of the land, guardians of ancient stories and traditions that time does not erase. They live with the strength of those who defy mountains, in a silence that holds deep secrets and with a generous soul that welcomes like a hug.



# NURI

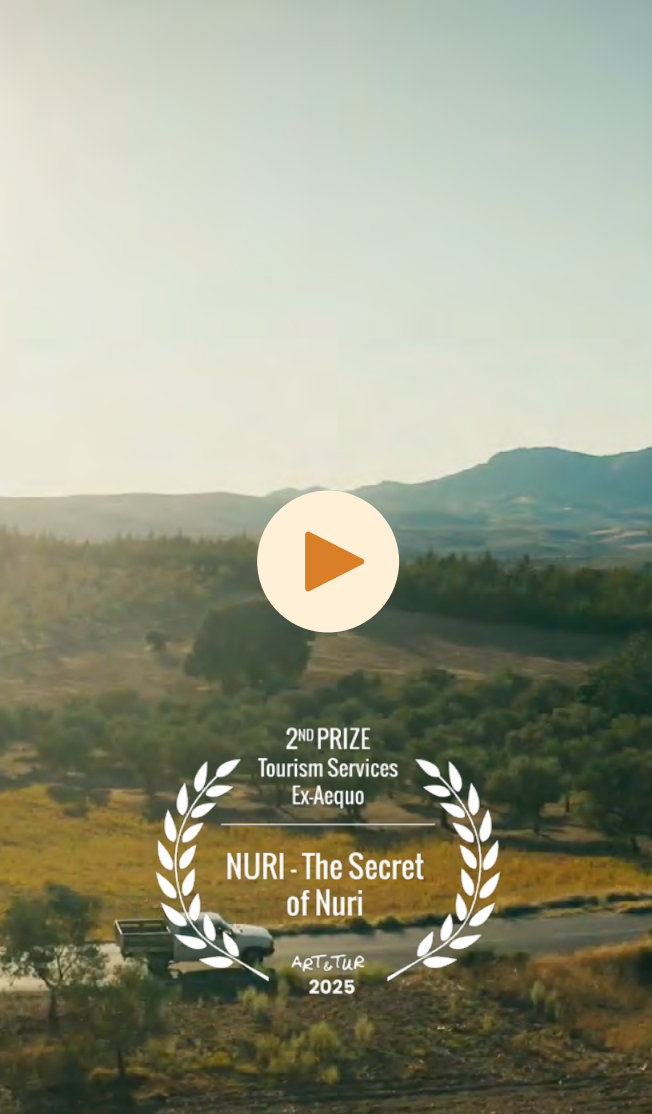
## – The Secret Of Nuri

AUSTRIA

Bold Pictures

### SYNOPSIS:

"The Secret of NURI" is a playful and heartfelt promotional story for NURI sardines, featuring Toni, a humorous truck driver, as the guide. He reveals the "secrets" of NURI: the freshest fish from the Atlantic, meticulous selection of ingredients, patience in traditional methods, and a legacy of family craftsmanship since 1920. Set in scenic Portugal, it highlights the brand's commitment to quality, authenticity, and care in every product.



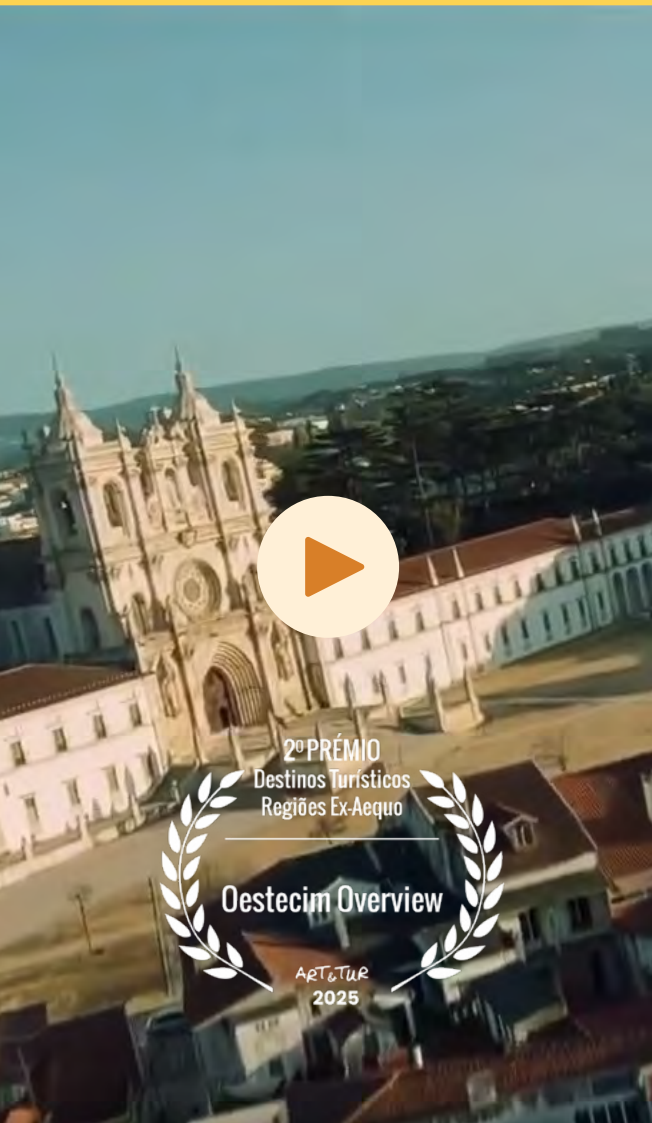
# OESTECIM Overview

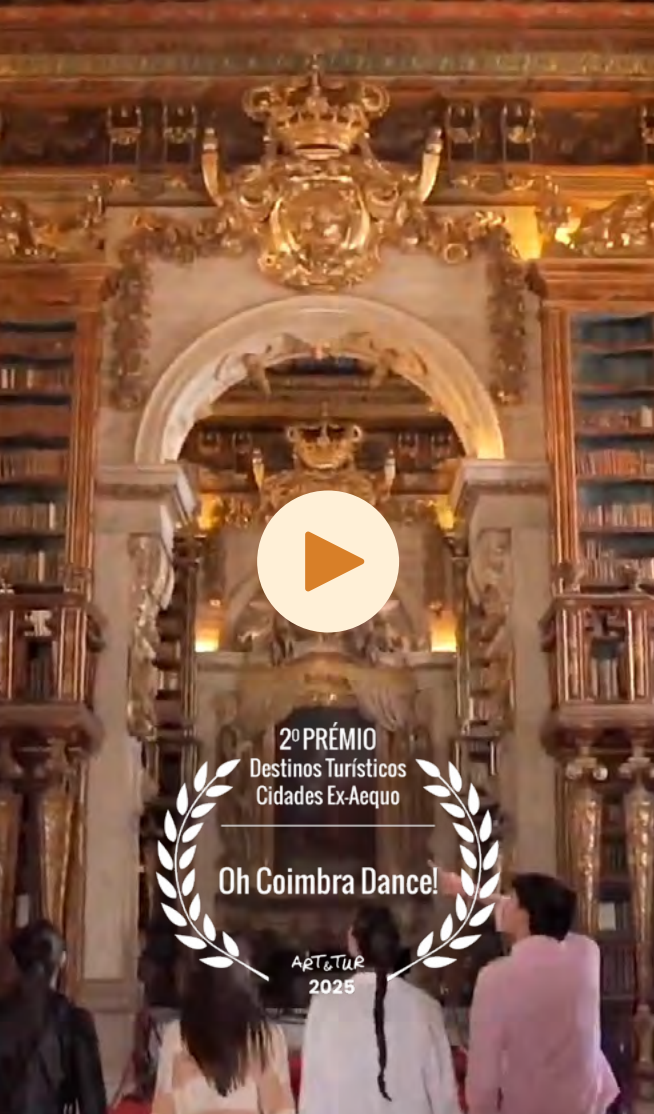
PORTUGAL

N/A

### SYNOPSIS:

"Oeste Portugal: A Journey Beyond the Obvious" is an immersive cinematic experience that invites viewers to discover, with their own eyes, the richness and diversity of the territory of the Oeste Intermunicipal Community. Filmed entirely with FPV (First Person View) technology, the film offers an innovative and engaging aerial perspective of the 12 municipalities that make up this region — located so close to Portugal's capital and yet surprisingly authentic.





# Oh Coimbra Dance!

PORTUGAL

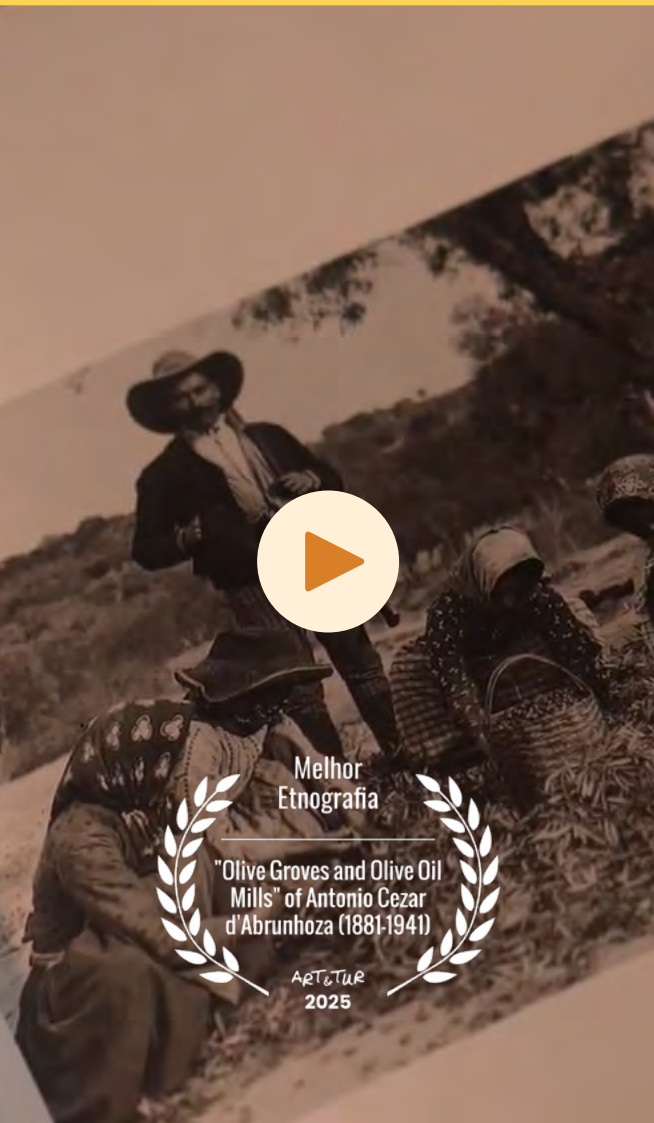
Vasco Dias

## SYNOPSIS:

In a moment when video has become the dominant medium of communication, with various tourism stakeholders heavily investing in promotional films, the Municipality of Coimbra set out to develop a new audiovisual project to present at BTL 2025. The goal: to celebrate Coimbra as a vibrant, lived-in, youthful city – and, above all, fun!

The narrative follows a group of young people discovering Coimbra with freshness and enthusiasm, while the city's rhythm is driven by a surprising dance music soundtrack – vibrant, catchy, and created using artificial intelligence. This innovative element bridges tradition and modernity, taking the visual and auditory experience to the next level.

"Oh Coimbra Dance" celebrates the city, its heritage and its people through a contemporary lens, aligned with today's behaviours and aesthetics: to visit is to participate, to live, to be seen, to be the city. Coimbra is no longer just a destination – it becomes movement.



# Olive Groves and Olive Oil Mills" Of Antonio Cezar d'Abrunhoza (1881-1941)

PORTUGAL

Dora Tormenta, Rafael Barros

## SYNOPSIS:

An interview with Maria Inês Mansinho, the granddaughter of Antonio Cezar d'Abrunhoza, an amateur photographer who lived between 1881 and 1941. His condition as a deaf-mute prevented him from receiving a formal education. His passion for photography and agriculture left him little time for social interaction. As his granddaughter mentions in this tribute, perhaps it was the lack of speech and hearing that granted him an extraordinary sensitivity and skill for photography.



# Palácio Das Especiarias – Hotel

PORTUGAL

Hugo Cardoso dos Santos

## SYNOPSIS:

Based on real Booking.com reviews of Palácio das Especiarias, the film follows the experiences of five guests: a granddaughter with her 91-year-old grandmother, a family, an elderly couple with friends, a young couple, and a solo traveler — reaching diverse audiences.

The comments, reproduced almost verbatim with slight adjustments, emphasize the Palácio's most praised qualities: its space, décor, service, music, refinement, and overall atmosphere. Woven into a unified script and voiced by the characters, the audience only discovers at the end that these impressions are drawn from genuine guest reviews.



Melhor  
Campanha  
Publicitária

Palácio Das  
Especiarias - Hotel

ART&TUR  
2025



# Portugal Is Art

PORTUGAL

Rocky Studio

## SYNOPSIS:

In Portugal, art is present in every corner and expression. It can be found in the landscapes that stretch across mountains and valleys, in the vineyard routes, in the flavours of the cuisine, in the power of the sea, in traditions that remain alive, and in the creativity of emerging artists. In every detail, Portugal reveals itself as an open-air gallery, where each experience, whether in nature, urban cultural centres, or daily encounters, invites you to discover its artistic essence.



1<sup>ST</sup> PRIZE  
Tourism Destinations  
Countries Ex-Aequo

Portugal is Art

ART&TUR  
2025



# Portugal's Unwritten Recipe

PORTUGAL

Casper Films

## SYNOPSIS:

The best recipes are never fully written, passed down through whispers and shared around tables for generations. Portugal's recipe is no exception. It's crafted with care, written by the land, the sea and the hands of those who bring its flavours to life. Each ingredient tells a story, each step adds meaning and every taste lingers in memory. The result is more than just a dish, it's an experience that awakens the senses, connects people, and celebrates life itself. Visit Portugal and taste it.



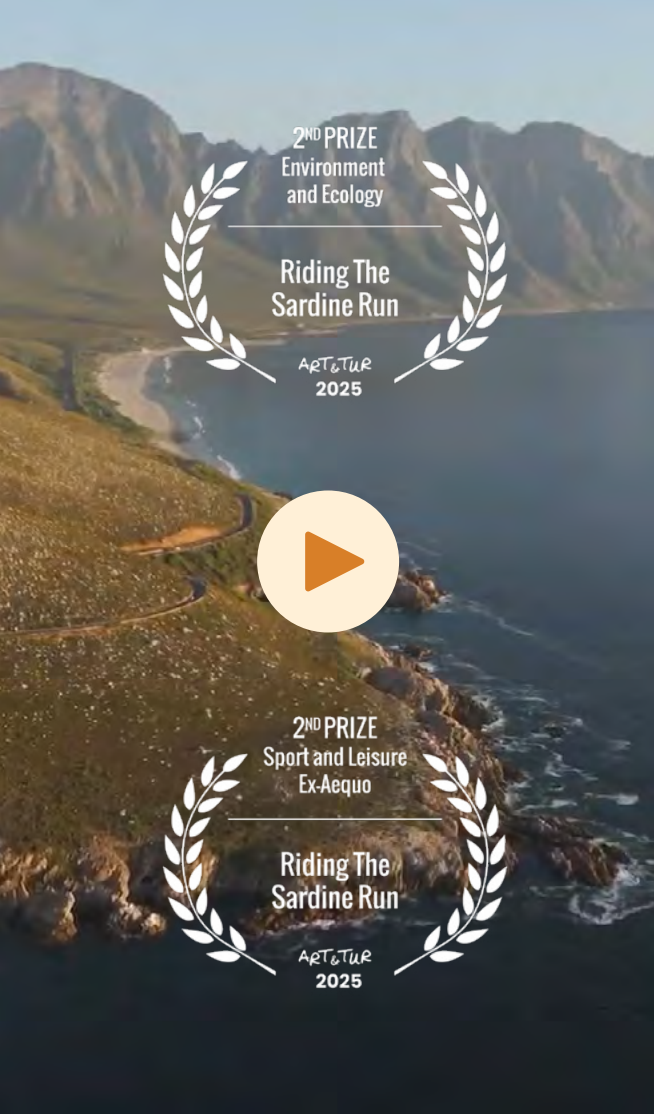
# Red Cherry

PORTUGAL

Lobby Films and Avertising

## SYNOPSIS:

Using the digital reading of a thousand cherries from the fundão, and artificial intelligence, we found the shade of red common to all cherries from the fundão, a red as valuable as the fashionable, sporty or precious ones, but with much more flavor.



# Riding The Sardine Run

**SOUTH AFRICA** Will Bendix

## SYNOPSIS:

Riding the Sardine Run tells the story of a group of surfers chasing waves along a remote stretch of South African coastline during the annual sardine run. Also known as The Greatest Shoal on Earth, the sardine run is the largest marine wildlife migration on the planet and sees billions of these tiny fish travelling up the east coast of South Africa as thousands of hungry sharks, dolphins, whales and seabirds give chase.

The journey starts amongst the kelp forests of Cape Town and takes us past Jeffreys Bay, along the cliff-lined Wild Coast and finally on to the sub-tropical barrels of KwaZulu-Natal.

Along the way we learn what drives this incredible natural phenomenon and join the surfers on a wild adventure as they go off the grid hunting for perfect waves – all while trying to avoid the huge predators that follow these fish.



# Route of Picha And The Resin Tapper

**PORTUGAL** Rafael Almeida

## SYNOPSIS:

Luís gathers courage and decides to head towards a place where he has been invited to go throughout his entire life, Picha. Riding his motorcycle, he arrives at this small village in Pedrógão Grande, traveling along the legendary National Route 2, and is amazed by everything Picha has to offer. Along the Route of Picha and the Resin Tapper, he learns about the different stages of the resin extraction process, the impressive Picha Swing, the refreshing Picha Fountain, and the old resin plant of Venda da Gaita.



# SOAJO – A Multicultural Village

PORTUGAL

Rostos da Aldeia

## SYNOPSIS:

In the heart of the Peneda Gerês National Park, the village of Soajo, in Arcos de Valdevez, has become well known for its photogenic granaries and the exuberance of the surrounding nature. It is a land that tourism has put on the map, but which the local people have managed to preserve. More than a library and a museum, it is a living, vibrant place where the past and the future meet, with people of all ages and worldviews. Those who raise horses and those who raise sheep and cows. Those who take advantage of nature to organise activities and those who seek permaculture and those who seek to maintain traditions, collecting them, portraying them, singing them. True Soajeiros and Soajeiros at heart have all become a community.



# SWISS Connecting Cultures

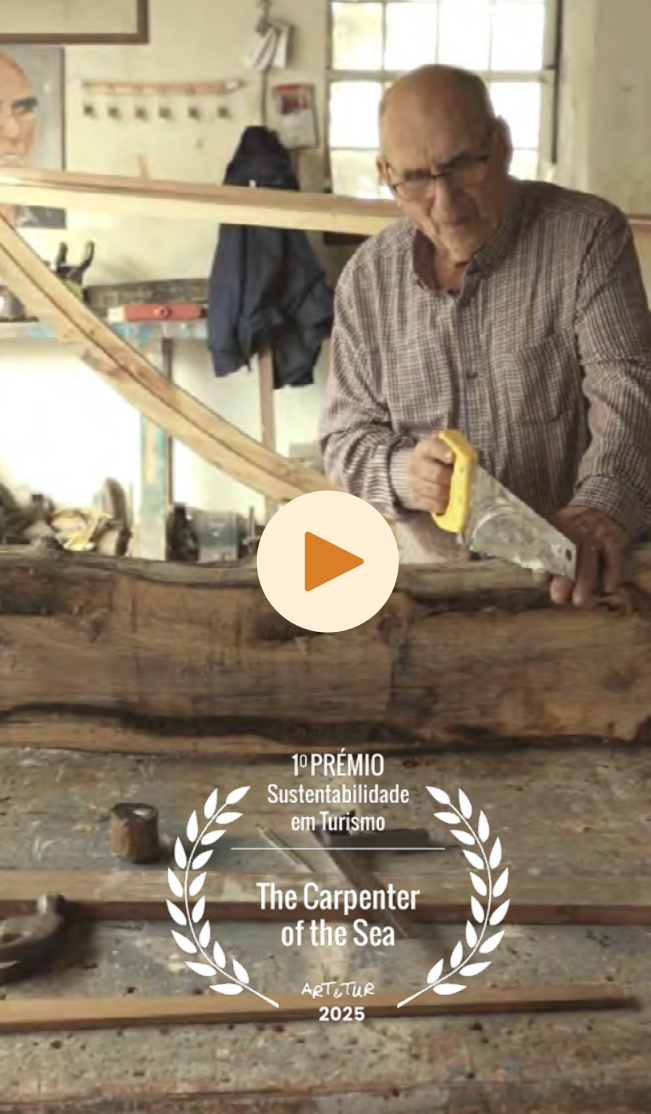
SWITZERLAND

McQueen Films

## SYNOPSIS:

"Connecting Cultures" is a cinematic docu-series by SWISS, portraying new long-haul destinations through individuals who link Swiss and local perspectives. In Washington D.C., hotelier Stephane Vogel shares insights shaped by two decades in the U.S.; in Seoul, fashion designer Nina Yuun explores identity through cultural duality; in Toronto, creative director Dom unveils the city's eclectic, inclusive design and lifestyle scene.





# The Carpenter Of The Sea

PORTUGAL Alvaro Resta Palacios

## SYNOPSIS:

Pico Island, Azores, North Atlantic. After the ban on whaling in 1984, the Azores began a process of transition. However, the tangible and intangible heritage faces an uncertain future.

João Tavares (78) is the last shipwright building the azorean whaleboat, a tradition with more than a century of history. After 30 years of restoring azorean patrimony, João is building a new whaleboat. A whaleboat he was far from imagining.

Mestre do Mar is a documentary film that perpetuates an endangered knowledge and honors and values the Azorean culture and its shipbuilders.

The documentary addresses the refoundation of cultural heritage and explores regenerative tourism in the Azores.

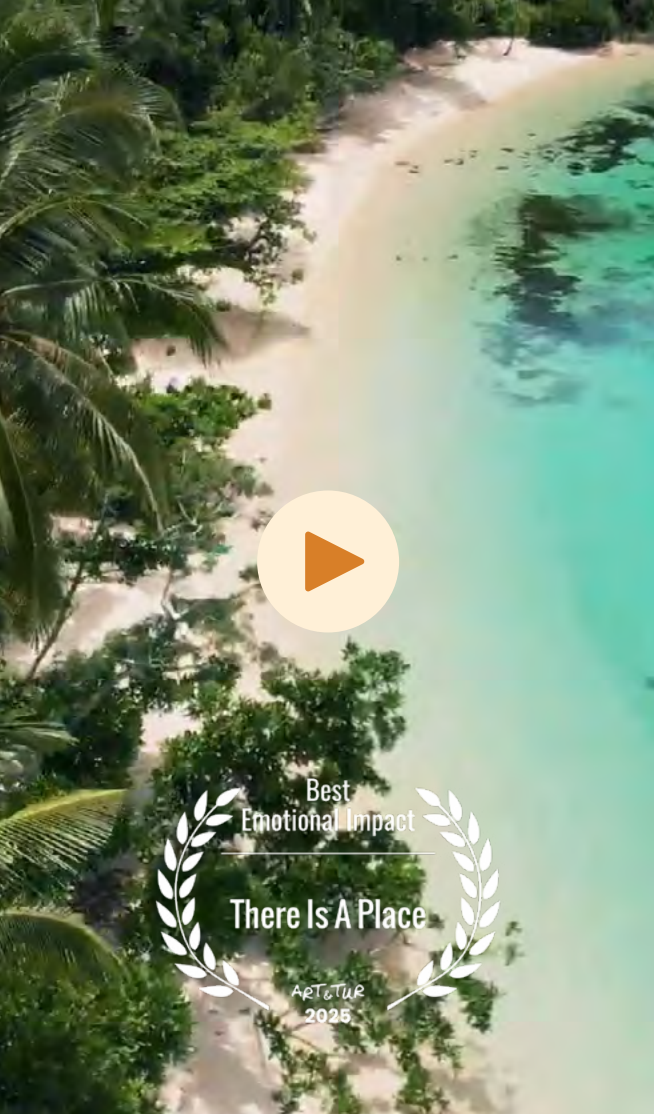


# The Son Of Baião

PORTUGAL João Seugirdor

## SYNOPSIS:

António, a 90-year-old man, shares memories of his life in a recorded interview. As he revisits the past, his stories blend reality and legend, transporting us to his youth in the mountains, where a mysterious Soldier of Baião asks for his help in an invisible battle. Through recollections of faith, loss, and resilience, António reveals how he became "the boy from Baião", embraced by a community that never left him behind. In the present, his grandson João seeks to understand the weight of these stories, realizing that the memories belong not only to his grandfather, but to an entire land and its legacy.



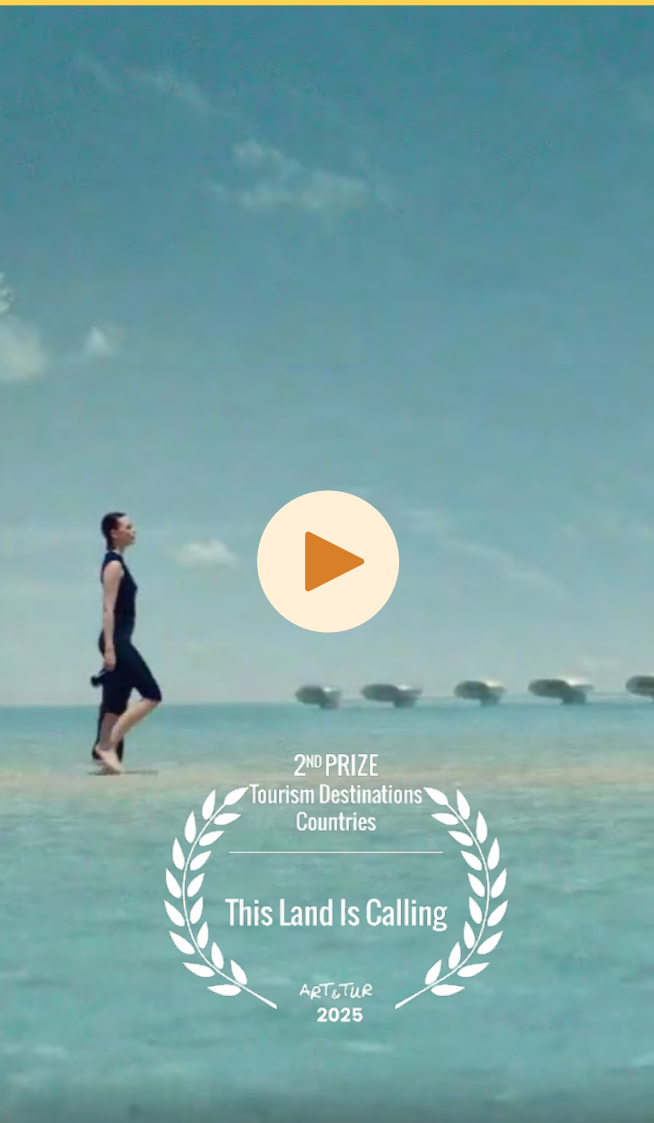
# There Is A Place

**PHILIPPINES** Gianmaria Palombo

## SYNOPSIS:

Away from the cities there is a place where nature reigns and people smile.

Embark on a journey unveiling the authentic essence of the San Vicente coast in Palawan, from incredible nature landscapes to the simplicity and warmth of the local culture.

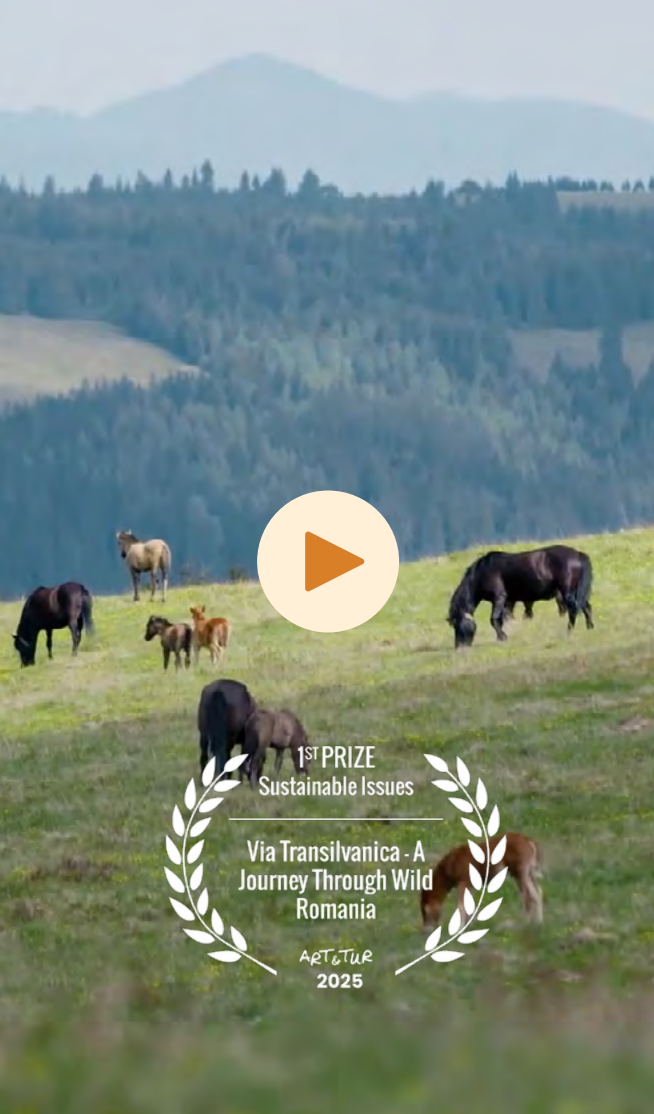


# This Land Is Calling

**SAUDI ARABIA** Partizan

## SYNOPSIS:

In a world where we've seen it all, Saudi remains an untouched land ready to be explored. Since opening to the world, explorers have embarked on unprecedented adventures, discovering breathtaking landscapes and a unique culture. They met exceptional, curious people embracing change. To honor this momentum, we portrayed a woman traveling alone, discovering the beauty of the landscapes, cultural heritage, and hospitality. She has been the first, but will not be the last, This Land is Calling.



# Via Transilvanica – A Journey Through Wild Romania

ROMANIA

Alina Teodorescu, Dimitrie Iordanesco

## SYNOPSIS:

Romania, with its rich history and unspoiled landscapes, reveals its secrets along the Via Transilvanica — a 1,400 km hiking trail inaugurated in 2022. Beginning at the Ukrainian border in Bukovina, with its rolling hills and medieval monasteries, the path continues through the Land of the Szeklers, where traditions thrive: breeding Hutsul horses, crafting instruments, and living in harmony with nature.

Further south, it crosses Transylvania, land of Vlad Țepeș, home to remarkable biodiversity, including over 600 butterfly species preserved by traditional farming. The journey concludes at the spectacular Danube Delta.



# Vira Do Minho

PORTUGAL

Flávio Cruz

## SYNOPSIS:

In a world where music binds all eras together, the legendary Heart of Viana, a relic with the mystical power to harmonize time itself, vanishes, stolen from the depths of the past and lost in the present...

As discord begins to spread, four musicians unite their talents to embark on an epic journey...



# Visit Jordan: Through Our Eyes

**JORDAN** Alex Boulton

## SYNOPSIS:

A journey through the Kingdom of Time: Jordan. This film showcases 5 top European travel influencers adventuring through Jordan, showcasing the adventurous nature & culture of this amazing country.

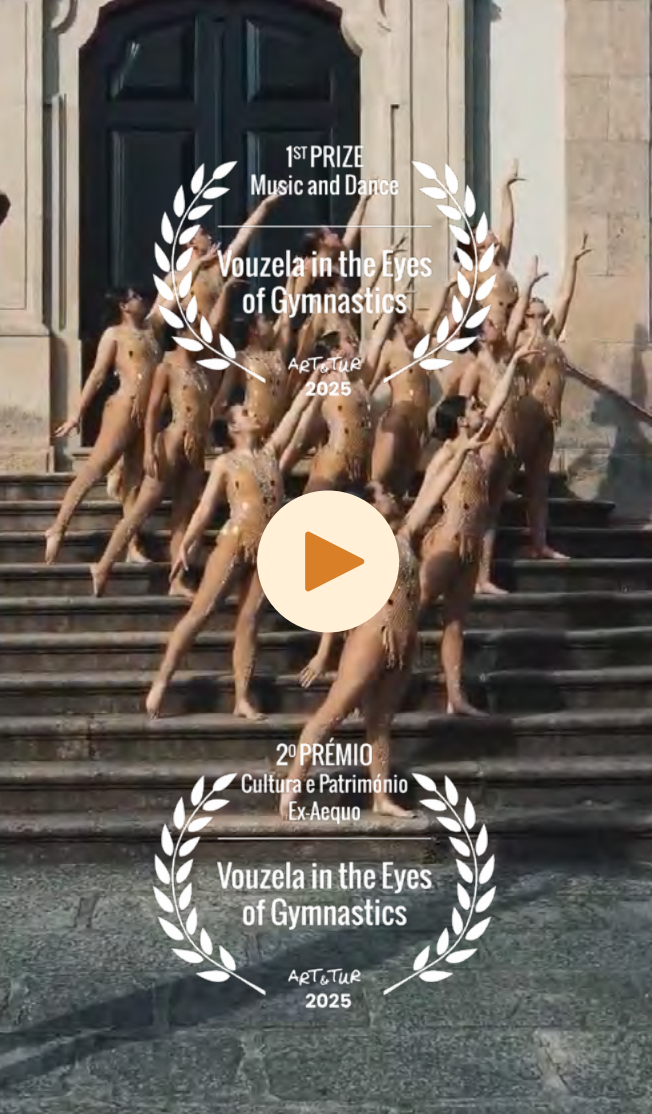


# Visit Sarajevo – Where Cultures Embrace

**BOSNIA AND HERZEGOVINA** —

## SYNOPSIS:

“Visit Sarajevo – Where Cultures Embrace” is a captivating promotional film that portrays the heart and soul of Sarajevo. Blending mesmerizing visuals with an emotive narrative, it highlights the city’s unique blend of cultures, religions and traditions. The film captures everyday life, historical landmarks and the vibrant energy of Sarajevo, inviting travelers to experience a place where coexistence and diversity are deeply rooted in its identity.



# Vouzela In The Eyes Of Gymnastics

**PORTUGAL** Tiago Santos

## SYNOPSIS:

Gymnasts in perfect symbiosis with Vouzela's historical heritage!



# WEST AFRICA – My View

**NIGERIA** Daniel Oluwadarasimi Amao

## SYNOPSIS:

This 1-minute video showcases a glimpse of the diverse cultures and landscapes across the West Africa region. It highlights the richness and variety of Africa, focusing specifically on West Africa.



# What Do You Believe In? (Matosinhos)

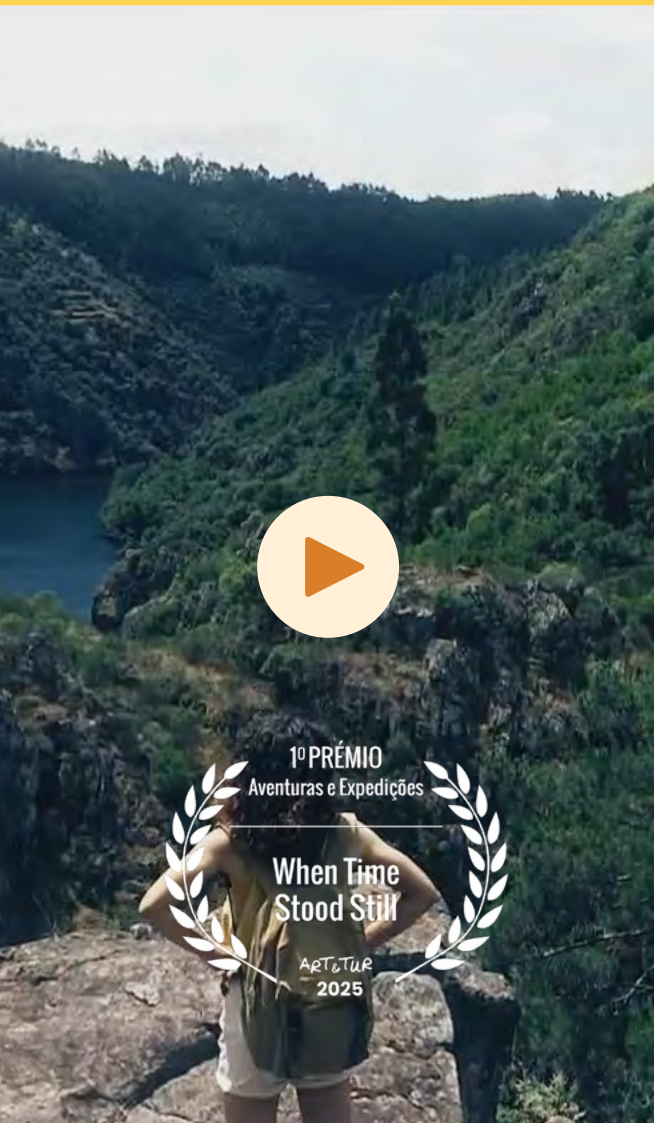
**PORTUGAL** Nelson Carvalho

## SYNOPSIS:

What defines a place? Its people.

Unlike typical travel films, Matosinhos goes beyond landmarks and seafood. While the city is known for fresh-grilled fish and bustling markets, the film focuses on the hands, passion, and beliefs of the people who give the city its spirit.

Written, directed, and edited by Nelson Carvalho, the film was shot on Sony A7sIII with Sony GM lenses and color-graded using KODAK EKTAR 100 and GOLD 200, capturing the authentic essence of Matosinhos through its people, culture, and traditions.



# When Time Stood Still

**PORTUGAL** Rafael Pereira Almeida

## SYNOPSIS:

A young woman decides to disconnect from everything and fulfill a childhood dream: to travel across Portugal from north to south. Behind the wheel of a camper van, she drives along the legendary National Road 2 and, unexpectedly, discovers the town, villages, rivers, and mountains of Pedrógão Grande. On a journey through the natural wonders of the region, she falls in love with the same landscapes that once inspired great Portuguese writers.



XVIII  
**ART&TUR**

FESTIVAL  
INTERNACIONAL  
DE CINEMA  
DE TURISMO



*Fundão*



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PORTUGAL**  
FILM COMMISSION



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Um país  
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365 dias à descoberta

Member

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**ALDEIAS  
HISTÓRICAS  
DE PORTUGAL**  
1 destino que são 12



**TAP**



COMBOIOS DE PORTUGAL

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**Tilde&Giro**  
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