

# HEIMAT

H&euro;IMAT

(2003)

South Tyrol, beneficiary of financial aid until the late eighties, has long outdistanced its formerly rich neighbours.

The economy is flourishing, unemployment is low, the prosperity ubiquitous. In only a few years the northernmost region of Italy

has become one of the richest in Europe. What sounds like a fairy tale in reality comes at a price.

South Tyrol has become a land of speculation, where the highest offer gets the bid.

Nature is marketed recklessly, the Alps are overrun by tourism.

Tradition and ancient customs degenerate into mere entertainment, turning the land into an alpine Disneyland.

H&euro;IMAT is a film which has its starting point in South Tyrol, but South Tyrol is only exemplary for many regions.

What is happening here is happening in similar ways all over Europe.

The region is ruled by power and money, and politicians often find themselves unable to counter this trend.

Director: Dietmar Höss

Cinematographers: Silvia Laubscher / Daniel Mahlkecht

Editing: Daniel Mahlkecht / Hannes Pasqualini

Music: Rumpelfilter vs. der Lustige Sepp

Genre: Documentary

Format: professional DV 4:3

#### Awards

51. Filmfestival Internationale Montagna di Trento 2003

special mention

15th International Mountain + Adventure Filmfestival Graz 2003

Price of the jury

21. Internationale Umwelt Film Festival ÖKOMEDIA Freiburg 2004

Golden Lynx - 1st price for the best artistic achievement

#### Festival Screenings

17. Internationale Bozner Filmtage 2003

51st Mountain Film Festival Trento 2003

15th International Mountain + Adventure Filmfestival Graz 2003

4th Ecocinema international Filmfestival Greece 2004

21. Internationale Umwelt Film Festival ÖKOMEDIA Freiburg 2004

#### TV releases

RAI Sender Bozen

#### DVD releases

DVD (with Italian, German, English, and French subtitles) can be requested at:

[www.hpv.bz.it](http://www.hpv.bz.it)