

Muslim Heritage Film wins International Movie Awards

A short film about the scientific heritage of Muslim civilization has won a series of international awards. 1001 Inventions and The Library of Secrets, starring Oscar-winning screen legend Sir Ben Kingsley, won four awards at the International Visual Communications Association (IVCA) ceremony held in London on the 26th March 2010.

Judges commended the short film saying it was "in a league of its own" awarding it four prestigious awards:

- Gold Award for Best Education Film
- Gold Award for Best Photography
- Silver Award for Best Drama
- Silver Award for Best Original Music

The movie was produced by the Foundation for Science

Continue page 7

from front page

Junaid Abbas Bhatti 1001Inventions Limited

Technology and Civilization (FSTC) and The Edge Picture Company as an introductory film for the 1001 Inventions exhibition that was launched at London's Science Museum in January 2010. Described by critics as London's most successful new exhibition, it received more than 100,000 visitors in its opening weeks.



The landmark exhibition, sponsored by the Jameel Foundation, has proved so popular with visitors that its residency at the Museum has been extended by two months until the summer and the Museum's Director, Prof. Chris Rapley, has described their latest attraction as a "blockbuster".

In the movie a group of young school children take a field trip to a dusty old library after their teacher challenges them to research the era known as the "Dark Ages" civilization, a chore they resent until they meet a mysterious librarian (Kingsley) who takes them on a journey to the past to uncover the thousand years of scientific and cultural excellence that took place outside Western Europe between the 7th and 17th century.

The movie also stars three rising young actors: Courtney George, Rhiann Connor and James Holly. "I play quite a sarcastic character called Luke," explained Rhiann, "who doesn't really want to study the Dark Ages because it sounds boring. And when

Sir Ben first meets him they obviously don't get on. So there's a bit of a spark there. A little bit of tension. And that made the acting experience really fun and interesting."

The film's Executive Producer, Prof. Salim Al-Hassani, commented: "We were fortunate to get such an amazing cast of actors for the film, and it is now hard to imagine anyone else could have played those roles. The chemistry between the actors was exceptional. They looked like they were really enjoying themselves bringing to life 1000 years of under-appreciated history. And the popularity of the 1001 Inventions exhibition is down, in no small part, to the exceptional acting and production talent involved in the *Library of Secrets* film. The Edge Picture Company, which produced the film for us, has achieved something quite amazing as a result."

The film 1001 Inventions and The Library of Secrets can be seen as part of the 1001 Inventions exhibition at London's Science Museum, and can be viewed online at www.1001inventions.com. The exhibition

is free to the public, seven days a week, and runs from the 21st January to 30th June 2010.

Posted by: Junaid Abbas Bhatti 1001 Inventions Limited

About 1001 Inventions

1001 Inventions is a global educational initiative that promotes awareness of a thousand years of scientific and cultural achievements from Muslim civilization from the 7th century onwards, and how those contributions helped build the foundations of our modern world.

The 1001 Inventions global touring exhibition and the educational products that accompany the exhibition all highlight the scientific and technological achievements made by men and women, of different faiths and cultures that lived in Muslim civilization.

Launched in the United Kingdom in March 2006, 1001 Inventions was created by the Foundation for Science, Technology and Civilization (FSTC), a British-based non-profit, non-religious and apolitical academic organization. Working with leading academics from around the world, FSTC engages with the public through educational media in order to highlight the shared cultural and technological inheritance of humanity, in order to improve social cohesion. The global version of the 1001inventions exhibition was sponsored by the Jameel Foundation.

About The Edge Picture Company

Since forming in 1991 The Edge has be-

come the world's leading Corporate TV Production Company, regularly working with such organizations as Lloyds TSB, Marks & Spencer, Rolls-Royce, Tesco and Vodafone. With a reputation for creativity and innovative programming, The Edge's films regularly "break the creative mould"; recognition of this lying in the fact that the company has been the UK's most consistent and prodigious award winners for the past ten years - regularly winning more gold medals at both the IVCA Awards in the UK and The New York Film Festival in USA than anybody else. Further recognition of this is the fact that The Edge has now won the International Grand Prix for corporate film making at The New York Film Festival nine times in succession up to 2008, whilst it has also been awarded the title of World's Best Production Company in 2009 for the 3rd consecutive year.

About the IVCA

The International Visual Communications Association exists to represent its members to Government and other stakeholding bodies and to promote effective business and public service communications of the highest ethical and professional standards.

The Association aims to be a centre of excellence for best communication practice and works with production companies, freelancers, support service providers and clients of the industry to represent their interests and help maximize their competitiveness and professionalism.

The IVCA is the largest professional body of its kind in Europe with 1000 production members and 1500 Client Associates who commission business solutions from the industry.