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University of Pennsylvania Libraries

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2008 Mashup Awards Recognize Student Filmmakers

Penn Libraries congratulate the winners of the second annual Mashup Contest. Sponsored by the Libraries, the Cinema Studies Program and College Houses and Academic Services, the Mashup Contest celebrates student creativity in video/film making.

First prize went to Visual Studies major, Emilie Froh (C'08) for her film, "The Society Serialist or How to Kill Five Bennett Birds with One Stone." Emily described her mashup of *Pride and Prejudice* as "an homage to Pablo Ferro's trailer for *Dr. Strangelove*." Her film provides fascinating echoes of Ferro's 1964 work.

Vince Levy (C'09), majoring in English, received the second prize for his film "My Bike in C Minor," created with support from Johann Diedrick, Peter Dlichman, Anthony Levy, and Sarah Stoerker. "It's like a bike ride through cinema," is how Vince describes his entry, which is a music video for the song 'Bicycle Race' by the band, Be Your Own Pet. His film cleverly combines bike riding sequences from across several decades of film history.

Andy M. Cao (ENG'08, W'08), who is pursuing his degree in Management and Technology, received the third prize for his film "Titanic Trailer Remix," created with support from Rohak Doshi, Jasmie Mussarelli, and Jonathan Izak. Andy's film is a remake of the romantic storyline of the *Titanic* with a twist, in that he uses video clips to "portray Jack as a serial killer going after Kate."

Dr. Peter Decherney, Assistant Professor of English and Cinema Studies, moderated the awards ceremony, which was held on April 17. Decherney praised Penn Libraries' Weigle Information Commons staff for "encouraging uses of technology on campus and in the classroom". He commented, "This year's entries were clever, original, and extremely different from each other. The contest is a terrific showcase where Penn students demonstrate their dexterity with the tools of remix culture."

The ceremony also featured an appearance by Leah Kauffman, the singer and songwriter behind YouTube hits that have attracted millions of viewers. Her creations include "I've Got a Crush on Obama", "My Box in a Box" and "Perfecting Ann Coulter." She discussed her experiences designing and publicizing viral messages for YouTube and other new media platforms.

Other Mashup Contest entries were "Penn Yo Office" by last year's contest winner Ryan Leonard (C'10), "Godzilla versus Charizard" by Terrence M. Sellers-Saidi (C'11), "The Banality of Denial" by Garnik Sarkisian (C'08, W'08), and "Junior Problems" by Michael T. Vassallo (C'08). All the entries can be viewed online at

<http://wic.library.upenn.edu/mashup/mashup2008.html> and through iTunes U.

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<http://www.library.upenn.edu>



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