



TriBeCa Film Festival

Each year since its inception, Art Institute of New York City Video Production students have been the official videographers of this world-class festival, working in conjunction with the Scholastic Kids Press Corps. Scholastic Kids conduct interviews, while Video Production students shoot red carpet events, seminars, and the activities of Family Day, a neighborhood street fair.

The Festival grows every year, as does the involvement of The Art Institute of New York City. This year, for the first time, student videographers shot events all over Manhattan, as well as in other boroughs. Their responsibilities include covering events and quickly turning around dubbed tapes and edits for TriBeCa officials.

Aside from red carpet festivities, the crew shoots sit-down interviews with celebrities. This year, the Festival made a point of involving the entire community. Videographers were assigned to follow the Scholastic kids around TriBeCa as they interviewed local shop owners about what it's like to live and work in the neighborhood, asking what makes it a special place. And as always, the crew covered the Street Fair on the final day of the Festival, not an easy task, because community participation continues to increase.

Each year, an Art Institute of New York City Video Production student is appointed Project Manager. He/she then "grooms" a replacement, so there is a continuity of experience for the following year. This may be one reason TriBeCa officials express their pleasure with the crew, the equipment, and the finished product provided by The Art Institute. Most importantly, students say that working at the Festival is an invaluable part of their Video Production education and their total Art Institute experience.