

Voy!

Voy! was produced by Jirafa Films based in Chile. In each episode a boy or girl living in the south of Chile, is the protagonist of an outing, recreational activity or self-taught experience. The objective is to stimulate and validate the child's initiative, discourage apathy and passivity, and to help them understand that we each are the protagonists of the lives we choose. This series targets school age children in hopes that they willingly turn off the TV and go out to recreate activities after seeing one or more stories. The natural setting of the south of Chile (particularly Valdivia), is very appealing for this purpose. The series' design lacks dialogue, with the intention of reaching international audiences.

Voy! was one of the PRIX JEUNESSE INTERNATIONAL 2010 finalists in the "up to 6: Non-fiction" category.

International experts' opinions

The program received mixed reviews from the international experts. Some international experts believed that the program was quite conventional in its perspective. "I had the reflection how they were portrayed as boys and girls; it was so obvious – the ballerinas: that is girls, and the ball is the boys. This was from Chile – so it is from all over the world where we are portraying girls wanting to be ballet dancers. I think it is our responsibility to show other dreams as well" (female expert, Sweden). They debated about the gender stereotypes presented in it: "Why does everything for little girls that you buy have to be pink? That old story, and yet, they want it! They want the pink dresses and the ballet skirts and all of that. I think you are right: we do have a responsibility to make a wider vision for them. But the fact is: most of the girls want to be ballerinas, and most of the boys want to be footballers. I have thought about it so long – about whether it is because we offer that to them, or whether they naturally do it. It is a big question" (female expert, UK). However, some had different opinion, too. "I think, when we are talking about diversity and showing the stereotypes and breaking those stereotypes. It is nice at times to see girls being girls and accepting that some girls do like to dress up as little princesses. There is nothing wrong with that" (female expert, Canada).

The biggest strength of the program that was pointed out was presenting children as the main characters of the program, and their constant interaction with each other. "I really liked the objectives of the show. I really liked his idea to try to get across the kids – or just showing kids being protagonists in their own lives – and get them up and out – you should tell your friend" (female expert, UK).



Figure 1: The little girl was preparing her ballet dance.



Figure 2: Her mom took her to the dance class.



Figure 3: The little girl was getting dressed for the dance.



Figure 4: The little girl was dancing with her friends.

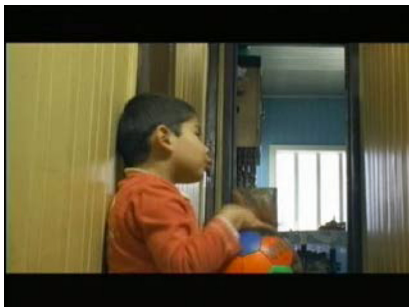


Figure 5: The little boy was playing football in his home.



Figure 6: He woke his mother and asked her to take him out.

“I really liked it. It was so small – this is exactly what I know from my experience: I work a lot with kids, and I also make these little documentaries. They really love to see that it could have happened to him or herself; the little kids really feel what is going on. It is very nice, I think” (female expert, Germany). The international experts agreed that the program was successful in showing the children’s participation and interactivity in their world. “And in *Voy!* that is what happened – the little girl was dancing; she was the ballerina. That was more real” (female expert, South Africa).

The international experts appreciated the concept of no dialogues in the program. “This I loved very much, because it was without words, and it really worked very well. I found it very nicely made out of the perspective of the little ones. It was perfect; and in the end I loved it very much. It was also very nicely shot and edited” (female expert, Germany). Some international experts were impressed with the use of camera from all possible angles. “One thing that I loved about it was that they did all these scenes where the kids went under their beds, took their shoes out from under the bed; you see him going across the room from underneath the bed. I thought that was really wonderful – just this sort of point of view, where kids are literally living” (female expert).

Some experts, however, did not care much for the narrative structure of the program. “In comparison to the previous ones, one of the real questions that was raised up for me was the level of visual literacy of this target group. Their cuttings are very fast, and there were point-of-view shots; it was very complicated sometimes. We jumped from one location to another. This was a question to me: it felt to me that it was beyond the visual literacy” (male expert, USA).



Figure 7: His mother took him out and they went to a shoe-repair shop.



Figure 8: The little boy was happy to get his shoes back.

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