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Time for Peace Film Awards 2008

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This Year Saw London Host the Einbecks' Indutrsy Awards

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Humanist concerns topped the bill in London as the UK's capital played host to its first Time for Peace Film & Music Awards on May 12 at the Landmark Hotel.

The ideas behind the award

Time for Peace, established in 1994, aims to celebrate film and music that further ideals of human values. such as tolerance, respect for differences and solidarity, and have a positive influence on the understanding of the world. Founders Robert and Marion Einbeck hope that highlighting such instances within popular culture can have a real impact on social behaviour by inspiring audiences to its ideals. The awards are judged not by the industry but a committee of ambassadors to the UN which lends the Einbeck's creation heavy credentials.

2008 winners

Among those honoured at this year's bash was British directors Michael Winterbottom for "A Mighty Heart" (English Language film) which tells the true story of Marion Pearl's (portrayed by Angelina Jolie) search for her journalist husband who disappeared in Pakistan in 2002.

Splitting the European Film Award were Russian Alexander Sokurov's "Alexandra" and John Carney for his musical "Once" which depicts the love between an Irish busker and an immigrant. Carney seemed delighted with his prize, commenting on the importance of promoting tolerance in Ireland's current political climate and a recent increase in the level of immigration, adding that the movie was "made in the spirit of this award."

Einbeck says of the triumphant pictures "[they] offer droplets of light at the bottom of the inkwell of human vicissitudes."^[1]

Previous winners at the awards, which have been held variously in New York, Los Angeles and Paris, have comprised such industry giants as Steven Spielberg ("Schindler's List") and Robin Williams, for his portrayal of Sean McGuire in "Good Will Hunting."

The glitzy event

Guests ranging from 14 of the ambassador judges to up-and-coming actor Rupert Evans and hip model Lily Cole were treated to a Krug champagne reception followed by a lavish five-course meal prepared by two-Michelin starred chef Jean-Andre Charial. Entertainment was provided courtesy of young Brit musical talents cellist Natalie Clein and songwriter Alan Pownall. Icelandic band Hjaltalin also performed, their song 'The Trees Don't Like the Smoke' having an appropriate resonance among the lofty objectives of the evening.

Despite the inevitable Hollywood edge and glitz, this award shows cinema at its best; concentrating on the underlying values which can be overlooked in box office hype. As Winterbottom commented, "powerful individuals can have a big effect on lots of people"^[2] and the Einbeck's seem to be successfully tapping into that power base in music and film.

^[1] Robert Einback, Foreword. *Time For Peace; The Magazine of the Time For Peace Film & Music Awards 2007-8*.

^[2] Interview with Michael Winterbottom pub. *ibid*.