

A SERIES OF DOCUMENTARIES

Armandastar



PROBLEM:

The clips of exaggeratedly patriotic videos are running on different platforms in Kazakhstan – TV screen, smartphone, desktop PC. No one believes in such patriotism. Words and actions in the videos seem to be feigned, pathetic and staged. Videos are created to motivate people to love their home country, but it arises the opposite feelings.

DECISION:

People trust people and their personal stories. We found 20 characters that represent different ethnicities from 10 regions of Kazakhstan. They show their attitude to the country by their actions here and now. They are venturing in unusual spheres and try to revive long-forgotten ones. And now they are the heroes of a series of documentaries about Kazakhstani dreamers Armandastar.



October - December 2018

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Videos received airtime on national and foreign TV channels (November 2018 - February 2019)



For details on the project