

MEDIA REPORT

METANOIA

Mountain Tribe 2020



WHO IS MOUNTAIN TRIBE?

Mountain Tribe is defined by passion, drive and through the urge to capture the most memorable moments in winterwonderland. We strive to share our adventures with friends and want to inspire a wider audience with outstanding storytelling. We got to know each other via competitions of the Freeride World Qualifiers and most of us moved to Innsbruck around the same time. It naturally occurred to go riding together and explore the endless possibilities the Alps have to offer. Not only are we a crew, that probably knows each other better than we know ourselves, but we've been producing movies since 2018 and have dealt with numerous challenges that all connected us even more. We are not a simple film production, or just a group of friends. We are Mountain Tribe.

CONTACT

Email: mountaintriber@gmail.com

Phone: +49 176 95837999

+43 680 2379771

Flo Gassner (Producer, Director, Finance)

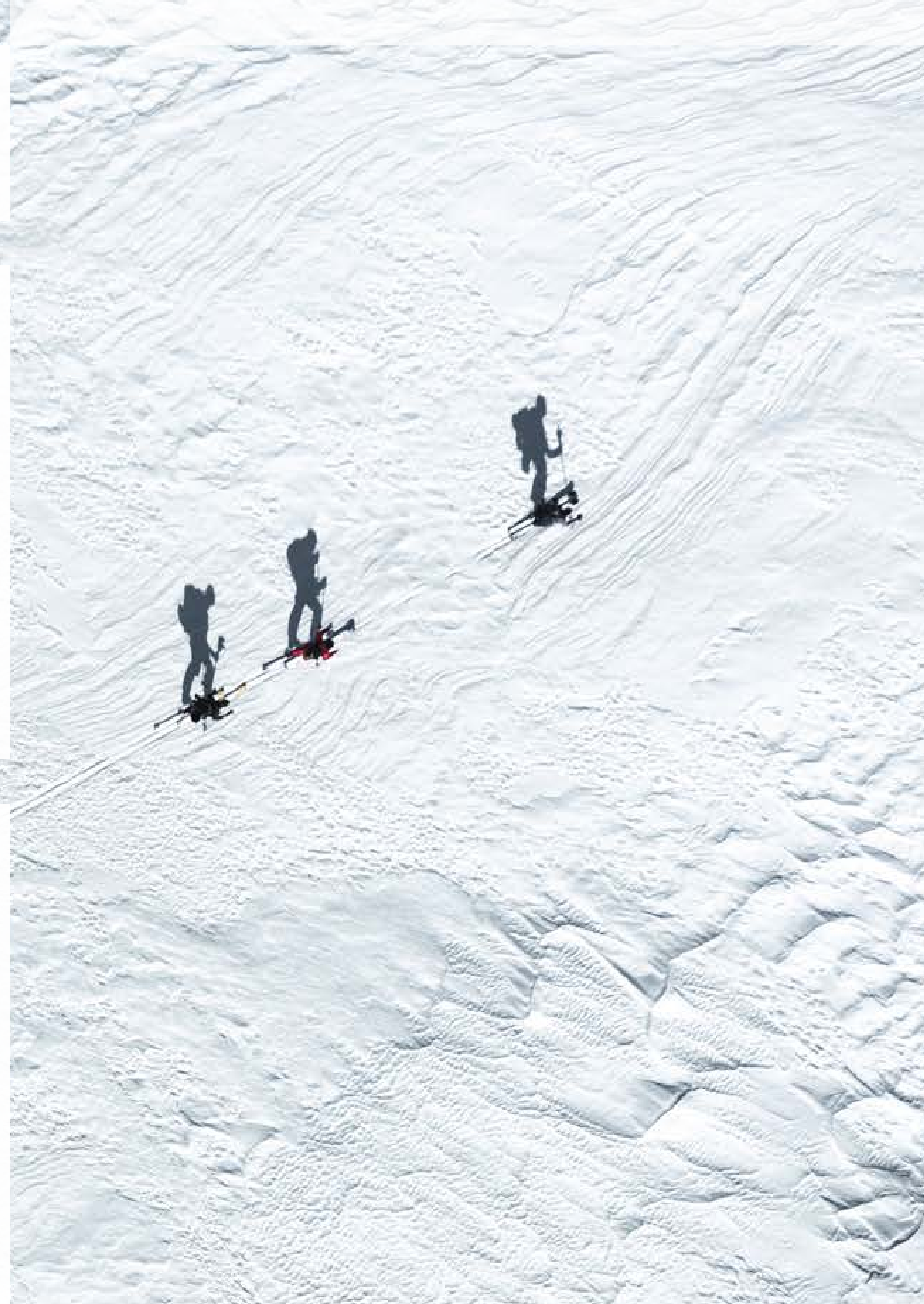
Valentin Werner-Tutschku: (Producer, Marketing, Organisation)



@MOUNTAINTRIBER



@MOUNTAINTRIBER





metanoia

μετάνοια • Greek
(n.) journey of changing one's opinion
on certain things; change of mind



Martin Kogler • Valentin Werner-Tutschku • Andi Jenewein
Paul Schweller • Flo Gassner • Moritz Ablinger
• 2020 •

METANOIA

SHORT SUMMARY

Several days before Austria's Covid lockdown in March 2020, the Mountain Tribe Crew set off for the Ötztal Alps. The goal is to reach the old border hut at the Timmelsjoch. The plan is to explore the limits of friendship, yet all of a sudden they are challenged to face other boundaries. Ski tours and big lines are on the agenda in the remote area right at the border between Austria and Italy. But on Friday, March 13th their plans are thrown completely overboard. All of a sudden, they are facing the serious restrictions of the COVID-19-Pandemic guidelines. With the given information there's now a rising tension affecting the discussion within the group and their contact to authorities and family. The term Metanoia stands for an increasing change of heart, leaving athletes and filmmakers dazzled throughout the course of the film. The camera is always present. The previously made jokes and Corona Blues played on guitar, soon turn into a bitter seriousness over the course of the days.

LENGTH: 22 min
VIEWS TOTAL: 15.420 (evaluation at about 50 %)
(movie not published yet)

PRODUCERS: Flo Gassner, Valentin Werner-Tutschku
DIRECTORS: Paul Schweller, Flo Gassner
PHOTOGRAPHY: Moritz Ablinger
ATHLETES: Martin Kogler, Andreas Jenewein,
Flo Gassner, Valentin Werner-Tutschku

CHECK OUT

[Movie Portfolio](#)

[Movie Screener](#)

[Trailer](#)

FILM FESTIVALS

HARDFACTS

- 16 filmfestivals in 12 countries -
(10 filmfestivals and 3 countries still pending)

- 15.420 spectators to date -
(data from 10/16 festivals (05/2021))

FILM FESTIVALS

FreerideFilmFestival (AUT,GER, SUI, ITA), Mendi Filmfestival + Tour (ESP), Banff Mountain Film Festival (CAN), Kendal Mountain Filmfestival + Tour (UK), Krakow Mountain Film Festival (BUL), IF3 Movie Awards (CAN), Uiju Mountain Film Festival (KOR), Torello Filmfestival (ESP), Trento Filmfest (ITA), Alpin Film Festival Brasov (ROM), New Zealand Film and Book Festival (NZ), Sheffield Adventure Film Festival (UK), Hory a Mesto (SVK), Vancouver int. Mountain Film Festival + Tour (CAN), FICMEC (ESP), Mountain Film Graz (AUT)

ADDITIONAL SCREENING:

Freeride Nights Innsbruck (AUT)



AWARDS



BEST FILM IN SNOW SPORTS - BANFF MOUNTAIN FILM FESTIVAL (CAN)



BEST SPORT & ADVENTURE FILM - MENDI FILM FESTIVAL (ESP)

ARTICLES / RADIO / PODCAST

BERGSTOLZ - Germany/Austria/Switzerland/Italy

02.11.2020 - „metanoia // Jeder hat eine Corona-Story“ (Online & Print, Reach: 22.000)

FM4 - Austria

13.11.2020 - „Was bedeutet die Coronakrise für die Freeride Filmszene?“ (Online, Radio Interview)

17.12.2020 - „FFF Announcement“ (Radio Report)

ADDITIONAL APPEARANCES

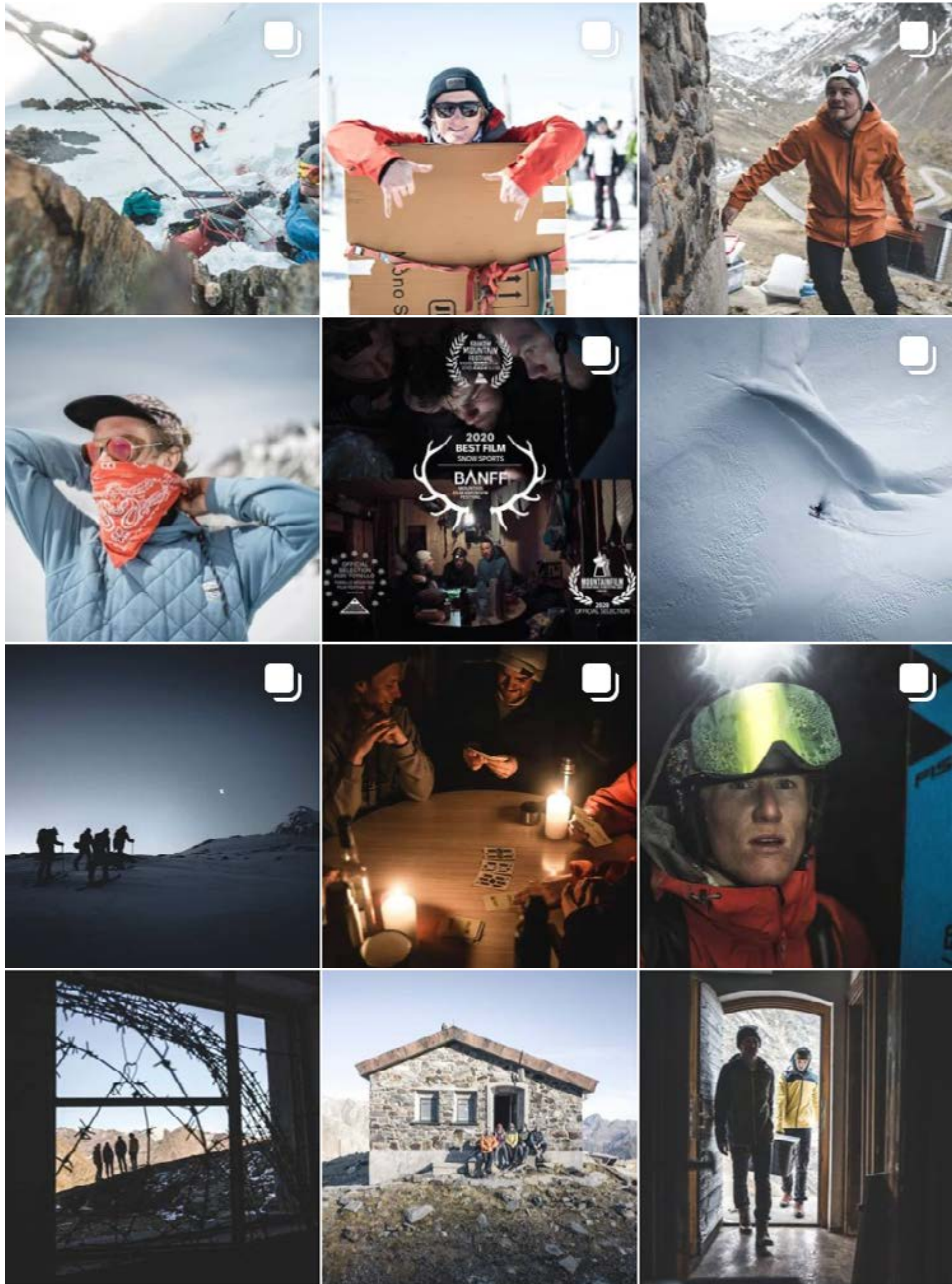
Backline Magazin, Prime Skiing, Ski-Magazin, Outside Media

PODCAST

Freeride Film Festival #offpisteonair

28.09.2020 - „FFF 15 Valentin Werner-Tutschku, Paul Schweller - metanoia“





SOCIAL MEDIA

100% organic growth and reach!

MT SOCIAL MEDIA REACH: 53.747

Instagram: 21.401 Facebook: 32.346

TOTAL REACH: 122.523

Instagram: 75.788 Facebook: 46.735

(incl. MT-Channels, Athletes, Sponsors, Filmfestivals (movie related posts))

TRAILER VIEWS: 22.760

