

Mother's Day Present

Mother's Day Present was produced by Islamic Republic of Iran Broadcasting. Aslan is a boy from the Qashqaei tribe who lives in the Fars region. One day he hears on the radio that the next day is Mother's Day. He wants to get something for his mother. So he moves around the tribe to find something suitable for her. In his search he gets to know more about the tribe. At the end he finds out what is the best present for a mother.

Mother's Day Present was one of the PRIX JEUNESSE INTERNATIONAL 2010 finalists in the "up to 6 fiction" category.

International experts' opinions



Figure 1: Aslan decides to search for the best gift for his mom for the Mother's Day.



Figure 2: He first gets some yarn from auntie Solmaz but he continues his search.



Figure 3: He then exchanges the yarn with a girl's cloth for his mom's gift

Most of the international experts loved the program. They admired its universal appeal. "I think every culture has a version of this story. It is a story that you have seen over and over again. It was nice to see it in this way" (female expert, USA). They also liked the fact that the program was successful in arousing interest among the audience. "I didn't think it was too long, because it was quite classic. You go to one person and you change and move on. It is the same question, but it is a different answer and all that sort of thing. I quite like that as a form, because I think that works for the little ones. It develops, but it is the same question" (female expert, UK). Some appreciated the way a child is brought up in a different culture. "I thought it was beautiful. We see lots and lots of cool cultures outside of our own, but still you need to know about your own beauty. It is really a good way to have self-confidence. I thought it was a great way to raise a child" (female expert, Japan).

They also praised the communal effect that the program demonstrated. "I also liked the sense of community in it. Wherever the kid goes they know someone – it is the village that raises the child" (male expert, USA).

They were also impressed by the way the program was successful in providing first-hand information about some unknown and distant culture. "For me, it is one of the kind of things that I come to Prix Jeunesse to see. It comes from a country that I have presuppositions, expectations about, because of what I hear mostly from around has been very political. This takes you into a whole different context: into a tribal area. It is a sort of classic fairytale style: constant trading and then ending up with the simple thing – and just a spectacular animation style of the carpet. It really worked" (male expert, USA).



Figure 4: He thinks a musical instrument might be a better gift and exchanges his cloth with a flute.



Figure 5: He then exchanges the flute for a lamb for he could not play it.



Figure 6: He again exchanges the lamb for some cheese.

The experts liked the animation style of the program. “It was interesting too, because even though we use that traditional – like the Persian patterns and stuff – the actual animation style was very beautiful, very modern” (female expert, Australia). They admired the fact that in spite of using a modern animation technique the program was able to restore its own culture. “I guess I keep talking about visuals, but I thought it was extraordinarily beautiful. It was an animation that looked at once like a Persian carpet and like traditional flat puppet animation. There was a kind of authenticity to it that was totally engaging. Beyond that, there was something really refreshing about seeing this film from Iran. It had nothing to do with Islam, but it was about traditional Persian culture. I thought it was great” (male expert, USA).

“I really liked the use of the textures – the fabric textures as background. It was beautiful. I spoke briefly with the broadcaster lady that is here. She was saying that those fabrics are very

particular to that particular region, and the fact that they use their own stuff to make animation is great. So often industries are just starting out. In animation they try to replicate something else they have seen that worked for somebody else. I felt like this was a completely original execution of a story and unlike anything that I had ever seen before” (male expert, USA).

However, there were some different opinions also. “I think that they kind of messed up on the sound. I think those voices are too old. It is a bit too flat. It is a bit mono-dimensional. That is what made it seems too long and boring” (male expert, Germany).



Figure 7: He gets some bread and gives his cheese to the tribal woman.



Figure 8: Some women suggests kilim would be a better gift and Aslan exchanges his bread for the kilim carpet.



Figure 9: Grandpa tells him that Aslan himself would be the best gift for his mother.