OS OLHOS DO MEU AMOR (THE EYE OF MY LOVE)



DIRECTOR
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DURATION
74:41

YEAR
2019

ORIGINAL LANGUAGE
Portuguese

CATEGORY
Documentary

DESCRIPTION
Every four years, we can find a generous paper flower garden in the arid landscape of Alentejo, Portugal. This strange mirage is made possible thanks to the people of Campo Maior who gather for months to transform their village into the image of their dreams.

The "Flower Festival", an ephemeral art event that dates back to more than a hundred years, started when the artisans of Campo Maior wanted to take people out into the streets at the end of the summer to pay tribute to Saint John the Baptist, patron saint of the village. In the spring, each street is organized around a "street head" (the person who commands the operations among neighbours), and its productions will only be revealed the "night of the bouquets", in early September. The current organizational model is subsidized and supported by the mayor's office, but remains essentially popular, since the production of thousands of paper flowers relies on the voluntary work of about five thousand people. Although the work on display is astonishing, this film focuses on the months leading up to the festive week: a behind-the-scenes look at a social practice that is unique in the world, the proud expression of the identity of the people of Campo Maior.

SOUND
Stereo

SHOOTING FORMAT
HDV

WEBSITE
https://www.facebook.com/olhosamor/

KEYWORDS
Portugal, traditions, community, village

THEMES
Art and culture
Identity