



Press Release
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Saving the Maldives: an animated message from Kuramathi

After much anticipation, persistent efforts and hard work, we are thrilled to announce the launch of our most recent initiative; our very own environmental educational video – a mix of stimulating graphics, inspirational ideas and lively humour whilst being highly informative and enthralling. This rendered self-explanatory video is based on a concept developed and proposed by our resident marine biologist Dr. Reinhard Kikinger, back in 2010.

The 10 minute plot revolves around two characters, a father and his son holidaying on a tropical island. While they are lazing around, the father unknowingly and unintentionally harms the environment in each sequence, to which the modern day, “eco-aware” child halts his action, supported by an eco-brochure and corrects him by fast forwarding to the distant future in a thought bubble. The child succeeds in informing his father the right way to protect and preserve the natural surroundings. A brief synopsis of each setting describes how important it is to respect the environment and how we can go about doing it.

Each sequence gives off a subliminal message to its viewers. Employing proper snorkelling etiquette by observing the fragile coral garden from a safe distance, dispersing rubbish into litter bins, and respecting nature by not touching shells, corals and other animals are key notable messages portrayed in the movie.

This original masterpiece was created by Thomas Krajcovic and Matej Petrek, two Austrian students, who was invited by the Kuramathi team to spend one week on the resort, in order to study the island, and its environment and dynamics, selecting the key messages to embed into the film’s storyboard. Under our senior marine biologists’ guidance, the plot was soon finalized and later taken over by the two students for the production of the film. Due credit is also given to the generous patronage by TUI – world famous European tour operator who supported this initiative by sponsoring the flights for the two students.

Whilst it will be exclusively aired at Kuramathi first, we hope to broaden our audience later by broadcasting the video in other resorts, and seaplanes/airlines lounges to deliver the important message of protecting the Maldivian ecosystem. We envisage a future where everyone is in unison to stand firm and preserve our naturally blessed surroundings that make the Maldives unique to other destinations.

During this film’s preproduction stage, we achieved the TUI International Environmental Award 2011, and this film was one of the key reasons we won this prestigious accolade.

The film can be viewed here: <http://youtu.be/1Y8onPPPfCM>

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Credits

Concept developed by Dr. Reinhard Kikinger – a PhD in marine biology, and a lecturer at the University of Vienna, Austria. He has been the senior Marine Biologist at Kuramathi since 1999. He is a veteran in his field, and is known widely for his many approaches to combine tourist education and nature conservation through a variety of effective methods.

Production Team

Tomas Krajcovic & Matej Petrek

Tomas Krajcovic is originally from Slovakia, presently pursuing his degree in Economics and Business at the University of Vienna. 21 year old Tomas has been experimenting with 3D since 2006. Matej Petrek, 20 years, is originally from Slovakia as well, presently pursuing Digital Film & Animation at School of Audio Engineering, Vienna. Matej teamed up with Tomas, to win the Golden Nica award for the production of a short animation “In Depths”, in the under 19 freestyle Austrian computing competition. His hobbies include sports in general, drawing, painting and experimenting 3D animation since 2006.

Music

Lukas Bäcker & Daniel Bucher

Lukas Bäcker is a 19 year old Austrian, pursuing Mathematics and Informatics at the University of Vienna, Austria. His hobbies include sports, gaming, and playing both the acoustic and electric guitar. Lucas teamed up with Daniel Bucher, a 23 year old Austrian presently majoring in Audio Engineering at the School of Audio and Engineering, Austria to provide the music for this video.

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Note to Editors:

Kuramathi is one of the first resorts to open in the Maldives and is part of Universal Resorts of Universal Enterprises Private Ltd, a 100% Maldivian owned company, and the pioneers of tourism in the Maldives.

An emerald jewel in the turquoise Maldivian waters, Kuramathi is a stunning island retreat with acres of luxuriant vegetation surrounded by spectacular beaches tapering into an endless sandbank. Villas blend contemporary design and nature, and are set on the beach, amongst lush gardens or over water. Four poster beds, open-air bathrooms, rainfall showers or Jacuzzi, large outdoor decks with inviting daybeds or sun loungers, are just some of the creature-comforts enjoyed by our guests. Dining options are diverse with many restaurants, bars and great-value all inclusive packages, topped off with Maldivian service – welcoming, genuine and friendly.

Note to Picture Editors:

Images of Kuramathi can be viewed via the website www.kuramathi.com

High resolution images are available for download at: www.universalimagesonline.com/kuramathi/

Universal
Resorts

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