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"Ambitious Amateurs" aims to explore the so-called "mass taste" through the prism of the participatory cultural practice of film shooting during the long 1960s. The filmmakers men and women were consumers of a media that they produced themselves. They produced for a circle of like-minded people or for professional recognition. The aesthetic forms of these films and genres, the excess of the need for interpretation as well as the moral and political values are the central axes of the analysis. At the same time, it is necessary to focus on the networks of club members and their activities in national as well as transnational organizations (eg UNICA founded in 1937). The basis for this research is selected clubs and sites in Luxembourg, Belgium and Austria.

In addition to archives and oral history, the films themselves are the heart of the analysis. The relevance of the subject to the history of culture and the media lies in the study of the evolution of the tendencies to censorship and self-censorship, in terms of sexual freedom, political militancy or even statements related to the religion in the 1960s. This is related to the question of Americanization or its rejection in the discourse of European filmmakers and the specialized press. The international comparison also makes it possible to show national specificities and different temporalities in (Western) Europe. At the same time, it will be possible to grasp transnational developments - even beyond the "Iron Curtain".