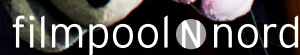




# HOBBYHORSE REVOLUTION

A DOCUMENTARY FILM DIRECTED BY SELMA VILHUNEN

“A refreshing look at the coming of age of young women who transformed their passion into an empowering tool.” –Tampere Film Festival jury



AVEK  
AUDIOVISUAALISEN  
KULTTUURIN  
EDISTÄMISKESKUS



REGION  
VÄSTERBOTTEN



FILM I VÄSTERBOTTEN



## BASIC PRODUCTION INFORMATION

**Original title:** Hobbyhorse Revolution

**English title:** Hobbyhorse Revolution

**Month/Year of completion:** March 2017

**Genre:** Documentary

**International premiere:** Visions du Réel, 23rd April 2017

**National premiere:** Tampere Film Festival, 8th March 2017 (Main prize in domestic competition and Risto Jarva main prize)

**Country of origin:** Finland

**Languages:** Finnish

**Subtitles:** English

**Involved TV stations:** Yle Finland, SVT Sweden

**Production:** Elli Toivoniemi & Venta Hellstedt / Tuffi Films Oy

**In co-production with:** Therese Högberg / Bautafilm AB, Filmpool Nord AB, Sveriges Television AB

**In co-operation with and supported by:** The Finnish Film Foundation, AVEK,

Nordisk Film & TV Fond, The Swedish Film Institute, Film i Västerbotten

**Website:** [www.tuffifilms.com](http://www.tuffifilms.com)

**YouTube & trailer:** [bit.ly/2lCLvGd](https://bit.ly/2lCLvGd)

**Facebook:** [fb.me/hobbyhorserevolution](https://fb.me/hobbyhorserevolution)

**Instagram:** [@hobbyhorserevolution](https://www.instagram.com/hobbyhorserevolution)

**Festival requests:** The Finnish Film Foundation: [marja.pallassalo@ses.fi](mailto:marja.pallassalo@ses.fi) / Tuffi Films, [tuffi@tuffifilms.com](mailto:tuffi@tuffifilms.com)

## TECHNICAL DETAILS

**Running time:** 90 min

**Shooting format:** HD

**Frame rate:** 24fps

**Aspect ratio:** 1:1.85

**Sound system:** 5.1 surround

**Color/B&W:** Color

**TV version:** 58 min

## FILM CREW

**Director:** Selma Vilhunen

**Screenplay:** Selma Vilhunen, Okku Nuutilainen

**Cinematographer:** Sari Aaltonen, Selma Vilhunen

**Editor:** Okku Nuutilainen

**Original Score:** Henrik Oja

**Sound Design:** Christoffer Demby

**Sound Recording:** Tuomas Onttonen

**Picture Post Production Facility:** Trickfabriken AB

**Main Characters:** Mariam "Aisku" Njie, Elsa Salo, Alisa Aarniomäki

ONE-LINER

## Never stop doing what you love

LOGLINE

**A funny and moving film about teenagers with growing pains, who discover their own voice and talent through riding and making hobbyhorses.**

### SHORT SYNOPSIS

The Oscar-nominated Selma Vilhunen has directed a documentary about young hobbyhorse enthusiasts. Over the past ten years hobbyhorse riding has become a global phenomenon and a way of life for thousands of young people.

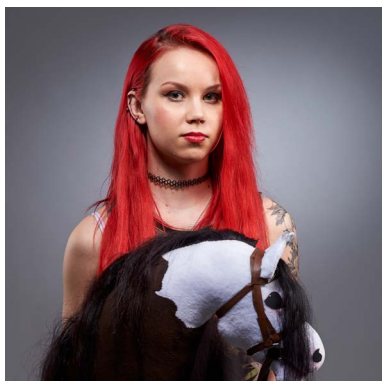
*Hobbyhorse Revolution* is a funny and moving film about the power of imagination and the strength of a community. The film follows three young girls, **Aisku**, **Elsa** and **Alisa** whose lives have been transformed by their new interest: hobbyhorses. Despite a lack of understanding by some, the girls bravely and spiritedly pursue their hobby.

Playing with hobbyhorses is a traditional children's activity, but today's Finnish teenagers have created a versatile hobby around it, raising the scene to a whole new level. The hobbyists' are unofficially organised, working on a voluntary basis. In one hand they are active online with their Instagram accounts, blogs and forums while on the other they practise the sport by exercising outdoors in woods and parks - and they are serious. They are an ever-growing group that trains determinedly and organises nationwide competitions. Every handcrafted hobbyhorse has its own name and personality. The age range of hobbyists' is continuously expanding with the eldest now over 20 years old. The hobbyhorse fever is now spreading abroad as well.

Director Selma Vilhunen says: "Making this film has been a sort of an exercise in letting go of my own preconceptions. I have never seen such a diverse and inclusive community as this. I'm forever grateful for the chance to explore this world."



## MAIN CHARACTERS



**Alisa Aarniomäki** (19, Ulvila) has been into hobbyhorses for almost ten years. The YouTube videos she has made for her hobbyhorse stables **Kht Natasha** and **Kht Windna** have inspired many others to explore the hobby. For a couple of years Alisa travelled successfully around Finland participating in numerous hobbyhorse competitions. She now concentrates on making popular hand crafted hobbyhorses and has managed to pay for her driving school with the money earned from selling her creations.



**Mariam "Aisku" Njie** (17), born and raised in East Helsinki, discovered hobbyhorses some years ago mainly thanks to the inspiration by Alisa Aarniomäki's videos. The hobby has helped her to hop over even the most challenging of times during her teenage years, and yet she has kept the hobby a secret from most of her friends for fear of being bullied. Aisku therefore struggles to find a balance between her enthusiasm for hobbyhorses and life outside the pastime.



In addition to exercising with hobbyhorses, **Elsa Salo** (16, Lohja), has always been into drawing, painting and playing instruments. Elsa has a lively imagination and a strong inner world, in which hobbyhorses have an important place. Art, hobbyhorses and close friends lift Elsa up when everything else in life feels heavy.

What these three main characters have in common is a passion for their special hobby and the courage to continue doing what they love even when people around them are not willing to accept it.

**"The film tells a touching true story where there is still faith in the future; it is a story of courage, cohesion, devotion and spiritual growth. The director takes the viewers into the midst of a small community to empathize, to feel, to be moved and to rejoice along with the protagonists."** – Tampere Film Festival jury

## DIRECTOR'S BIOGRAPHY



Selma Vilhunen is a director and screenwriter of both fiction and documentary films. She is also one of the co-founders of the production company Tuffi Films. Her latest works as a director include the documentary *Hobbyhorse Revolution*, which premiered at the Tampere Film Festival and won the main prize in domestic competition as well as the Risto Jarva main prize. Her fiction feature debut *Little Wing* written by herself and produced by Making Movies premiered at the Toronto Film Festival in 2016 and won the Golden Camera Taodue Award for best first or second feature at the Rome Film Fest 2016. Previously she has directed the short film *Do I Have to Take Care of Everything?* which received an Oscar

nomination in 2014, as well as the feature documentaries *Song* (2014) and *Pony Girls* (2008). Her next feature fiction will be *Stupid Young Heart*, produced by Tuffi Films. She is a member of the Academy of Motion Picture Arts and Sciences.

## TUFFI FILMS

*Tuffi Films* is an award-winning film production company based in Helsinki, Finland. The company is formed of three producers (**Elli Toivoniemi**, **Venla Hellstedt** and **Sanna Kultanen**) and three writer-directors (**Kirsikka Saari**, **Jenni Toivoniemi** and **Selma Vilhunen**). The films of the company have enjoyed international success at the Academy Awards, and at festivals such as Sundance, Berlinale, Locarno. The company develops feature films with a wide range of genres from contemporary drama to comedy, as well as versatile creative documentaries and television series. The company produces quality content on contemporary topics with a human touch, made to stand the test of time. Content with an international appeal that dares to make that crazy jump.



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