

Films, with a purpose

Flicks for Thought
returns to Upcountry
History Museum

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IF FISHING CONTINUES as it does now, the end of most seafood will come in 38 years – a statistic from “End of the Line,” a documentary about over-fishing the world’s oceans.

The film and three other documentaries, concerning contemporary consumption issues, compose the 2011 Flicks for Thought Film Series.

Presented by Greenville Organic Foods Organization (GOFO) and Upstate Forever, the annual series shows documentaries that tackle environmental and food issues.

With a different selection of films each year, Flicks for Thought aims to raise awareness concerning sustainable problems and solutions in the Upstate community.

Gaines Huguley, partner of co-owner of Shafer and Huguley Marketing Communication, the marketing partner for Flicks for Thought, says the series is an educational resource that encourages people to recognize the detrimental impact modern living has on natural resources and quality of life.

Huguley hopes Flicks for Thought will play a small role in that process by showing one film each Tuesday night in February.

“We begin to review potential films months before the series for content

that educates the viewers, but also entertains,” Huguley says.

GOFO and Upstate Forever select two movies, apiece, in line with their educational purposes. Along with “End of the Line,” GOFO chose “Ingredients” – a film about the local farming movement in America.

Upstate Forever selected the documentaries “No Impact Man” – based on a memoir by the same name that follows a New Yorker who eliminates his environmental impact for a year – and “FLOW” – a film that investigates the privatization and mass consumption of the world’s water supply, what some experts call the most important political and environmental issue of the 21st Century.

Held at the Upcountry History Museum for the past two years, the series is free. However, viewers must pay the museum’s \$5 admission fee.

Huguley expects full theater capacity (70 seats) for each film this year. Interest in the project has increased since 2007, when GOFO began showing movies about organic foods and sustainable agriculture.

After its first year, the GOFO Board, looking to expand the program, partnered with Upstate Forever whose environmental mission strengthens Food for Thought’s educational purpose.

The 2011 series has a new element: Four local restaurants, cafes or caterers will serve refreshments and gourmet snacks made from sustainable and/or local ingredients during a reception prior to each showing.