

An award-winning film about the unauthorized, unorthodox history of the Jewish people and the Barbie doll...in about 15 minutes.

the Tribe



Selected at over 100 film festivals (including Sundance, Tribeca, and Rotterdam)

Used in over 200 universities (including Harvard, UC Berkeley, and Stanford)

Winner of 15 awards (including Audience and Grand Jury Prizes)

Translated into 8 languages, and screened on 6 continents

#1 most downloaded short film on iTunes

SYNOPSIS: What can the most successful doll on the planet show us about being Jewish today? Narrated by Peter Coyote, the film mixes old school narration with a new school visual style. *The Tribe* weaves together archival footage, graphics, animation, Barbie dioramas, and slam poetry to take audiences on an electric ride through the complex history of both the Barbie doll and the Jewish people -- from Biblical times to present day. By tracing Barbie's history, the film sheds light on the questions: What does it mean to be an American Jew today? What does it mean to be a member of any tribe in the 21st Century?

FILMMAKERS: Honored by *Newsweek* as one of the "Women Shaping the 21st Century", Tiffany Shlain (director, producer) is founder of The Webby Awards and an award-winning filmmaker. For *The Tribe*, she co-wrote the script with internationally acclaimed artist and UC Berkeley professor, Ken Goldberg. She also collaborated with award-winning art director Gil Gershoni, animator and filmmaker Stefan Nadelman of *Terminal Bar*, and composer Paul Godwin.



***The Tribe* film, discussion, curriculum, and Internet program has been used to spark a dialogue about American Jewish identity all over the world.**

THE TRIBE DISCUSSION KIT: To encourage an ongoing discussion on the issues raised in the film, a discussion kit is available to accompany the film. The kit includes a DVD of *The Tribe*, a companion guide to the film entitled "The Guide from the Perplexed," and provocative conversation cards with images from the film paired with words such as "kosher," "guilt," and "Israel" to trigger conversation. *The Tribe* discussion kit can be used in home and educational settings to keep the conversation going after the film is viewed.

THE TRIBE CURRICULUM GUIDE: *The Tribe* Curriculum Guide was created in partnership with The Center for Cultural Judaism by *The Tribe* team and professors from renowned university Religious Studies, Jewish Studies, Sociology, and Education departments. This extensive 50-page teaching guide is packaged with *The Tribe* Classroom Screening Kit, which includes a *Tribe* DVD, a Guide from the Perplexed film guide, and a set of *Tribe* Conversation Cards, and is written for university and high school settings. The curriculum guide offers depth, context, and insight into the issues raised by *The Tribe* to expand the conversation in a classroom setting.

Includes 50-pages of in-depth topics on:

- * Jewish Identity
- * Assimilation/Acculturation
- * Jewish & Gender Identity
- * Secularism & Secularization
- * Israel
- * Diaspora
- * Holocaust
- * Stereotypes

Perfect for courses in:

- * Jewish Studies
- * Sociology
- * Gender Studies
- * Middle Eastern Studies
- * American Studies
- * Religious Studies
- * Film Studies
- * Multiculturalism

THE TRIBE SELECT SCREENINGS: Since its premiere in January, 2006, *The Tribe* has been selected at over 100 film festivals, and has screened in hundreds of community events, including:

Sundance Film Festival
Tribeca Film Festival
SilverDocs Film Festival
United Nations Documentary Festival
Black Maria Film Festival
Hot Springs Documentary Film Festival
The Apple Stores (SoHo, San Francisco)
92nd St. Y in New York City
St. Louis International Film Festival
Ann Arbor Film Festival
Florida Film Festival
Rhode Island International Film Festival
40+ Jewish film festivals around the world

Rotterdam Film Festival, Netherlands
Warsaw Film Festival, Poland
International Jewish Film Festival, Argentina
Flickerfest Film Festival, Australia
Zurich Film Festival, Switzerland
Berlin Jewish Film Festival, Germany
Jerusalem International Film Festival, Israel
Mexico City Documentary Festival, Mexico
Jewish Film Festival Vienna, Austria
Foyle Film Festival, Ireland
Green International Film Festival, Taiwan
Isabella International Film Festival, Italy
Golden Lion Film Festival, Swaziland



TESTIMONIALS

"The film has definitely raised important questions around Jewish American identity for my daughter and has inspired her to share the discussion with her peers. For this, I thank you very much."

Jessica Bell, parent, New York, NY

"I recently watched and discussed *The Tribe* with my students and their response was amazing. Perhaps more than any other 'trigger' I have used to spark conversation about Jewish identity and behavior, *The Tribe* provoked them to carefully question what it means to be a young Jew in the 21st century."

Rabbi Misha Zinkow, Columbus, OH

"*The Tribe* is funny, fresh, and provocative. It's a powerful, universal film that will surprise and challenge anyone who has wrestled with issues of faith, identity, and history."

Roberta Monroe, Sundance Film Festival

"What a thought-provoking, humorous (yet also poignant), creative, and effective way of discussing Jewish identity (or lack thereof) in an age of such confusion and skepticism toward supplemental Jewish education. I can't believe how much information was crammed into it and there are a myriad of discussions that the film engendered."

Matt Rosenbaum, educator, Philadelphia, PA

"My congregation loved *The Tribe*, which filled them with thoughts and questions. The central question of *The Tribe*, "What does it mean to be a Jew in the 21st century" is such a complex question which has no one answer. The most important thing (for those of us who care about the future of the Jewish people) is that we keep asking the question, and that we continue to experiment with creative answers."

Rabbi Jason Gwasdoff, Stockton, CA

"I saw *The Tribe* and enjoyed every image and word. I've recommended it to my congregants, and will see it together and discuss the issues raised by your movie. Thank you for this educational tool."

Rabbi Alejandro Bloch, Montevideo, Uruguay

"AMAZING. I was brought up in a kosher Conservative Jewish home, had a Bar Mitzvah and then ran away from my Judaism for many years. Your work really connected me to a very new perspective. I still have not found my tribe but I am renewing my search...thanks for the push."

Aaron Ray, Los Angeles, CA

"I just wanted to thank you for your work. Your movie has made me think about a lot of things that I haven't really pondered before. I have shown this film to a number of other graduate students and young professionals and it has sparked a lot of debate and conversation. Topics which would not have come up have been discussed at length."

Jamie Wald McGill University student, Canada



PRESS HIGHLIGHTS

"The Tribe is a brilliant, irreverent, wry and buoyant film... The film is a stunning achievement and one of this year's biggest and most worthy hits. I love this film and so do audiences."

John Columbus, Founder and Director, Black Maria Film Festival

"Tiffany Shlain is the Patron Saint of short films,"

John Cooper, Director of Programmer, Sundance Film Festival

"The Tribe is a smart, funny 18-minute short..."

The New York Times

"Peter Coyote wryly narrates the cleverly written and edited piece that shares a similar smart tone with Shlain's "Life, Liberty and the Pursuit of Happiness," a meditation on a woman's right to choose."

Los Angeles Times

"Forget Philip Roth; if you want a glimpse of the history of Jewish assimilation in 20th-century America, look no further than this documentary about the woman that created the ultimate expression of the blonde, blue-eyed ideal, Barbie."

Flavorpill, LA

"The genius of this movie is that 15 minutes is not all you get. As most DVDs come with extras such as deleted scenes, bios, and those nerdy waste-of-your-time easter eggs, The Tribe gets more organic and social with "The Unorthodox Discussion Toolkit" that includes flash cards and the "Guide from the Perplexed." This extremely resourceful guide is invaluable with a shelf life of forever and the cards are perfect for a Friday night after Kiddush and Challah with friends and family."

The Los Angeles LAist Movie Review

"Jews of all ages should seek out The Tribe, a short that makes the convincing, tongue-in-cheek case that Barbie is our ultimate assimilated American Jew."

New York Magazine

"A jazz-like riff on the history of Barbie, the history of Jews, and Jewish Identity, The Tribe is an extremely entertaining and insightful film. Narrated expertly by Peter Coyote, The Tribe makes spiderweb-like connections between Barbie, the dolls inventor Ruth Handler (who was Jewish) and Jewish culture and identity. Both humorous and thought provoking, The Tribe successfully tackles an entire history of the Jewish culture in 18 minutes and poses the question "What does really it mean to be a member of a tribe?" Short films typically give you a glance into the talent and capabilities of a filmmaker, and based on The Tribe, I'd say Director Tiffany Shlain is definitely one to watch."

DVD Talk Review

"It's a powerful, universal film that will surprise and challenge anyone who has wrestled with issues of faith, identity and history."

Roberta Munroe, Sundance Film Festival

"Sundance darling, The Tribe..."

Chicago Business Times

www.tribethefilm.com



iTUNES PRESS HIGHLIGHTS

The New York Times

October 23, 2007

Facing Competition, iTunes revs up its film section

...And Tiffany Shlain, whose documentary short on Jewish Americans, "The Tribe," went up on iTunes on Oct. 2 – and quickly cracked the Top 10 shorts – said that iTunes had actually made it advantageous, in a way, to make short films...



October 26, 2007

The Tribe hits #1 on iTunes

...A documentary about Jewish identity is in the #1 spot of most downloaded short film on iTunes.

Tiffany Shlain, director of "The Tribe," a humorous look at American Jewish identity through the eyes of Barbie, says she launched her film on iTunes hoping to crack the Top 10 list. It is now the first documentary to ever hit #1, Shlain notes.



October 30, 2007

Alternative distribution pushes dealmaking in new directions

...Tiffany Shlain became the envy of many in the independent film world last month by getting something few indie producers have been able to secure: distribution via Apple's iTunes store. Shlain had spent two years traveling the world showcasing "The Tribe," her documentary about Jewish culture, at more than 70 film festivals. Despite winning prizes, hopes were scant that the film would ever line up a theatrical distributor or command lucrative TV revenues. But at Sundance Film Festival in January, she ran into Ben Dillon, VP marketing for iTunes' movie division, who invited Shlain to submit "The Tribe" for consideration. Apple soon decided it wanted the film.

"The Tribe" was the first indie documentary sold in iTunes, and Shlain's deal was the first of its kind for Apple.

"I heard Steve Jobs once say he wanted to make a dent in the universe," Shlain says. "I hope to make a dent for indie filmmakers. Filmmakers should be paid for their work, and if you believe in that like I do, then you need to set up structures to accomplish that goal.



November 2, 2007

Studios' digital dilemma

A documentary shorthanded by Mediastile, "The Tribe," was briefly the top short film sold by iTunes last month, beating out the latest short from Pixar, "Lifted."

"It's important for other indie films," says Tribe helmer Tiffany Shlain. It proves that there's a big, powerful audience that wants to see more of this material.

www.tribethefilm.com