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The War Archive is pleased to invite you to the presentation :

«**Mickey Mouse Goes to War**»: Cartoon films and their role in propaganda and education during WWII.

**Saturday 21 May 2016 at 7.30 pm**

The presentation will be in Greek, illustrated by short cartoon films from the war period from the USA, Italy, Germany, Japan and the USSR ,plus, a surprise from Greece

**Presenter:  
Andrew Freris**

Propaganda is nothing more than the dissemination of information but under very specific set of circumstances, usually political, and associated with extremist regimes and, of course, during periods of war. The Nazis were the first to use extensively film in propaganda ( see the ground-breaking work of Leni Riefenstahl) but the Soviets had already started with the propaganda films of S. Eisenstein. However the use of cartoons in propaganda developed to a superbly high level in Hollywood during WWII, primarily under Walt Disney but also under, among others, Warner Brothers.

Strangely enough, the Nazis and the British made little use of cartoons during the War, possibly because of the absence of indigenous «technology» and because of the fact that cartoons ,at the time, were extremely labour -intensive to produce and, hence, very costly, let alone in colour. This was not an issue for Walt Disney who had, virtually, industrialised their production.

The cartoons shown here fall under three broad categories:

1. Pure propaganda against the enemy
2. Training films ( «How to clean a machine gun»...)
3. Entertaining but also morale-boosting and educational in the broader sense

#### **Andrew Freris**

Was born in Athens and studied at the London School of Economics where he obtained his Ph.D. He was a professor of Economics at the London Metropolitan University (1968-1984) and at the City University of Hong Kong (1985-1990). Based in Hong Kong he worked as economic advisor (1990-2014) with GT Capital, Salomon Brothers, Bank of America and BNP Paribas. Since May 2014 he has established in Hong Kong a private consultancy, Ecognosis Advisory Ltd. However he believes that the most important event in his life was his marriage to Anabella in 1981

#### **Anabella Levin-Freris**

Was born in Young, Uruguay, and studied medicine in Montevideo and Buenos Aires where she also worked in major hospitals as well as in important medical centers and hospitals in London and in Hong Kong.

She is now the honorary consul of Uruguay in Hong Kong and Macau, while, in parallel runs the non-profit company, The Chopin Society of Hong Kong Ltd, which organizes in Hong Kong and in China as well as in Asia in general, various events of classical music, an annual Joy of Music Festival and the triennial Hong Kong International Piano Competition.

She has also founded, with Andrew, in her home town of Young in Uruguay, the foundation “El Parnaso” consisting of two purpose-built buildings, “Logos” which houses a cultural centre and a children’s library, and “Melos” which houses a musical library containing in excess of 10,000 CDs, LPs and DVDs of classical music

The War Archive was, basically, her idea, aided however by the fact that she and Andrew would either had to move house in Hong Kong, or the toy soldiers of Andrew would have to find their own home.

The rest is history....

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The Arheion is looking very much forward to your presence in this event.

We ask you however to let us know whether you will be coming either by replying to this email at [afreeris@wararchivegr.org](mailto:afreeris@wararchivegr.org) and/or by contacting Maka Dokhnadze at the phone of the Arheion, 210-8676390, or mobile phone 69-98088220 **by latest 18/5/2016**. Please do note that space is limited.

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