

IS FOOTBALL YOUR ATTITUDE?



# "KICK OFF - hell bent for 90 minutes"

More than a football documentary



ELEVEN attitudes, project EURO 2004 - Tel.: +43 (0)676/ 41 00 353  
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## The Project

The documentary "Kick off – Hell bent for 90 minutes" emerged from a multimedia project that, leaving language and nationality barriers behind, connects the attitudes of a wide range of people and brings them down to one common denominator: a passion for soccer.



First of all, in spring 2004, the website [www.11eleven.at](http://www.11eleven.at) was created to give anyone interested in soccer the chance to take part in this international multimedia project.



The project's goal was to discover all kinds of aspects of fandom during EURO 2004 in Portugal from June 12th to July 4th and illustrate them in a documentary format.

Therefore the mainly Austrian film team, consisting of two cultural anthropologists and two others, accompanied by a Portuguese expert on football fandom, chose eleven different locations at which the attitudes and motivations of international fans may be examined. Divided opinion about the tournament in Portugal among the locals, as well as scenes contributed by each set of visiting supporters were the focus of attention.

Thus, all dedicated lovers of soccer were given the chance to express their personal opinions and feelings about football.

In fact, many were willing to do likewise whether or not the subject was football, and all these views, many containing unique and professional angles on football and fandom, went into the documentary "Kick off – Hell bent for 90 minutes", a movie illustrating the many faces of soccer and everything that goes with it.

## Soccer

- what passion comes first? discover the outline
- inside Euro 2004 one ball rules them all
- a glimpse into ballmania roundabout leather

## The scientific aspect

Soccer is a phenomenon not only of mass culture but also of mass media.

Since its invention in the 19th century soccer has been a background for society, politics and culture onto which collective wishes and conflicts have been projected. As a result soccer underwent obvious changes due to the development of these societal structures. Forced by processes of professionalism and commercialisation which were enhanced by mass-media, soccer has transformed its cultural appearance from an element of proletarian culture to a part of today's popular entertainment industry.



Moreover, the latterday show business element of professional soccer has affected the way viewers experience it. Viewers can be divided in active (in the stadium) and passive supporters (in front of TV). Purely passive supporters do not go to the stadium regularly. They are used to changing cameras and angles, slow motion, professional commentators, "best-of" packages etc, and can consider soccer in the stadium as boring... or at least inferior to a match on TV.

### Motivations of soccer-fans:

A fundamental issue addressed by the documentary is whether supporters at international championships are mainly active supporters. Obviously they play an important part in the game: they are the indispensable atmospheric escort of their team and can considerably influence the result of a match. The objective of "Kick Off – hell bent for 90 minutes" was to examine this and many more questions concerning fandom from an anthropological yet entertaining perspective.

- Consumption-orientated fans want to experience exciting situations presented by others. The success of the supported team is inherently necessary. Therefore the group orientation is rather low.
- For soccer-orientated fans the experience of exciting situations bears valid comparison with athletic performance. Loyalty is more important than success. Group orientation exists.



- Event-orientated fans see soccer as a show and feel responsible for generating exciting situations themselves. Groups are not stable.

## The documentary "KICK OFF - hell bent for 90 minutes"



*"The documentary "Kick Off – hell bent for 90 minutes", deals with all aspects of fan culture at Euro 2004 in Portugal. All sorts of supporters reveal their attitudes, aspirations and prejudices when it comes to soccer. With the added bonus of a range of Portuguese locations, "Kick Off" grants us a rare authentic glimpse at the world of soccer fandom. Enjoy!"*

*Peter Nemetz*

### Synopsis:

It's Portugal, summer 2004. The European soccer championship is under way. Fans from all over Europe meet in support of their respective nations and "Kick Off - hell bent for 90 minutes" offers an insight born of true fans talking about their favourite passion. Interviews at different locations and with all kinds of people also illustrate that eternally thin line between patriotism and nationalism.

**The 90 minutes work, structured in three major "storyline strings", reflects the manifold attitudes towards soccer:**

**"String 1"**, the PORTUGAL-ENGLAND quarter-final, filmed in a small café in Porto, represents the emotional climax of Euro 2004. Portugal, host country of that year's European Championship takes on England, the original soccer nation..

**"String 2"**, portraits four (2 English, 2 Portuguese) truly committed soccer fans, who really live, work and feel football. Alex, a freelance sports journalist; Dom, English teacher; João, sociologist and writer; Francisco, journalist and writer; all perfect examples of the combination of work and passion.

**"String 3"**, embedded in the other two and structured like a soccer match, features the following seven segments:

#### First half:

- "Styrian Ostriches, Athens in Graz and an Austrian in Portugal" (a link from Portugal to Austria, co-host of Euro 2008)
- "The Host" (pros and cons of hosting the tournament for Portugal and its people)
- "Outsiders, Newcomers, and Exotic Fans" (Latvians, Bulgarians and people from outside Europe at Euro 2004)
- "Beach Break" (beach-soccer fan tournament)

#### Second half:

- "Female Defence" (women at the Euro)
- "Oranje:Ger" (an old rivalry)
- "massMediahooliganism" (the English and the media)

## Music



One great advantage, for the young musicians in particular and the final outcome of the film as a whole, was that Heinz and Tankred were involved in the making of the final version of the film. They were therefore able to compose music not only inspired by and suiting the pictures but music highly listenable in its own right. Original atmospheres and selected clips of dialogue from the film intersperse the tracks to complete the open-minded and creative mood of the work.

The music of the documentary "Kick Off – Hell bent for 90 minutes" was written by Heinz Hoppaus and Tankred Derler. This duo, which also provided the soundtrack for Roland Renner's 2003 production "Work in Progress", underlined their creative talents when faced with an all-but-non-existent budget... they were forced to learn how to record themselves! Moreover, the whole soundtrack was recorded in Heinz's living room, with the support of other musicians and friends. Despite such limitations they were able to deliver a professional and many-faceted analogue-digital soundtrack.

**Soundtrack samples can be downloaded and the complete soundtrack can be ordered at [www.11eleven.at](http://www.11eleven.at).**

## Quotes

"If you are like really committed, you will never change. You can change women, you can change politics, you can change sex maybe, you can change sex nowadays, but the club – no way."

Joao Nuno Coelho

"I think the problem with England has been going on for so long. And the hooliganism originated in England, so they are always going to associate England with hooligans, even if things have moved on."

Dom

## The team



### **Roland Renner:**

Writer, cinematographer, producer, editor and director

### Short biography:

Born on the 1st of May 1978, Roland Robert Renner, who studied cultural anthropology, is now something of an autodidactic filmmaker. He first picked up a camera as a student, which led to a scholarship at the academy of photography in Graz. He is now working as a freelance photographer and video artist in Graz, Austria. Several short documentaries, industrial films, experimental videos and music videos helped define the style of his first long feature documentary "KICK OFF - hell bent for 90 minutes".

Together with Andreas Grininger and Martin Obmann he founded "ELEVEN" which stands for an independent platform of artists of different genres. Their first "goal" was "ELEVEN attitudes", a multimedia project created especially for the movie.

### Filmographie:

Shalom Amsterdam (1999)  
Zeit.punkt (2000)  
Rausländer (2001)  
What´s your name (2001)  
Work In Progress (2003)  
Almost Inside (2003)  
Surfacetension (2004)  
KICK OFF - hell bent for 90 minutes (2004)

### **Martin Obmann:**

Artwork for print and web (programming), promotion, service, organisation  
Artwork: [www.dmdesign.at/derobmann](http://www.dmdesign.at/derobmann)

### **Andreas Grininger:**

FX, DVD, CD programmer, producer, subtitler

### **Joao Nuno Coelho:**

Concept, producer, translator

### **Thomas Greistorfer:**

Interviewer, producer

### **Burgi Renner:**

Producer

### **Tankred Derler and Heinz Hoppaus:**

Original music

### **Peter Nemetz:**

Onset ADMIN, sound engineer, producer

### **Sarah Gruber:**

Translator