

International Massage Association World Massage Video Awards

The prizes are awarded to those who promote the knowledge and practice of massage in a positive way.

The films that have been submitted this year have primarily been divided into these two categories:

Short teaser / advertisement approx. 1-5 min.

Composite films with multiple clips / angels.

These movies are mostly commercials for a massage therapists / clinics and are used to acquire customers.

Massage demonstration / documentation approx. 5-12 min.

Typically recorded with one camera and presented in a few long clips.

This type of films are mainly used as inspiration, documentation or for educational use.

Requirements that must be met to be considered:

1) Good editing / editing that follows and supports the film's movements and action. Effects should be used sparingly and only when there is a meaning to these.

One must be left with the impression that the film is better than the sum of its individual parts.

2) The plan and idea for the film's story and overall message must be clear, and you must show that you are capable of carrying out you're intend. The film must have a beginning and an end.

3) The film must have a good technical level both visually and sound vise. If music is used, you must have the copyright to use it, otherwise it will be removed. Movies recorded in a horizontal format are preferred.

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