

Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA

Bachelor's Degree in Audiovisual Media

FARMACIOLA VERDA

Appendix

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PROJECT TUTOR: ELOI AYMERICH

SPRING 2014



TecnoCampus
Mataró-Maresme

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Appendix I. Script.

PART	CONTENT	SHOT	TIME	SOUND
1.Intro (history)	Grandmother's home presentation.	LS/ MS		Ambient Sound
	Grandmother watering her plants & vegetables and doing everyday situations..	LS/MS/CU	1MIN	Grandmother's voice-over: presentation, explaining youth situations related with our topic.
	Professor Anna Maria Carmona explaining the history of the Natural Medicine & some historical therapies with plants.	MS/CU	6MIN	Professor's voice
	Biologist Sílvia Sanchez contextualizing the past and the uses of medicinal plants.	MS/CU	1MIN	Biologist's voice
	Biologist's interview. She talks about the importance of recuperating lost knowledge there were on the past but had been lost. Introducing <i>Les Trementinaires</i> , ancient woman who travelled catalonia with Natural Remedies.	MS/CU	1MIN	Biologist's voice
	Trementinaires Museum. Where their name came from? Plants they used?	Movement CU/ECU	1MIN	Lina Sevillano's voice-over
	Biologist Sílvia Sanchez explaining some ancient methods used on the past, related with <i>les trementinaires</i> .	MS/CU	1MIN	Biologist's voice
	Lina Sevillano's Interview. Other plants they used.	MS/CU	1MIN	Lina Sevillano's voice.
	Remedy shots of the museum.	Movement shots	30sec	Lina Sevillano & Silvia Sanchez voices-over
2. Develop- ment	Lina's Interview. Why that work disappeared?	MS/CU	1MIN	Lina Sevillano's voice.
	Biologist Sílvia Sanchez explains her point of view about how the pharmacy industry changed that traditions.	MS/CU	1MIN (total: 15min)	Biologist's voice

	Professor Anna Maria Carmona tells us history details about the medicine advances and until the present.	MS/CU	1MIN	Professor's voice
	Doctor Pere Rodenas talks about the abuse we're doing on synthetic medicines.	MS/CU	2MIN	Doctor's voice
	Professor Anna Maria Carmona explains her opinion about if this abuse is good and what we can do.	MS/CU	2MIN	Professor's voice
	Farmer Josep Pàmies explains his opinion about this changes.	MS/CU	1MIN	Josep Pàmies voice
	Grandmother remedy shots. Taking care on his tomatoes, cooking a tea.	LS/MS/CU	1MIN (total:20 min)	Grandmother's voice-over: she tells us why she's doing a tea and why she uses it.
2.1 Experien ce's point of view	Herbalist Albert Rami's Interview. He'll explain the propertie's about what the grandmother was having.	MS/CU	1MIN	Herbalist's voice
	Albert rami explains what <i>Kalanchoe</i> is.	MS/CU	1MIN	Albert Rami's voice.
	Pàmies Interview: he explains more about this plant known thanks other cultures.	MS/CU	1MIN	Pàmies voice
	Pàmies talks about plants used on male reproductive issues.	MS/CU	1MIN	Pàmies voice
	Albert Rami explains about therapies used on female reproductive issues.	MS/CU	1MIN	Herbalist's voice
	Josep Pàmies tells about the importance of sharing the knowledge on this though all the world. He talks us about <i>Artemisia</i> , a Plant known by the Chinese culture ages ago.	MS/CU	1MIN (total 25min)	Farmer's voice
2.2 Scientific Point of view	Professor Roser Vila on the laboratory. Explains the properties of this mentioned plant. Talks about	MS/CU	2MIN	Professor's voice
	Prof.Thomas Richard explains how the chinese culture used this plant ages	MS/CU	1MIN	Thomas Richard's voice

	ago.			
	Roser vila en despacho. Talks about Ginkgo Biloba and its properties.	MS/CU	1MIN	Professor Vila's Voice
	Prof.Thomas Richard explains Chinese aforesaid used this Plant	MS/CU	1MIN (total: 30min)	Thomas Richard's voice
	Roser Vila explains some plants we can use in the nervous system.	MS/CU	2MIN	Professor's voice
	Pharma technical manager Manu Llabres explains what other plants we can use on this aspect.	MS/CU	1MIN	Manu Llabres voice
	Herbalist Albert Rami explains his point of view on treating this diseases. He talks about Hipericum Perforatum	MS/CU	1MIN	Herbalist's voice
	Grandmother explain why she uses this plant. How when she was young harvested it with her grandmother	MS/CU	2MIN	Grandmother's voice
	Roser Vila talks about scientific aspects on this plant	MS/CU	1MIN	Professor's voice
	Manu Llabres explains how Hipericum works and the therapeutic uses it has.	MS/CU	1MIN	Manu's Voice
2.3 Studies	Manu Llabres Talks about what studies have to follow a plant before it's accepted to sell to the public	MS/CU	1MIN	Technical Manager voice
	Roser Vila explains more about this studies.	MS/CU	1MIN (total: 40min)	Professor Roser Vila's voice
	Manu Llabres talks about benefits but also contraindications on the use of plants	MS/CU	1MIN	
3. Ending	Some of the interviewed characters give their opinion on how to use plants, their benefits, why all this is a little bit hidden, how actual medicine should be. If Doctors are prepared to use plants, if conventional medicine is now collaborating with other alternative medicines..	MS/CU	9MIN (total: 50min)	Sílvia Sanchez Roser Vila Manu Llabres Thomas Richard Anna Maria Carmona

	Some of the interviewed characters give their opinion about how we could have a more healthy life. Talking about a good lifestyle, a good nutrition, and more other aspects to take care.	MS/CU	9MIN	Anna Maria Carmona Josep Pàmies Albert Rami Pere Rodenas Roser Vila Manu Llabres Sílvia Sanchez Thomas Richard
	Grandmother gives talks about her active lifestyle until the present and gives advice on how to have a healthy life.	LS/MS/CU	1MIN (total: 1 hour)	Grandmother's voice

Appendix II. Location summary.

TREMENTINAIRES MUSEUM



Address	Pl.Serra del Cadí, 1 25717 - TUIXENT ,Lleida
Utility	<ul style="list-style-type: none"> - Interior - Interview with Lina Sevillano - place shots

PLAMECA



Address	Avda. Prat de la Riba s/n (antigua ctra. nacional II km. 600) 08780 Pallejà (Barcelona)
Utility	<ul style="list-style-type: none"> - Interior in office - Interview with Manu Llabres - Shots of laboratory



INSTITUTO MERIDIANS


Address	<u>c/Diputaci3n, 321, 1-1, 08009 Barcelona</u> (calle Diputaci3n, esquina con calle Bruch).
Utility	- Interior in office -Interview with THOMAS RICHARD

INTEGRAL CENTRE MEDIC I DE SALUT

Address	<u>c/Diputaci3n, 321, 1-1, 08009 Barcelona</u> (calle Diputaci3n, esquina con calle Bruch)
Utility	Interior in office - Interview with Pere Rodenas - Information about the natural therapies and medicinal plants.

PAMIES HORTICOLES	
	
Address	25600 Balaguer (Lleida)
Utility	<ul style="list-style-type: none"> - Exterior - Interview with Josep Pamies - Medicinal plants photographs
RAMI REMEIS	
	
Address	C/Magdalena, 31 - 25007 Lleida
Utility	<ul style="list-style-type: none"> - Interior in Herbal shop - Interview with Albert Rami

PHARMACY SCHOOL	
	
Address	Avinguda Joan XXIII, s/n 08028 - Barcelona
Utility	<ul style="list-style-type: none"> - Indoor study - Interview with Roser Vila - Interview with Anna M. Carmona - Shots of laboratory
BIOMARESME	
	
Address	08394 Sant Vicenç de Montalt
Utility	<ul style="list-style-type: none"> - Exterior - Interview with Silvia Sanchez - Photographs

GRANMOTHER HOUSE	
	
Address	Calle Carretera de l'Aviació, 34-36, 08820 El prat del Llobregat
Utility	<ul style="list-style-type: none">- Interior and exterior- Interviews with Grandmother- Day-to-day shots

Appendix III. Permission to record.

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**Ajuntament
de Barcelona**

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Reg. núm. 2014FLA01654

VISTA la sol·licitud presentada per Jordi Colominas Ruiz , amb CIF 47185712Q,

L'Intendent de la Divisió de Coordinació de la Guàrdia Urbana de Barcelona, per delegació de l'Alcaldia de data 9 de desembre de 2004, en data 10 d'abril de 2014, autoritza l'ocupació de la via pública amb motiu de la Filmació per a un/una Reportatge TV titulat/da Sembrant alternatives, del/s dia/es 16/04/2014 a 30/04/2014, de les 08.00 fins a les 22.00 hores, per un màxim de deu persones, càmera i trípode a la vorera, sense destorbar el pas dels vianants.

LA PRESENT AUTORITZACIÓ RESTA SUBJECTA A LES SEGÜENTS CONDICIONS:

PER QUALSEVOL DUBTE O PROBLEMA QUE PUGUI SORGIR DURANT EL RODATGE, LA GUÀRDIA URBANA O L'INSPECTOR D'AQUEST SECTOR D'ACTUACIÓ ES PODRÀ POSAR EN CONTACTE AMB EL/LA RESPONSABLE DE PRODUCCIÓ SR./A. Jordi Colominas Ruiz AL/S TELÈFON/S 933708674.

SE SEGUIRAN EN TOT MOMENT LES INDICACIONS QUE A L'EFFECTE ASSENYALIN ELS MEMBRES DE LA GUÀRDIA URBANA, O LA INSPECCIÓ MUNICIPAL, I S'HA DE PRESENTAR AQUESTA AUTORITZACIÓ EN EL CAS QUE SIGUI REQUERIDA.

QUEDA PROHIBIT TALLAR O DESTORBAR EN CAP MOMENT EL TRÀNSIT DE VEHICLES O DE VIANANTS.

LA PRESENT AUTORITZACIÓ NO TÉ VALIDESA ALS SEGÜENTS LLOCS DE LA CIUTAT DE BARCELONA: ZONES DEL PORT OLÍMPIC I AUTÒNOM, ZONES VERDES, PARCS MUNICIPALS, PLATGES I RECINTES GESTIONATS PER B:SM. QUAN LA LOCALITZACIÓ SIGUI "DIVERSOS INDRETS DE LA CIUTAT DE BARCELONA" QUEDARÀ INVALIDADA QUAN COINCIDEIXI AMB UNA AUTORITZACIÓ AMB UNA LOCALITZACIÓ CONCRETA.

EL SOROLL NO PODRÀ INCREMENTAR-SE MÉS DE L'ASSENYALAT EN L'ANNEX III.1 DE L'ORDENANÇA GENERAL DEL MEDI AMBIENT URBÀ DE BARCELONA, EN FUNCIÓ DE LA ZONA SENSIBILITAT ACÚSTICA CORRESPONENT AL LLOC ON ES DESENVOLUPI L'ACTIVITAT. EN CAS DE NO ACOMPLIR-SE DITES CONDICIONS LA GUÀRDIA URBANA PROCEDIRÀ A L'ATURADA DE L'ACTIVITAT.


L'EMPRESA SOL·LICITANT ES FARÀ RESPONSABLE DEL MANTENIMENT, AIXÍ COM RESPONDRA DE LES POSSIBLES MALMESSES QUE ES PUGUIN PRODUIR AL PAVIMENT O AL MOBILIARI URBÀ PER RAONS DE L'ACTE. ELS RESPONSABLES DE L'ACTIVITAT FETA A LA VIA PÚBLICA SÓN RESPONSABLES TAMBÉ DE LA SEVA NETEJA, D'ACORD AMB L'ARTICLE 23 DE L'ORDENANÇA SOBRE L'ÚS DE LES VIES I ELS ESPAIS PÚBLICS DE BARCELONA. AIXÍ TAMBÉ RESPONDRA DELS DANYS QUE ES PUGUIN OCASIONAR A PERSONES DURANT L'EXERCICI D'AQUESTA AUTORITZACIÓ.

AQUESTA AUTORITZACIÓ S'ATORGA AMB CARACTER DISCRECIONAL I RESTA SUPEDITADA ALS INTERESOS PÚBLICS D'ACORD AMB L'ART. 48 DE L'ORDENANÇA SOBRE L'ÚS DE LES VIES I ESPAIS PÚBLICS DE BARCELONA

Contra aquest acte, que exhauereix la via administrativa, es pot recórrer potestativament en reposició davant l'òrgan que l'ha adoptat, en el termini d'un mes comptat des de la present notificació, o es pot interposar directament recurs contenciós administratiu davant el Jutjat contenciós-administratiu de Barcelona, en el termini de dos mesos comptats des de l'endemà de la present notificació. Contra la desestimació tàcita del recurs de reposició, es pot interposar recurs contenciós administratiu davant la jurisdicció esmentada, en el termini de sis mesos a comptar de la data en que es produeix l'acte presumpte. També es pot utilitzar qualsevol altre recurs que es cregui convenient.

Barcelona, 10 d'abril de 2014

Appendix IV. Characters summary.

Personal Data	
Name	Anna Maria
Surname	Carmona i Cornet
Phone	607 845 958
Address	Avinguda Joan XXIII, s/n 08028 Barcelona
Web	http://www.ub.edu/farmacia/es/
	
Jobs	
	Tenured professor on the Catalan Pharmacy History Pharmaceutical legislation and deontology
Studies	
1972	Doctor on Pharmacy - Anti tumoral therapies specialized Pharmacy Industrial chemical engineering technique

Personal Data	
Name	Roser
Surname	Vila Casanovas
Mail	r.vila@ub.edu
Phone	+34 93 402 45 31 ext. 24
Address	Avinguda Joan XXIII, s/n 08028 Barcelona
Web	www.ub.edu/farmacologia/ farmacologia
	
Jobs	
	Lecturer at Universitat de Barcelona (UB). Pharmacognosy and Phytotherapy professor.
Studies	
	Pharmacy at Barcelona University

Personal Data	
Name	Thomas
Surname	Richard
Mail	t.richard@institutomeridians.com
Phone	+34 619 528 678
Address	Carrer Provença 500, entresuelo 2a. 08026 Barcelona
Web	www.fitoki.es



Jobs	
Since 2009	Technical advisor at Fitoki
Since 2006	Chinese Traditional Medicine's Therapist at MTC Meridians Institute
Since 2006	Chinese Pharmacopoeia's Professor at ISMET
2009-2010	Chinese Traditional Medicine texts Technical reviser at Elsevier


Studies	
2007-2011	Asian Culture & Society at Univesitat Oberta de Catalunya
2008	Certified in Pharmacopoeia & Acupuncture at Kunming Medical College
2001-2006	Traditional Chinese Medicine at Univesity of Wales, Cardiff
2001-2006	Traditional Chinese Medicine Expert at ISMET
2004-2006	Qi Gong & Tai Ji Quan Instructor at Asociación CatalanA de Choy Li Fut, Tai Chi Chuan y Qi Gong
2006-2010	3b Chinese course
1993-1995	Human & Social Sciences at Université Blaise Pascal (Clermont-II)-Clermont-Ferrand

Personal Data	
Name	Albert
Surname	Rami Romeu
Mail	Info@ramiremeis.cat
Phone	973237513
Address	C/Madalena 31 Lleida
Web	www.ramiremeis.cat



Jobs	
	Naturopath and Herbalist. Large experience on natural and holistic therapies.

Personal Data	
Name	Lina
Surname	Sevillano Fuertes
Mail	museu@trementinaires.org
Phone	973 370 030
Address	Plaça Serra del Cadí nº1, 25717 Tuixent
Web	www.trementinaires.org



Jobs	
Since 1999	Town Council Administrator. Guide, instructor and receptionist at RITSA (Recursos Iniciatives Tuixent S.A)

Studies	
1980-84	Administrative studies. Job training administrator.

Personal Data	
Name	Sílvia
Surname	Sánchez Oliveras
Mail	Info@biomaresme.com
Phone	+34 937 910 928 +34 636 689 480
Address	08394 Sant Vicenç de Montalt
Web	www.biomaresme.com



Jobs	
	Environmental science teaching activities at BioMaresme

Studies	
	Biologist

Personal Data	
Name	Josep
Surname	Pamies
Mail	agropauenaccio@yahoo.es info@dolcarevolucio.cat
Phone	+34 973 451 522
Address	Partida Primera Marrada s/n 25600 Balaguer (Lleida)
Web	http://www.pamieshorticoles.com/index.php www.pamieshorticoles.com



Jobs	
	Vegetables producer at "Pámies Horticoles S.L" with a large history on this world.

Personal Data	
Name	Manuel
Surname	Llabres Laguarda
Phone	620 837 497
Address	Avinguda Prat de la Riba s/n 08780 Pallejà (Barcelona)
Web	www.plameca.com



Jobs	
Since 2001	Technical Manager at Plameca
1992-2001	Technical Manager & Purchase Manager at Roig-Farma
1986-1989	Technical Director at Indukern S.A.

Studies	
1993-1994	Management Development Program (PDD)
1977-1982	Doctor of Pharmacy – Plants physiology specialized

Personal Data	
Name	Pere
Surname	Rodenas
Mail	info@integralcentremedic.com
Phone	682 092 708 93 467 74 20
Address	C/ Diputació,321 1r 1a 08009 Barcelona
Web	www.integralcentremedic.com



Jobs	
	Integrative Medicine Doctor
	President of the Barcelona Naturist Doctors

Studies	
	Doctor of Medicine

Appendix V. Shooting plan.

APRIL 2104

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
		- Professor Roser Vila's Interview. - Laboratory and herbs and images.	-Technical ManagerManu Llabrés Interview. -Also shooting Plameca laboratory images.			
7	8	9	10	11	12	13
-Professor Thomas Richard's Interview. - Chinese Remedy preparation	- Laboratory images CANCELLED	-Naturist DoctorPere Rodenas Interview				
14	15	16	17	18	19	20
	09:30 - Agriculturist Josep Pàmies Interview. - Visit on his Green house.	-Museum Director Lina Sevillano's Interview. -Museum shots.		09:00 - Biologist Silvia Sanchez Interview - Also plants shots.		
21	22	23	24	25	26	27
	.	- More Plameca Laboratories Shots	- Naturist & Herbalist Albert Rami's Interview.	-Professor Roser Vila's Interview. REPEATING	-Barcelona's movement shots.	
28	29	30	31			

MAY 2014

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
		Pharmacy Historian & Professor Anna Maria Carmona i Cornet's Interview. - Pharma Museum Shots		Grandmother's Interview and remedy shots.	Grandmother's daily tasks shots.	

