Welcome to
EUROPA DISTRIBUTION

Europa Distribution at the
Sofia International Film Festival / Sofia Meetings

Distribution Workshop: Experimenting with windows: can vod and theatrical distribution both benefit each other?
March 15-16 at the Best Western Thrace Hotel

Visit us at
www.EUROPA-DISTRIBUTION.ORG

ADELINE MONZIER
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Supported by the MEDIA Programme of the European Union.
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PRACTICAL INFORMATION

You will find maps indicating the various locations on page 6 & 7.

- **Arrival**
  A chauffeur of the festival will pick you up at the airport to drive you to your hotel.

  Should you have any problem upon arrival, please contact
  Stephane Kalev: +359 88 775 89 06
  stephane.kalev@lvt.fr

- **Accommodation**
  BEST WESTERN THRACE HOTEL
  30 Solunska Str., 1000 Sofia, Bulgaria
  Tel : (+359 2) 801 79 30
  http://thraciahotel.com/en

- **Meals**
  The meals will be taken in restaurants selected by the Sofia Film Festival.
  Please refer to the general programme for day-by-day information.

  POD LIPITE Restaurant
  1 Elin Pelin Str.
  +359 2 866 50 53

  GRAND HOTEL SOFIA
  TRIADITZA HALL 1, TRIADITZA 2, TERRACE, 1ST FLOOR

  FESTIVAL CENTER MATTI’D
  NATIONAL PALACE OF CULTURE
  1, Bulgaria Sq.

  CENTRAL ARMY CLUB
  7 Tsar Osvoboditel Blvd.

- **Parties**

  CENTRAL ARMY Club – 7, Tsar Osvoboditel Blvd.

  MAZE Club – 1, Hristo Belchev Str.

  FABRICA 126 – 126, Maria Louisa Blvd.

- **Workshop and festival locations**
  For more detailed information, please refer to the welcome package of the festival.
CONFERENCES:

ED workshop Venue:
HOTEL BEST WESTERN THRACE
30 Solunska Str.

INDUSTRY SCREENINGS:

NATFA CINEMA (NATIONAL ACADEMY OF THEATRE & FILM ARTS)
108a Rakovsky Street.

CINEMA HALLS

HALL 1 – National Palace of Culture – 1, Bulgaria Sq.
LUMIERE Cinema – National Palace of Culture – 1, Bulgaria Sq.
CINEMA HOUSE (Dom na Kinoto) – 37, Ekzarh Yossif Str.
CINEMA CITY – Mall of Sofia, 101, Alexander Stamboliiski Blvd.
EURO Cinema – 17, Al. Stambolijski Blvd.
RED HOUSE – 15, Ljuben Karavelov Str.
GOETHE INSTITUT – 1, Budapesta Str.
Natfa– 108A, Rakovski Str.

- Your Contacts

For logistical matters, please contact:
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For questions related to the general organization of the festival, please contact:
Mira: +359 887 262 429

For questions related to the ED workshop, please contact:
Adeline: +33 6 07657040

- Useful General information

1. You cannot pay with EURO or any other currency different by Bulgarian Lev – BGN (at least not officially. It is strongly recommended not agreeing to pay unofficially”).

The official rate is 1.956 BGN for 1 EURO.

You can pay with Credit Card in almost every big store or restaurant or club, but this is not “By default”, so please ask first. The most common are Visa and MasterCard, also Maestro Debit Cards are accepted. Please note that Am Ex and Diners Club are quite unpopular in Bulgaria.
2. Please DO NOT exchange more than 10-15 euro at the airport. The exchange rate is devastating. **It is strongly recommended to exchange your money in bank offices only.**

3. FYI, if you want to move around on your own, please consider the following: **There is a Festival taxi company: YELLOW TAXI 91119 – Tel: +359 2 91119**

The Taxi from the airport to the city center should not cost more than 10-15 BNG (5-8 Euro). If it is rush-hour – up to 20 BGN (10 Euro).

**Every taxi in Bulgaria is yellow. There are a lot of fake taxi cars, so please look carefully about the rates** – every car must have on the front window (bottom left) a sign with the rates. The usual rate is 0.70-0.90 BGN per kilometer for during the day and the start up rate is between 0.5 to 1.5 BGN.

Some of the fake cars have a normal per km rate, but the start up may be 10 or even 20 Euro. The official cars are in front of the west entrance to the arrivals hall. It is simple – the hall is quite small and you should take the right exit after exiting the baggage claim hall.

4. Most of the policeman/policewoman does not speak other language that Bulgarian. The same is with the people above 50 years old. If you need help – better ask someone 20-45.

**MAP 1**

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Below line: see Map 2
EUROPA DISTRIBUTION WORKSHOP PROGRAMME
Experimenting with windows: can VOD and theatrical distribution both benefit each other?

Accommodation: Best Western Thrace Hotel - 30 Solunskva Str., 1000 Sofia
Conference Center: Best Western Thrace Hotel
Sofia Meetings: Grand Hotel Sofia
Industry Screenings: NATFA Cinema

Thursday 15 March

SCREENINGS

8:30pm: Sofia Meetings Opening Dinner hosted by Robert Bosch Stiftung Location: POD LIPITE Restaurant

10:30pm: AFTER PARTY: TZVETANKA hosted by AGITPROP, recommended dress-code: bring a flower - Location: MAZE Club

Friday 15 March

10am-12:30pm: Sofia Meetings

1-2:30pm: Lunch at GRAND HOTEL SOFIA

2:30-6:00pm: ED Workshop

2:30-3:30pm : General Overview
  - Sarah Calderon – The Film Agency – Spain : General Overview & Moderation
  - Lucie Girre – ARP – France : The Tide Experiment

Coffee Break

3:45-5:00pm: Case Studies on recent experimentations
  - Jonathon Perchal – Artificial Eye – UK : Business model & Case studies
  - Radka Urbancová – Aerofilms – Czech Rep : Case Study on the release of Waste, City and Death

Coffee Break

5:15-6pm: Feedback from theatres
  - Madeleine Probst – Watershed – UK
  - Henk Camping – Netherlands – member of Europa Cinemas Board

8-10:30pm: DINNER at Festival Center MATTI’D (above Lumiere Cinema)

10:30pm: AFTER PARTY Hosted by The Chouchkov Brothers - Location: Fabrica 126
Saturday 16 March

9:30am-12:30pm: ED Workshop

9:30-10:30: Round tables
Round Table 1: Experimenting with exhibitors: what business models? Moderated by Madeleine Probst.
Round Table 2: Day and Date strategies & transversal marketing. Moderated by Sarah Calderon

Coffee Break

10:45-11:15: Results of round tables sharing

11:15-12:00: Closing Session: Sarah Calderón – The Film Agency – Spain: Challenges & Possible solutions for a peaceful day-and-date

1-2:30pm: Lunch at GRAND HOTEL SOFIA

2-5pm: Sofia Meetings (Works in Progress) or Departures

8:30pm: Closing DINNER at CENTRAL ARMY CLUB

10pm: CLOSING PARTY of 10th Sofia Meetings and 17th SOFIA IFF featuring the Festival Band plus Friends - Location: CENTRAL ARMY CLUB

Sunday 17 March

Departures
Moderator of the ED workshop

Sarah Calderon, The Film Agency, Spain

Sarah Calderón is the director of the The Film Agency, a newly launched marketing consultancy specializing in the film industry. Sarah has a major in advertising at the PUJ of Bogotá and a Masters degree in Multicultural Communication at the CELSA, Sorbonne IV in Paris. She has more than ten years of work experience in the audiovisual sector. In its first 12 months, the agency has achieved 25 clients in 15 countries, including: Attentional-Headway (UK France), Avalon Productions (Spain), Biennale di Venezia (Italy), Backup Films (France), Black Sheep Productions (Ireland), Cannes - Marché du Film (France), Entre Chien et Loup (Belgium), Europa Distribution (France), Juliette Films (Luxembourg), Locarno Film Festival (Switzerland), Morena Films (Spain), Neueroad Movies - Wim Wenders (Germany), Petit Film (France), RSA - Ridley Scott (UK), Under the Milky Way (France), and Zadig Productions (France). In parallel to running The Film Agency, Sarah makes part of The TIDE Experiment's coordination team and works as marketing tutor and consultant for European Audiovisual Entrepreneurs (EAVE), the MEDIA Programme and several MEDIA Desks.

Speakers

Lucie Girre – ARP – France

In 2009, after having worked at the Marché du Film-Festival de Cannes for 3 years, Lucie Girre joined the French Association of art-house cinemas (AFCAE) where she was in charge of the communication and the promotion of independent films with the French art-house cinema network. Since January 2013, she is the Coordinator of the Tide Experiment, one of the three projects selected by the European Commission after its call for proposals: Preparatory action ‘Circulation of films in the digital era’. The main aim of the Tide Experiment is to release 4 films on day-and-date in about 5 EU countries and within 3 months, by testing new distribution models, mutualization of marketing strategies and tools and the complementarity between VoD and theatrical exploitations.

Jonathon Perchal, Artificial Eye, UK

Jonathon did a double honours undergraduate degree in political science and economics. He then studied law at Osgoode Hall Law School and McGill University in Canada and completed his masters of law at the London School of Economics and Political Science. He has also completed a diploma course in media studies specializing in cinema and a diploma course in film journalism. He is also a fully qualifies Shiatsu Therapist.

Jonathon has worked in the film industry for over 20 years in a variety of roles (mostly in acquisitions and business affairs), in distribution, sales and production. He has worked in the United States, in Canada, Australia and in the UK. His first film job in the UK was PolyGram Filmed Ent. Since then he has worked for Universal Pictures, Momentum, Icon, Content and now Artificial Eye. He was also executive producer on a number of films, including Mr Wright.
Radka Urbancová, Aerofilms, Czech Republic

Studied journalism and Czech philology at Palacky University in Olomouc, Czech Republic. After graduation Radka worked as freelance online marketing specialist and book editor for three years. Simultaneously she started to work as PR specialist for Czech music bands. She has been working in Aerofilms film distribution company as PR and marketing specialist since 2012.

Madeleine Probst, Watershed, UK

Madeleine Probst is Programme Developer at Watershed in Bristol, UK, a cross-artform venue and producer, sharing, developing and showcasing exemplary cultural ideas and talent. Opened in 1982 as the UK's first media centre, Watershed has developed an excellent reputation for bringing the best in world cinema to Bristol, attracting annual audiences of over 120,000. It is also a leading exponent and commissioner of online creativity through its website watershed.co.uk/dshed.net exhibiting short film, animation, debate, projects, podcasts and artists commissions to a worldwide audience. FFI: visit: watershed.co.uk / twitter.com/wshed.

She and the Programme team work collaboratively with a whole range of partner organisations, festivals and creatives to develop Watershed’s cultural and engagement programme. For the past four years, she has facilitated Europa Cinemas' Young Audience Workshops (europa-cinemas.org), as part of the Il Cinema Ritrovato festival, Cineteca Di Bologna, Italy led by Professor Ian Christie (Europa Cinemas President.) She also works as a European consultant for Encounters International Film Festival (encounters-festival.org.uk) and manages DepicT! - 90 sec short film competition (depict.org) as well as overseeing a portfolio of young people’s engagement initiatives including the Electric December (electricdecember.org) and Fresh Flix (freshflix.org.uk) Prior to this, she worked for Vital Distribution, the leading UK provider of sales, marketing and distribution services to over 75 independent music labels (vitaluk.com)

Henk Camping, Netherlands, member of the Europa Cinemas Board

Henk Camping. 63 years old. Generaal manager of Filmtheatre ’t Hoogt in Utrecht, The Netherlands since 1980. Retired since two months. Founder of Netherlands Film Festival in Utrecht, founder of The Holland Animation Film Festival in Utrecht, member of the board of directors of Film International Distribution, founder of Europa Cinemas.
# LIST OF PARTICIPANTS

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WORKS IN PROGRESS (March 16)

Saturday, March 16th

Location:  NATFA / NATFIZ

12.50   BREAD AND CIRCUSES by Jackie Stoev, Bulgaria, Documentary, 15’ (doc)
13.05   DAYDREAMERS by Yavor Vesselinov, Bulgaria, 31’
14.45   WELCOME HOME by Angelina Nikonova, Russia, 2013, 10’
14.55   THE JUDGEMENT by Stephan Komandarev, Bulgaria-Germany-Macedonia- Croatia, 2013, 15’
15.15   VIKTORIA by Maya Vitkova, Bulgaria, 2013, 24’
15.45   THE FILE PETROV by George Balabanov, Bulgaria, 2013, 30’
16.15   THE LAST BLACK SEA PIRATES by Svetoslav Stoyanov and Vanya Rainova, Bulgaria, 2013, 72’ (doc)

BALKAN SCREENINGS SCHEDULE (March 15 & 18)

You will find the complete schedule in the documentation provided by the festival.

Thursday, March 14th

CLOSED SCREENINGS

Location:  NATFA / NATFIZ

10.00   JIGSAW PUZZLE by Ivo Staykov, Bulgaria, 2012, 100’
11.50   PISTOL, BRIEFCASE AND THREE STINKING BARRELS by Georgi Kostov, Bulgaria, 2012, 97’
15.00   JULY by Kiril Stankov, Bulgaria, 2012, 91’

PUBLIC SCREENINGS

Location:  CINEMA HOUSE

14.00   A MONTH IN THAILAND by Paul Negoescu, Romania, 2012, 84’
18.00   Robert Bosch Stiftung Film Prize Winners
         PANIHIDA by Ana-Felicia Scutelnicu, Moldova-Germany, 2012, 61’
LITTLE RED PAPER SHIP by Alexandra Zareba, Poland-Germany, 2013, 13’ (animation) (World Premiere)

**Location: LUMIERE CINEMA**

14.00  PRACTICAL GUIDE TO BELGRADE WITH CRYING AND SINGING by Bojan Vuletic, Serbia-Germany-France-Hungary-Croatia, 2011, 87’

16.00  JIGSAW PUZZLE by Ivo Staykov, Bulgaria, 2012, 100’

18.30  Silenced: GeOrgi Markov & the Umbrella Murder by Klaus Dexel, Germany-Bulgaria, 2013, 90’ (doc)

20.30  CIRCLES by Srdan Golubovic, Serbia-Germany-France-Croatia-Slovenia, 2013, 112’

**Location: EURO CINEMA**

18.30  EVERYBODY IN OUR FAMILY by Radu Jude, Romania, 2012, 107’

20.45  CYCLE by Dervis Zaim, Turkey, 2012, 75’

**Location: CINEMA CITY**

21.10  AN EPISODE IN THE LIFE OF AN IRON PICKER by Danis Tanovic, Bosnia and Herzegovina, 2013, 75’

**Location: RED HOUSE**

18.30  TZVETANKA by Youlian Tabakov, Sweden-Bulgaria, 2012, 66’ (doc)

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**Friday, March 15th**

**CLOSED SCREENINGS**

**Location: NATFA / NATFIZ**

10.30  SEARCHING FOR SPISAREVSKI by Adela Peeva, Bulgaria, 75’ (doc)

11.45  SOUL FOOD by Tonisav Hristiov, Bulgaria, 2013, 71’ (doc) (work in progress)

**PUBLIC SCREENINGS**

**Location: LUMIERE CINEMA**

11.00  Silenced: GeOrgi Markov & the Umbrella Murder by Klaus Dexel, Germany-Bulgaria, 2013 (doc)

18.30  ALIENATION by Milko Lazarov, Bulgaria, 2013, 99’
20.30   AN EPISODE IN THE LIFE OF AN IRON PICKER by Danis Tanovic, Bosnia and Herzegovina, 2013, 75’

**Location: EURO CINEMA**

19.00   KRIVINA by Igor Drijaca, Canada-Bosnia and Herzegovina, 2012, 67’