

# SCOPE 50

## PRESS RELEASE SCOPE50

### **Scope50 winners picked up by the audience in all countries!**

Scope50\*, a new project developed by GUTEK FILM (Poland) and FESTIVAL SCOPE (France), has just announced the winning films from its partnered territories. Scope50 is in collaboration with AERO FILMS (Czech Republic), STADTKINO (Austria), SODA PICTURES (UK) and CINEFIL CO (Hungary) and supported by EU Creative Europe Audience Development.

And...each country's audience has elected a different winner! THE REUNION fared well in the UK, whilst MAGICAL GIRL came top in Poland, LI'L QUINQUIN in Austria, BLIND in Czech Republic and finally OUT OF NATURE turned more than a few heads in Hungary.

In some cases the distributors were surprised by the results... In some cases, it led to great collateral effects as the distributor ended up buying two films: the winner as voted by the audience and the favourite film of its distribution team! It's the lucky example of PARTY GIRL, which will be distributed in Poland by GUTEK FILM ahead of the release of MAGICAL GIRL.

After screening the films for a month, viewers are fully engaged in discussing and influencing marketing campaign – trailers, loglines and bold original initiatives. Many of them offered they will act as “film ambassadors”, cooperate with local media and introduce the winning film to general public at preview screenings. Graphic designers among the audience are working on poster designs, which will be submitted to the producers, while bloggers will have an opportunity to conduct interviews with directors.

The releases are planned in the coming month of June.

\*Scope50 is meant to rethink the acquisition and the release processes for independent European films and stimulate the audience. In each country, 50 active film lovers were chosen to build the Scope50 community, watch 10 carefully selected films and vote in each country for the best one, which will be released.