

EUROPA DISTRIBUTION

WORKSHOP AT IDFA
21st – 23rd November 2021

CASE STUDIES ON DOCUMENTARY RELEASES



With the support of the MEDIA Programme of the European Union

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European Union



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Europe
MEDIA

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PROGRAMME

Europa Distribution has organised this programme in partnership with IDFA. We kindly ask you to participate in all the *Europa Distribution* and *IDFA Activities*.

SUNDAY NOVEMBER 21

ARRIVALS

10.00 – 19.00 **Press & Industry Screenings**
See programme on the [IDFA website](#)

15.00 – 16.30 **IDFA TALK: Innovation in (online) distribution - revisited**
Venue: Rode Zaal, Brakke Grond building, Nes 45

This panel, organised by IDFA, will draw on the past year's lessons and concentrate on the effects online screenings have had on traditional forms of theatrical releases, filmmaking and distribution, to identify positive and negative outcomes.

SPEAKERS: **Anke van Diejen** (Picl, NL) and **Elissa Federoff** (NEON, USA)
MODERATOR: **Wendy Bernfeld** (Rights Stuff, NL)

17.00 – 18.00 **Docs for Sale Happy Hour**
Venue: Arti et Amicitiae, Rokin 112

18.00 – 19.30 **Guests Meet Guests: Networking cocktail**
Venue: Zuiderkerk, Zuiderkerkhof 72

21:00 – 22.30 **IDFA Market Drinks**
Venue: [Zuiderkerk](#), Zuiderkerkhof 72

MONDAY NOVEMBER 22

9.00 – 13.00 **EUROPA DISTRIBUTION CLOSED WORKSHOP**
Venue: Grote Zaal, Brakke Grond building, Flemish Cultural Centre de Brakke Grond, Nes 45

Ice – Breaker

Each participant will present her/his pair to the group

Case studies on releases

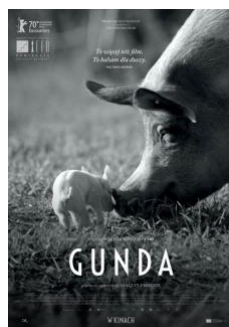
GUNDA by VICTOR KOSSAKOVKY

SPEAKERS:

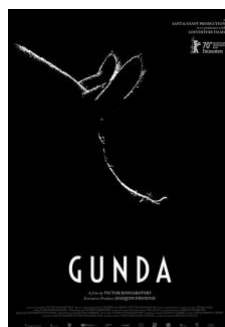
Jakub Duszynski, Gutek Film (PL)

Hana Kijonka, Aerofilms (CZ)

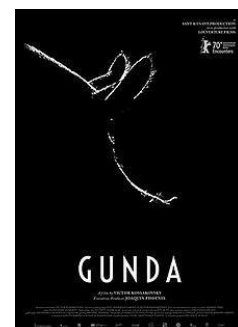
Fredrik Scholze, Arthaus (NO)



Gunda (Gutek Film)



Gunda (Aerofilms)



Gunda (Arthaus)

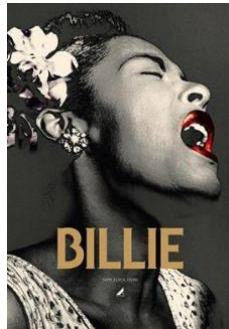
BILLIE by James Erskine

SPEAKERS:

Kim Foss, Camera Film (DK)

Mirva Huusko, Nonstop Entertainment (SE)

Mika Siltala, Cinema Mondo (FI)



Billie (Camera Film)



Billie (Nonstop Ent.)



Billie (Cinema Mondo)

I AM GRETA by Nathan Grossman

SPEAKER:

Christina Hub, Filmcoopi (CH)



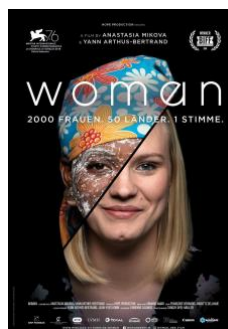
I Am Greta (Filmcoopi)

WOMAN by Anastasia Mikova, Yann Arthus-Bertrand

SPEAKER:

Lara Meyer, mindjazz pictures (DE)

Huub Roelvink, Cherry Pickers (Benelux)



Woman (mindjazz pictures)

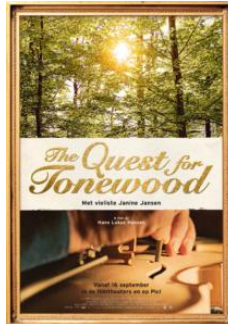


Woman (Cherry Pickers)

THE QUEST FOR TONEWOOD by Hans Lukas Hansen

SPEAKER:

Safirah Dijkstra, Cinema Delicatessen (NL)



The Quest for Tonewood (Cinema Delicatessen)

- 14.45 – 16.30 IDFA FORUM: Rough Cuts Screenings**
Venue: Pathé Tuschinski, room 4, Reguliersbreestraat 26
- 17.00 – 18.00 DOCS FOR SALE HAPPY HOUR**
Venue: Arti & Amicitiae, Rokin 112
- 18.00 – 19.30 GUESTS MEET GUESTS: NETWORKING COCKTAIL**
Venue: Zuiderkerk, Zuiderkerkhof 72
- 19.30 EUROPA DISTRIBUTION DINNER**
Venue: Hemelse Modder, Oude Waal 11

TUESDAY NOVEMBER 26

- 9.00 – 13.00 IDFA FORUM – ROUND TABLES PITCHES**
Venue: Compagnie Grote Zaal, Kloveniersburgwal 50
See programme on [IDFA website](#)
- 17.00 – 18.00 DOCS FOR SALE HAPPY HOUR**
Venue: Arti & Amicitiae, Rokin 112
- 18.00 – 19.30 GUESTS MEET GUESTS: NETWORKING COCKTAIL**
Venue: Zuiderkerk, Zuiderkerkhof 72

DEPARTURES (Unless you booked an extra night at your own expenses)

USEFUL INFORMATION

COVID MEASURES TO ENTER IN THE NETHERLANDS & IDFA

It is mandatory for everybody to present a valid Covid-19 Certificate (either proof of vaccination or negative test result) for entering the Netherlands from abroad and for entering all IDFA locations.

For more information relative to the measures applied in the Netherlands, please check the updates on [website of the Dutch Government](#) and [IDFA's Covid-19 info page](#).

ACCOMMODATION

Unless notified otherwise by the festival, you will be accommodated at:



Volkshotel

Wibautstraat 150, 1091GR Amsterdam

Phone: +31 20 261 2100

TRANSPORTATION

TO REACH AMSTERDAM/YOUR HOTEL

FROM SCHIPHOL AIRPORT TO AMSTERDAM CENTRAL STATION

- TAXIS

Approximately 65€. Don't take a ride offered to you by taxi drivers at the gate or in the airport building, but go to the official taxi stand outside the airport.

- UBER

Approximately 35€.

- PUBLIC TRANSPORT

Definitely the best option!

Price of a one-way train ticket from Schiphol to Amsterdam Central Station: 5,50€. Departures 8 times an hour for a duration of 15 minutes. You can buy your train ticket at the yellow ticket machines located in the hallway of Schiphol. Please note that it's not possible to buy your ticket in the train. If you travel without a valid ticket you might get a fine of 50€.

FROM AMSTERDAM CENTRAL STATION TO YOUR HOTEL

You can take the metro line 51,53,54 and get off at metro station **Wibautstraat**. Then walk for 1 minute.

TO GET AROUND IN AMSTERDAM

- PUBLIC TRANSPORT

The closest public transport stops to the Industry Hub (Flemish Cultural Centre at Brakke Grond) is **Rokin** (metro line 52, trams 4, 14, 24). From there all primary screening locations, industry venues are within walking distance.

Trams and metros operate until approximately 12:30 a.m. Night busses operate all night long.

To reach the IDFA district, you can take the **metro lines 51, 53 and 54** from the **Wibautstraat** station (next to the Volkshotel) and stop at the **Nieuwmarkt** metro station. The ride takes approximately 5 minutes. From there, industry venues are at walking distance.

An **OV-Chip Card** is necessary to use all public transport in the Netherlands. There are several options: a disposable card for the train, a disposable card for the local bus/ tram/metro and a reusable travel

card which you can use for all kinds of transport throughout the whole country. For more information on this matter, please visit this website. (<https://www.ov-chipkaart.nl/home-1.htm> - /)

You can purchase an anonymous card at all train stations, subway stations, as well as many tobacco shops and supermarkets.

More information about Amsterdam public transportation system on <https://en.gvb.nl/>

- TAXIS

There are numerous taxi stands throughout the city. You can also hail a taxi in the street, though this is not common practice. To order a taxi by phone, call the following general number: +31 20 7777777.

Alternatively, you can use Taxi Electric, a cab service in Amsterdam with full electric vehicles only. To book a ride download the app (App Store / Google Play), visit www.taxielectric.nl or contact +31 88 100 4444.

- MACBIKE

The two stores nearest to IDFA are: Amsterdam Central Station (De Ruijterkade 34B) & Waterlooplein (Waterlooplein 289), but there are three other stores downtown as well.

Opening hours: Daily from 9:00 to 18:00. More information on www.macbike.nl

A lot of hotels, like Volkshotel, also have bikes to rent.

GENERAL INFORMATION

ACCREDITATION

You should collect your **Festival Pass** and your **Docs for Sale Acquisition Pass** from the Guest desk, located at Brakke Grond (Nes 45). Open from 9.00 to 21.00.

Don't forget to bring your ID with you!

There you can also obtain tickets and get general information about the festival.

With your 2 passes, you will get access to:

- Up to 20 complimentary tickets for regular IDFA screenings and events;
- all industry screenings: please reserve your free ticket one day before the screening;
- the industry program and services of the Industry Office;
- the daily Guests Meet Guests drinks;
- company profiles, strand profiles, biographies and contact information of accredited guests through IDFA online guest list.
- the Docs for Sale lobby;
- the daily Docs for Sale Happy Hour;

INDUSTRY DESK

For any questions regarding IDFA's programme for professionals you can go the Industry Desk (Flemish Cultural Centre at Brakke Grond, Nes 45) Open November 15-21, 9:30-17:00.

CONTACTS ON-SITE

FOR QUESTIONS RELATED TO THE FESTIVAL (GENERAL MATTERS, LOGISTICS)

IDFA Office +31 206 273 329 / info@idfa.nl

FOR QUESTIONS RELATED TO THE ED WORKSHOP

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WHO'S WHO

SPEAKERS



Safirah Dijkstra
PR & Marketing Manager, Cinema Delicatessen (NL)

Safirah Dijkstra has been working at Cinema Delicatessen as Manager Marketing & PR for two years. Cinema Delicatessen is a distributor of documentaries for the Dutch cinema market, with a focus on high artistic value and quality production. Previously, she worked as Marketing & PR Coordinator at distribution company Amstelfilm. Safirah graduated from BA in Media Studies at Utrecht University and MA in Arts and Politics at University of Amsterdam



Jakub Duszynski
Head of Acquisitions, Gutek Film (PL)

Jakub Duszynski is a film distributor, festival programmer. For the past 20 years, he's been head of acquisitions and the artistic director for Gutek Film, Poland's leading art house company. He also acted for many years as program director of Poland's major film festival New Horizons as well as film expert and tutor at numerous international film trainings.



Kim Foss
Managing Director, Camera Film (DK)

Kim started his career in the music business, running and curating independent film clubs and working as a freelance journalist. He was hired to run and curate the newly established NatFilm Festival in 1993. He stayed with the event, turning it into the largest film festival in Denmark, for 13 years, simultaneously serving as critic and film journalist for the daily newspapers Det Fri Aktuelt and Jyllands-Posten. He co-founded the sister festival CPH:DOX in 2003.

In 2006 he was hired as the managing director of the arthouse cinema Grand Teatret in Copenhagen as well as the company's distribution arm, Camera Film. In 2006 he received an honorary Bodil Award from the Danish Film Critics Association. In 2010 he was named Chevalier de l'Ordre des Arts et des Lettres by the French Minister of Culture.



Christina Hug
Communication & Marketing, Filmcoopi (CH)

Christina Hug is Marketing und PR Manager at Filmcoopi Zürich. During her studies and as a local councilor for the Green Party in Zurich, she worked mainly for political campaigns before joining Filmcoopi. Founded in 1972, Filmcoopi is one of the most influential distribution companies of the independent sector in Switzerland. As a distributor of internationally acclaimed arthouse films of all genres, it has established close relations with various directors such as Theo Angelopoulos, Jim Jarmusch, Aki Kaurismäki, François Ozon and Wong Kar-wai. The company releases about 30 films each year. Among the most important recent documentaries are *Pina*, *Amy*, *Flee*.



Mirva Huusko
Sales Executive, Nonstop Entertainment (SE)

Mirva Huusko works as sales executive at NonStop Entertainment, a Stockholm based film distribution company of upmarket arthouse films, award-winning documentaries, and timeless classics. At Nonstop Mirva oversees TV sales and digital distribution. Nonstop Entertainments recent releases include *The Father*, *Pig*, *Billie*, *The Dissident*, *Palm Springs*, and upcoming *Benedetta*, *Cow*, *Jane par Charlotte* and *Mass*. Mirva holds an International Master of Arts degree and Bachelor of Arts degree from the department of cinema studies at Stockholm University and has worked with Nonstop since 2013.



Hana Kijonka
Marketing, Aerofilms (CZ)

Hana Kijonka is PR & Marketing Specialist at Aerofilms, the leading arthouse film distribution company in the Czech Republic, based in Prague. She is responsible for marketing campaigns for selected films, printed and digital materials, online campaigns and promotion of the Aerofilm's own VOD platform Aerovod. She has an experience in social media managing and marketing production at Moravian Gallery. She studied Aesthetic, Art History and Film Studies at Masaryk University in Brno.



Lara Meyer,
Project Manager Marketing, mindjazz pictures (DE)

Since 2016, Lara Meyer has been working as a marketing professional with a focus on the distribution of arthouse documentaries. Based on a strong desire to generate discourse by using film as a tool to proactively shape the challenges facing society today, she worked for the film distributor mindjazz pictures and later founded the film communications agency, Kern des Ganzen, together with her colleagues Elisa May and Laura Thomsen. Still working closely with mindjazz pictures we are crafting impact marketing campaigns for documentaries with the intention to drive transformation and to engage with some of the most pressing issues of our time: sustainability and the fight against climate change, diversity, female empowerment and digitalization, to name a few.



Huub Roelvink

Founder & Managing Director, Cherry Pickers (Benelux)

Huub Roelvink is the owner and Managing Director of Cherry Pickers Filmdistributie, a Benelux distribution company that has released titles like *Lady Macbeth*, *The Rider*, *Sweet Country*, *The Nile Hilton Incident* and *Wildlife*, and documentaries such as *Chavela*, *La Chana* and *Oasis: Supersonic*. Before founding the company in 2016 he was the Managing Director of Imagine Filmdistributie and the founder of Cinema Delicatessen, a distributor specialised in documentaries. He also has a wide experience in cinema programming and exploitation, starting his career as a student in Kriterion cinema in Amsterdam, and subsequently programming various art houses and being Managing Director of LUX cinema. Huub holds a Masters in Social Anthropology from the University of Amsterdam.



Mika Siltala

CEO & Head of Acquisitions, Cinemamondo (FI)

Mika lives in Helsinki and has a background in journalism, scuba-diving and kayaking. He is a founding member of a major indie book publisher Like Ltd, focusing on books on cinema, editing and translating several of them from Oshima Nagisa to Ed Wood. In the late 80's, he founded the Love & Anarchy film fest, now better known as Helsinki Film Festival – Love & Anarchy, which is by far the biggest cinema event in Finland, including the market Finnish Film Affair (FFA).

In 1990, he co-founded Cinema Mondo Ltd, a distribution company and exhibitor focusing on world cinema and Japanese animation (Studio Ghibli films). Mika is a Board member of the Finish Distributor's Association.



Fredrik Scholze

Digital Media & Promotion Manager, Arthaus (NO)

Fredrik has a bachelor's degree in Creative Industries Management – specialized in film and networking amongst producers – and a year of Media Sciences. Going into his 7th year at Arthaus, he is directly involved in both the acquisitions team and every step of the communication concerning the theatrical releases. He specializes in digital marketing (paid social media, third party sites, co-operations) and designs much of the promotional materials in-house – anything from poster artworks and merch, to video edits and web banners.

DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAME)



Naomi DENAMUR
Ad Vitam – FR
naomi@advitamdistribution.com



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daniel@newcinema.co.il



Jonas PEDERSEN HARDEBRANT
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Menno PETERS
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Wallie POLLÉ
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ABOUT EUROPA DISTRIBUTION

Europa Distribution is the association of independent film distributors. With **about 115 leading independent distributors representing 30 countries in Europe and beyond**, it serves as the **voice of the sector**, and acts as a **network** and a **think tank**.

Since 2006, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experience. Through dedicated brainstorming and training sessions, open panels, informal gatherings, the Association's aim is to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.

Isabel Coixet is the President of Honour of the Association. The Board of Administration, chaired by **Kim Foss (Camera Film / Denmark)** and **Stefano Massenzi (Lucky Red, Italy)** is composed of 11 independent European distributors, representative of all members in terms of nationality, type of structure and cultural diversity. The list of current members is available on our website: <http://www.europa-distribution.org>



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[@EurDist](#)

let's
TALK

With the support of the MEDIA Programme of the European Union