

# EUROPA DISTRIBUTION

## WORKSHOP IN SAN SEBASTIAN

***Adapt and Thrive:  
How the ideas developed during the  
Covid Crisis can drive a new era for  
film publishing and distribution***

**19-23 September 2021**



**SSIFF**

Donostia Zinemaldia  
Festival de San Sebastián  
International Film Festival

*With the support of the MEDIA Programme of the European Union*

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Creative  
Europe  
MEDIA

*How the ideas developed during the Covid Crisis can drive a new era for film publishing and distribution*  
San Sebastian - September 19-23 2021

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## PROGRAMME

*Europa Distribution has organised this programme in partnership with the San Sebastian Film Festival. We kindly ask you to participate in all the Europa Distribution and Festival Activities (WIP Latam, WIP Europa, the Europe-Latin America Co-production Forum, screenings, meetings and networking events).*

### SUNDAY SEPTEMBER 19

#### ARRIVAL & FESTIVAL ACTIVITIES

### MONDAY SEPTEMBER 20

**8.45-10.00** **EUROPA DISTRIBUTION ICE-BREAKER**  
Venue: San Telmo Museum, Function Hall

**10.30-12.00** **EUROPA DISTRIBUTION PUBLIC PANEL**  
Venue: San Telmo Museum, Function Hall

### ***Adapt and thrive: How the ideas developed during the Covid Crisis can drive a new era for film publishing and distribution***

*All over Europe, both citizens and industry are emerging from a turbulent 18 months, that have shaken social and cultural life, consumer habits and business practices. Some new patterns of consumption and business practice were a direct response to the Covid crisis and lockdowns and may largely return to pre-pandemic norms. But in other cases, the crisis opened up new opportunities for innovations that can and should remain. Speaking of a new normal is maybe too much of an assertion, but there are no doubts that audience behaviour has evolved and that flexibility and adaptation will be key words in the evolution of the film industry.*

*When it comes to European film publishers and distributors, such concepts are well established with a constant need to adapt to new market demand, new technologies and a changing business environment since the start of the film distribution business around 125 years ago. During this crisis, independent publishers and distributors showed more flexibility than ever, changing release patterns and strategies and developing new collaborations in order to keep bringing stories to the screen, big or small. That experience offers a valuable guide to the next stage in building the future of independent film publishing and distribution and in how film can continue to reach and engage audiences. Join us to listen, share and learn!*

**SPEAKERS:** **ALZBETA DLOUHÁ**, AEROFILMS, CZECH REPUBLIC  
**ESTHER KOLLMANN**, CINÉART, NETHERLANDS  
**CHRISTINA PELEKANI**, FEELGOOD ENTERTAINMENT, GREECE  
**EMELIE SAMUELSSON**, TRIART, SWEDEN

**MODERATOR:** **MICHAEL GUBBINS** – JOURNALIST, UNITED KINGDOM

**12.00-14.00** **WIP Europa**  
Venue: Cines Príncipe, 9  
***Zanimizim bir Kahramani/ A hero our our time*** by Mirac Atabey (Turkey – 120')

**15.30-17.25** **WIP Latam**  
Venue: Cines Príncipe, 9  
***La piel pulpo/Octopus Skin*** by Ana Cristina Barragán (Ecuador, Greece, Mexico, Germany 115')

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- 16.00-18.00 EUROPEAN FILM FORUM**  
Venue: San Telmo Museum, Function Hall  
The forum will tackle the transformation of the European audiovisual ecosystem towards a more sustainable and digital industry
- 20.30 EUROPA DISTRIBUTION GET-TOGETHER DINNER**  
Venue: Restaurant Urepel, Paseo de Salamanca, 3, San Sebastián

**TUESDAY SEPTEMBER 21**

**9.30-11.27 WIP Europa**  
*Ya, Nina / Lucky Girl* by Marysia Nikitiuk (Ukraine, Germany – 117')

**13.00-17.00 EUROPA DISTRIBUTION CLOSED WORKSHOP – CASE STUDIES ON RECENT RELEASES (theatrical & VoD)**  
Venue: San Telmo Museum, Function Hall

*Our events are built to create a space of discussion and experience sharing with the ultimate scope of having independent European films seen. The Tuesday session will be dedicated to case studies on recent releases of European independent films by distributors from Europe's four corners.*

**CASE STUDIES**

ANOTHER ROUND: **MONICA FELEA**, BAD UNICORN, ROMANIA  
**NADEZDA MOTINA**, CAPELLA FILM, RUSSIA  
**IOANNA PANAGIOTIDOU**, ROSEBUD.21, GREECE  
**IGOR STANKOVIC**, MCF MEGACOM, SERBIA  
**NILLE STORMOEN**, ARTHAUS, NORWAY

TWO OF US: **GIANLUCA BUTTARI**, TEODORA FILM, ITALY  
**LUKASZ CHRUSCIEL**, TONGARIRO RELEASING, POLAND

ABOUT ENDLESSNESS: **KIM FOSS**, CAMERA FILM, DENMARK  
**SABINE HOFMANN**, POLYFILM, AUSTRIA

CORPUS CHRISTI: **AISTÉ RACAITYTĖ**, KINO PAVASARIS, LITHUANIA

**18.30-20.00 WIP Latam**  
*Un Varón / A Male* by Fabián Hernández (Colombia, France, Netherlands, Germany – 90')

**WEDNESDAY SEPTEMBER 22**

**FESTIVAL ACTIVITIES**

**THURSDAY SEPTEMBER 23**

**FESTIVAL ACTIVITIES & DEPARTURE**

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## USEFUL INFORMATION

### ACCOMMODATION

You should have received information on your accommodation from either Europa Distribution or the festival (unless organised yourself). If this isn't the case, then please get in touch and we'll be happy to help!

### TRANSPORTATION

#### TO REACH SAN SEBASTIAN/YOUR HOTEL

The festival has organised pick-ups for guests who gave them their arrival/departure information during their registration. Please refer to the information provided by the festival (Tel: +34 943 483 324 & +34 639 739 533)

#### TO GET AROUND IN SAN SEBASTIAN

The public transportation system (The 'dBus') will take you quickly and cheaply from one point in the city to another. Locate the routes that suit you best on the dBus website: <http://www.dbus.eus/en/> (Tel: +34 943 000 200). More info will be given to you with your festival welcome bag or by the hotel desk.

#### TAXIS:

- Taxi Vallina – Tel: +34 943 40 40 40 ([www.vallinagrupo.com](http://www.vallinagrupo.com))
- Taxi Donosti – Tel: +34 943 46 46 46 ([www.taxidonosti.com](http://www.taxidonosti.com))

### GENERAL INFORMATION

#### ACCREDITATION

You should collect your festival documentation from the accreditations desk, in the **Kursaal Centre**.

**Don't forget to bring your ID with you!**

And note you will need your accreditation to enter our panel on Monday morning!

#### APP

The App, "Festival de San Sebastian", is free of charge and is available in three languages (Basque, Spanish and English). It can be downloaded from the App Store and Google Play.

#### THE WORKSHOP ON TWITTER

@EurDist	#LetsTalk
@sansebastianfes	#69SSIFF

### CHILDCARE SERVICE FOR FESTIVAL GUESTS

The festival provides childcare service for accredited guests. The service is offered in Spanish, Basque and English and will be available between 10 and 18 pm from September 17<sup>th</sup> to September 25<sup>th</sup> for children between six months and six years. The service will cost 50 euros per child for the whole Festival, 30 euros for three days and 15 euros for one single day. For access to the play area, parents must present a valid health passport. The service is hosted by the San Telmo Museum.

### CONTACTS ON-SITE

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

**Industry Club** +34 943 00 31 08

#### FOR QUESTIONS RELATED TO THE ED WORKSHOP

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## Addresses & Contact details

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Tel: +34 943 316 660

### 2. Hotel Codina

Avenida Zumalacárregui, 21

Tel: +34 943 21 22 00

### 3. San Telmo Museum

Plaza Zuloaga, 1

Tel: +34 943 48 15 80

### 4. Kursaal Centre

Avenida Zurriola, 1

Tel: +34 943 003 000

### 5. Restaurante Urepel

Paseo de Salamanca, 3

Tel: +34 943 420 723

### 6. Cines Príncipe

Calle San Juan, 10

Tel: +34 943 42 12 47

## WHO'S WHO

### PANELISTS

#### MODERATOR



#### **Michael GUBBINS**

##### **Founder, SampoMedia (UK)**

Michael Gubbins is co-founder of the analysis and consultancy company SampoMedia and project leader of a major creative cluster development in the West Midlands of the UK. He was chair of film fund, Ffilm Cymru Wales until early 2019. Gubbins was editor of titles, including Screen International and Screen Daily, and Music Week in a 25-year career in newspapers and magazines. He writes influential reports on the changing media and cultural environment in Europe; and is a sought-after and experienced moderator, keynote speaker and organiser of conferences, think tanks and events around the world. In the last six years, Gubbins has worked in more than 30 countries with clients interested in the changing on-demand, always-on converged economy. He is an Honorary Visiting Fellow of the University of Exeter, a member of the West Midlands Film Bureau, and sits on the advisory boards of Power to the Pixel and Met Film School.

#### SPEAKERS



#### **Gianluca BUTTARI**

##### **Managing Partner and Marketing Director, Teodora Film (IT)**

Gianluca Buttari has been working for Teodora Film from the very early days of the company. After a degree at Omega recording school in Maryland (USA) in 1999, Gianluca specialized working in Sound Post-production for film in London, with Videasonics, working on blockbusters such as Alien vs Predator as well as a lot of British arthouse and television projects. He took on board video editing too in 2007 and started cutting most of the trailers for Teodora Film giving him a chance to get more into the marketing side of the film industry. In 2017 he became Marketing and Creative Director. He's now partner of the company that he co-manages too.

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**Lukasz CHRUSCIEL**

**Head of Promotion, Tongariro Releasing (PL)**

Since 2015 Lukasz has been dealing with film promotion in Tongariro Releasing, a Polish distributor of LGBT-related films settled in Poznań. Since 2019 he has been working also as an editor - creating original film trailers for Tongariro as well as other distributors, film agents and producers.



**Alzbeta DLOUHA**

**PR and Media Partnership, Aerofilms (CZ)**

Alzbeta has more than ten years of experience in Communication and Public Relations. She studied Marketing Communication and Public Relations at Charles University in Prague. Now she is in charge of PR and Media Partnerships in Aerofilms, a film distributor in the Czech Republic. Aerofilms started as a joint project of two biggest arthouse cinemas in Prague in 2006. Since then, Aerofilms has brought more than 200 carefully curated films to Czech cinemas. Since 2013, Aerofilms has also operated the Aerovod VOD platform.



**Monica FELEA**

**Co-owner, Bad Unicorn (RO)**

Monica Felea is co-owner of Bad Unicorn, movie distribution company in Romania. Bad Unicorn has started the distribution activity in 2017 with the movies *On Body and Soul*, *God's Own Country*, *Pororoca*, *L'Atelier*, *Dovlatov*, *Utoya: 22 July*, *The Guilty*, *Birds of Passage*, *Amanda* followed and, soon, are to be released, *Mo*, *God exist*, *her name is Petrunya* and *System Crasher*. With over 10 years of experience in promoting cinematographic events, Monica took on the marketing and promotion side of Bad Unicorn.



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**Kim FOSS**  
**CEO, Camera Film (DK)**

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 for 13 years, turning it into the largest film festival in Denmark, 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.



**Sabine HOFMANN**  
**CEO, Polyfilm (AT)**

Sabine Hofmann is born and raised in Vienna, she studied laws and theatre studies and worked in different jobs for theatres, festivals, start-ups as well as for the Viennese government. She holds lectures about public fundings and is a passionate traveller. Sabine became CEO of Filmcasino and Polyfilm in 2013. During Covid-lockdown, she restarted playing chess and watched as many films as possible at home.



**Esther KOLLMANN**  
**Creative Marketeer and Art Director, Cinéart (NL)**

Esther Kollman has been working for almost 30 years in film, mainly for independent distributors (Meteor Film, Polygram Filmed Entertainment, A-Film, Cinemien) and the last 10 years for Cinéart at the marketing department. Cinéart's focus fits very well with the kind of releases Esther likes to work on: films that tell great stories and give meaning with focus on many wonderful directors. For example, in the last 10 years she has worked on: *Amour, I Daniel Blake, Dolor y Gloria, Borgman, Portrait de la jeune fille en feu, Deux Jours, une Nuit, American Honey, Amy, Son of Saul, Visages Villages* and recently very successful on *The Father*.

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**Nadezda MOTINA**  
**CEO, Capella Film (RU)**

Nadezda Motina was born in Moscow, 21 years in distribution industry, created 2 distribution companies in Russia, acquired more than 500 titles, some of them at scrip stage, released theatrically more than 200 titles in CIS with financial planning, release strategy, marketing and advertising campaign, supervise TV and VOD sales in CIS and the Baltic States, organized PR tour of Arnold Schwarzenegger, Jackie Chan, Vincent Cassel, Virginie Efira, Olivier Nakache and Éric Toledano to Moscow. Key titles: *Green Book, Another Round, Whiplash, Lion, Molly's Game, Logan Lucky, I, Tonya.*



**Ioanna PANAGIOTIDOU**  
**Managing Director, Rosebud.21 (GR)**

Born in 1980 in Athens, Greece in a cinephile family her future in the film industry was inevitable. She works in film distribution companies the last 20 years; starting in 2000 as an assistant at Rosebud S.A, in 2005 in the Marketing department of Odeon S.A., in 2009 as the Head of Greek Productions in Odeon S.A. and now as Managing Director in Rosebud.21. The only two breaks from the industry were in 2004 and 2008 when she joined ISB and worked for the broadcasting of the Olympic Games in Athens and Beijing. Since 2014, along with her father Zinos, owns the boutique distribution company Rosebud.21 with specialization in commercial artistic independent titles from all over the world.



**Christina PELEKANI**  
**Marketing & Productions Manager, Feelgood Entertainment (GR)**

Christina is an experienced film industry professional, started working in the film business as a creative director in films' campaigns, marketing manager and acquisitions' consultant. She is currently working as a Marketing & Productions Manager for the Greek film distributor, Feelgood Entertainment. She is responsible for the Disney Studio releases (Disney, Pixar, Lucas, Marvel, 20<sup>th</sup> Century & Searchlight), independent movie releases, as well as local productions. Since 2015, Christina is a regular speaker at industry events, film festivals and film development workshops, such as MIDPOINT Feature Launch, Rotterdam lab, TFL's Red Sea Lodge, WEMW, Agora at Thessaloniki FF, Meetings on the Bridge, just to name a few. She is an EAVE producers' workshop graduate and a member of EWA (European Women's Audiovisual Association). In 2020, Christina co-founded Endorphin Film Sales, an international boutique sales agency, where she is responsible for the acquisitions & marketing.

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**Aistė RACAITYTĖ**

**Head of Programme and Acquisitions, Kino Pavasaris (LT)**

Aistė Račaitytė graduated from BA in Film studies at Lithuanian Music and Theatre academy and MA in Film Curating at Birkbeck College, University of London. She's been working as film critic and film curator since 2011. Currently she curates in the biggest Lithuanian film festival Vilnius IFF and is the Head of Programme and Acquisitions in Lithuanian distribution company Kino Pavasaris.



**Emelie SAMUELSSON**

**Production Coordinator, TriArt (SE)**

Emelie Samuelsson is a production coordinator at Swedish distribution company TriArt Film since the start of 2021. TriArt Film is one of Sweden's leading distribution companies on domestic films and arthouse films. Previously, Emelie worked as programmer at the cinema at Kulturhuset Stadsteatern, the largest culture house in the Nordic countries and as a manager at Cinema Sture, a prominent arthouse cinema in Stockholm. She also has a background at the distribution company Triangelfilm.



**Igor STANKOVIC**

**CEO, MCF Megacom (RS)**

Igor Stankovic established MCF MegaCom Film company in 2004, today's leader in the film distribution and organization of the film festival events. Receiving two significant awards in 2014, the biggest in the field of cinema and film, the Captain Misa Anastasijevic award for the richness and quality of the film offers in Belgrade and Serbia, as well as the Plaque of the Yugoslav Cinematheque for the contribution to the film industry. In September 2016. was awarded from the side of French Ministry of Culture with the medal in the range of knight for arts and letters for his contribution on improvement of the French culture and European cultural values in general. He is the youngest carrier of this medal in Serbia. In May 2018, after a year of renovation Igor with its MCF MegaCom Film became the owner and CEO of iconic place Dom Sindikata known as the place where Belgrade FEST was born; Belgrade JAZZ festival has been established and many other known performers played such as Luis Armstrong, Ella Fitzgerald, Arthur Rubenstein. This place is a new lighthouse in the region in general with concert hall, five more cinema halls, reputable JAZZ club, and many other cultural and entertaining activities for all generations. The local offices in Macedonia (MKD MCF), Bosnia and Herzegovina (MCF BH) and Montenegro (MCF MNE), with him in charge, achieved significant results.

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**Nille STORMOEN**

**Head of Marketing, Arthaus (NO)**

Nille Elvin Stormoen has been working at Arthaus since 2014, first as Communication and PR Officer, before entering the position as Marketing Manager and COO in 2016. She's also a member of the acquisition team.

Nille has a diverse background within the Norwegian film industry, and has previously been working with film festivals, PR and distribution.

She studied Creative Industries Management at BI Norwegian School of Management from 2006 to 2009, whilst running a music festival alongside her studies. She attended the MA program World Cities and Urban Life at Goldsmiths, University of London in 2012 to 2013, focusing on the cinema and arts as common spaces and strategic tools in urban development.

**DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAME)**



**Tom ABELL**

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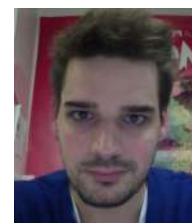
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## ABOUT EUROPA DISTRIBUTION

**Europa Distribution** is the association of independent film distributors. With **around 110 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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Let's  
TALK

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