

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](http://WWW.EUROPA-DISTRIBUTION.ORG)

---

✉ ADELINE MONZIER  
[adeline.monzier@europa-distribution.org](mailto:adeline.monzier@europa-distribution.org)



Supported by the MEDIA Programme of the European Union.



---

<b>PRACTICAL INFORMATION</b>	<b>3</b>
MAP 1	5
MAP 2	6
<b>EUROPA DISTRIBUTION WORKSHOP PROGRAMME</b>	<b>7</b>
<b>SPEAKERS</b>	<b>9</b>
<b>LIST OF PARTICIPANTS</b>	<b>11</b>
<b>WORKS IN PROGRESS</b>	<b>12</b>
<b>BALKAN SCREENINGS SCHEDULE (March 15-16)</b>	<b>12</b>

## 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, 1<sup>ST</sup> 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:

**Stephane:** +359 877 000 016 / [stephane.kalev@lvt.fr](mailto:stephane.kalev@lvt.fr)

**Kalina:** + 359 884 200 915

### **Guest office:**

Office: Direct line: + 359 2 9166200 / + 359 2 9166029

Iliana Oblakova Mobile: +359 884 200 914

Sofia Hussein Mobile: +359 884 999 058

Elitza Vezeva Mobile: +359 885 299 782

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**

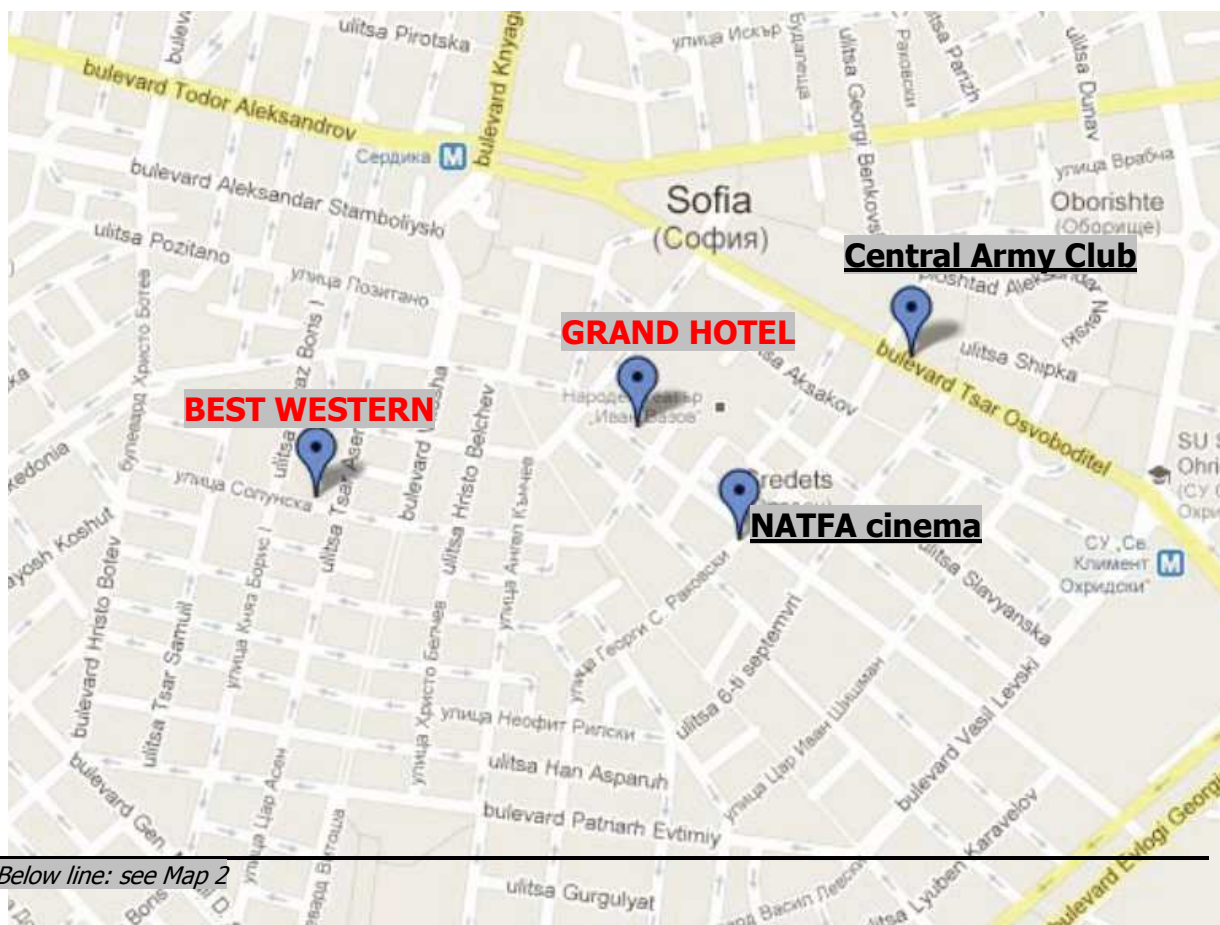
The Taxi from the airport to the city center should not cost more than 10-15 BNG (5-8 Euro). If it is rush-hour – up to 20 BNG (10 Euro).

**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.

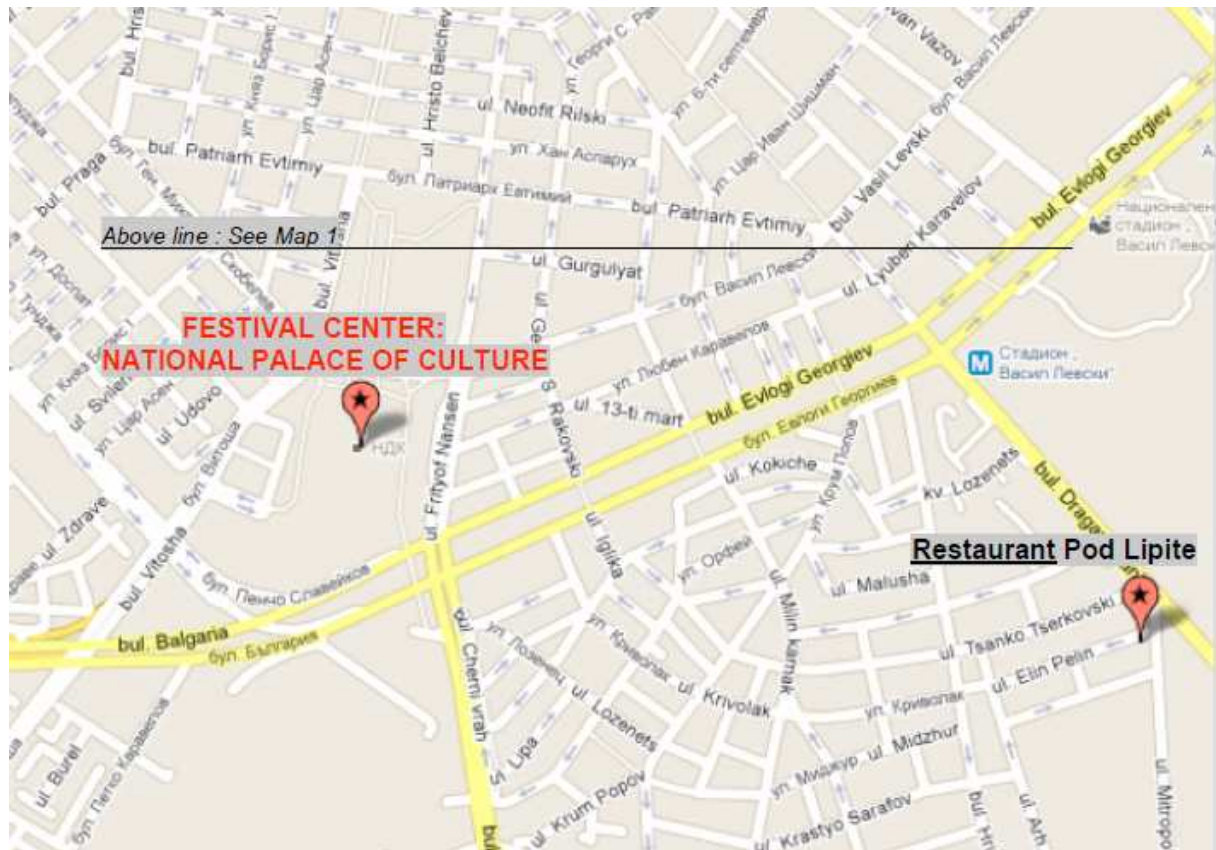
4. Most of the policeman/policewoman does not speak other language than Bulgarian. The same is with the people above 50 years old. If you need help – better ask someone 20-45.

## MAP 1



Below line: see Map 2

## MAP 2



## EUROPA DISTRIBUTION WORKSHOP PROGRAMME

### Experimenting with windows: can VOD and theatrical distribution both benefit each other?

*Accommodation: Best Western Thrace Hotel - 30 Solunska 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 10<sup>th</sup> Sofia Meetings and 17<sup>th</sup> SOFIA IFF featuring the Festival Band plus Friends - Location: CENTRAL ARMY CLUB

## Sunday 17 March

Departures



## SPEAKERS

### **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 qualified 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](http://watershed.co.uk/dshed.net) exhibiting short film, animation, debate, projects, podcasts and artists commissions to a worldwide audience. FFI: visit: [watershed.co.uk](http://watershed.co.uk) / [twitter.com/wshed](https://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](http://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](http://encounters-festival.org.uk)) and manages DepicT! - 90 sec short film competition ([depict.org](http://depict.org)) as well as overseeing a portfolio of young people's engagement initiatives including the Electric December ([electricdecember.org](http://electricdecember.org)) and Fresh Flix ([freshflix.org.uk](http://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](http://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

<b>Company</b>	<b>Name</b>	<b>Email</b>
ABC/CINEMIEN	Babette Wijntjes	babette@cinemien.nl
Aerofilm	Radka Urbancová	neoradka@aerofilms.cz
Alambique	Lopes hugo	hugo.lopes@alambique.pt
A-One Films	Katya USOLKINA	katya@a-onefilms.com
Arsenal	BAUR Harald	h.baur@arsenalfilm.de
Artificial Eye	PERCHAL Jonathon	jonathon.perchal@curzonae.com
Epicentre	CHABANNE Daniel	danielchabannes@icloud.com
Epicentre	Senechal Corentin	corentin@epicentrefilms.com
Europa Cinemas	Henk Camping	h.camping@xs4all.nl
Europa Distribution	Adeline Monzier	<a href="mailto:adeline.monzier@europa-distribution.org">adeline.monzier@europa-distribution.org</a>
Gutek	Anna Chudziak	aniach@gutekfilm.pl
Imagine	Thomas Christian	c.thomas@imaginefilm.be
Kaunas IFF	Jūratė Lukošūtė	jurate@kinofestivalis.lt
Mind Jazz	Recktenwald Holger	holger@mindjazz-pictures.de
Non Stop	Mirva Huusko	Mirva.Huusko@turner.com
Peccadillo Pictures	Abell Tom	Tom.Abell@peccapics.com
Peccadillo Pictures	Kahloon Loke	kahloon@peccapics.com
Senator	Astrid Böhmisch	a.boehmisch@senator.de
Soda Pictures	Nathan Gilligan	nathan@sodapictures.com
The Film Agency	Calderon Sarah	sarah@thefilmagency.eu
TIDE	Girre Lucie	<a href="mailto:lgirre@larp.fr">lgirre@larp.fr</a>
Watershed	Madeleine Probst	maddy@watershed.co.uk

## 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      **WELKOME 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 14<sup>th</sup>*

### **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'
- 16.45      THE COLOR OF THE CHAMELEON by Emil Christov, 2012, Bulgaria, 107'

### **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 Dixel, 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)

***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 Dixel, 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 Drljaca, Canada-Bosnia and Herzegovina, 2012, 67'