



5th Annual Conference

Festival Lumière - Lyon

October 6 – 9, 2011

LUMIÈRE2011
GRAND LYON FILM FESTIVAL
3/9 OCTOBRE



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THE PRESIDENT'S WORD

At the beginning of my career as a filmmaker my concern was primarily to make the film. What was to happen after the film was ready was less important. Now I became more concerned about the life of the film after it is finished.

I am worried primarily because I see around me how the world of cinema is changing – it has less and less to do with the world of cinema we discovered as children in our little neighborhood cinemas. Individual theaters disappeared, films moved on internet and going to cinema was replaced by downloading and home-watching. Maybe some of this is unavoidable and part of the technological progress.

What concerns me the most is the ruling of “efficiency” in cinema. Mainstream films tend not only to occupy a great many number of screens but if possible, all the screens. The managers of the big distribution chains decide more and more in terms of efficiency – a film bringing more spectators, more revenues, is better and always to be preferred to a film addressing to the few. I have nothing against cinema as entertainment as long as we understand the need for diversity. There should be films for all kind of spectators. What is entertaining for one is senseless for the other and vice-versa. Cinema was invented not only to make us feel better Friday after work but also to help us see the truth, understand ourselves and to perceive the reality around us. Nevertheless, diversity is not granted, it is something to fight for. We have to defend it - unless we all make a sustained effort to keep it alive, it could perish. Personal cinema, auteur cinema, might soon have to be declared endangered species. Europa Distribution reunites a lot of the European distributors that still believe in diversity, in auteur films and in risk-taking. I hope they will preserve this course of action in the future and they will keep encouraging the existence of independent cinema.

We, film people, need to support them and I am glad and proud to be amongst the filmmakers that will be close to the cause of independent cinema. They are our pledge that the films we make will have the life we wish for. I wish Europa Distribution the same commitment in the years to come and a long life.

Cristian Mungiu.

PROGRAMME

Accommodation : Carlton, Plaza, Beaux-Arts

Conference Center: Villa Lumière (screening room – inside the museum) on Friday and Saturday morning & Musée des moulages (3 rue Rachais) on Saturday afternoon.

Screenings: Institut Lumière

October, Thursday 6th

Arrivals

9pm : Dinner – Brasserie Georges (30 Cours de Verdun)

October, Friday 7th

9:45-10:00: Official Opening (Cristian Mungiu)

10:00-12:15: Innovative business models, new types of projects and inventive tools for distributors

- Moderation : Mike Gubbins (Consultant, UK)
- Serge Hayat – People for Cinema (France)
- Michel Reilhac – Arte (France)
- Michael Darragh – Ogilvy (UK)
- Anna Sissons – Dogwoof (UK)
- Peter Bogner – Cinefilco (Hungary)

12:15-1:45: Lunch Break

1:45-4:15: the Digital transition : obstacles & opportunities, business models and professionals' feedback

- Moderation : Hughes Becquart, expert (Belgium)
- David Hancock – Screen Digest (UK)
- Thierry Delpit – CN Films (France)
- Laurent Dutoit – Agora (Switzerland)
- Régine Vial – DIRECT (France)
- Edward Fletcher – Soda Pictures (UK)
- Frederik Stege – Europa International Board/TrustNordisk (Denmark)

4:30-5:30: Focus on MEDIA – John Dick

5:30pm: The Lumière Brothers Show

8pm: Opening Dinner – Cruise Dinner on the Hermès Boat (Quai Claude Bernard)

October, Saturday 8th

9.30-12:00: Current VOD experiences : benchmark business models, obstacles & opportunities, licences & windows

- Moderation : Mike Gubbins (Consultant, UK)
- Luc Martinon – Lyfe/Lug Cinema (France)
- Frederik Stege – TrustNordisk (Denmark)
- Tilman Scheel – Reelport (Germany)
- Jérôme Chung – Under the Milky Way (France)
- Antonio Medici – Bim (Italy)

12:00-1:30: Lunch Break

1:30-3:30: Case Studies

General moderation: Jean-Paul Commin

3:30-5:00: ED Work session

Results of the Working group on distribution contracts – Ania Jones (Vertice, Spain)

Results of the Working group on Royalties statements

2011 ED actions

Presentation of the 2012 ED activities

6:20pm: Festival Lumière closing Ceremony

10:30pm: Closing Dinner – Café des négociants (1 place Francisque Régaut)

October, Sunday 9th

Participation to the Lumière Festival

Departures

SPEAKERS

OCTOBER, FRIDAY 7

Innovative business models, new types of projects and inventive tools for distributors

Moderator:



Michael Gubbins, Consultant, UK

Michael Gubbins is a journalist, analyst and consultant, specializing in digital change in film and the wider media. He is the former editor of leading magazines Screen International and Music Week and writes for national and international newspapers and magazines. He also regularly appears as an expert commentator on television and radio. Gubbins is the author of reports on film and digital media for leading European policy bodies and regularly leads and chairs debates and Think Tanks.

He is a chair and speaker at many of the leading festivals and events, including over the last year the European Audiovisual Observatory Cannes forum, the European Think Tank in Copenhagen, the EU Competencies in Culture conference in Warsaw, Cannes producers network, Power to the Pixel, Europa Distribution in Paris and Estoril, Europa Cinemas in Paris, and Rotterdam's Cinema Reloaded.



Serge Hayat, People for Cinema, France

After graduating from the Ecole Centrale engineering school and Essec Business School, Serge Hayat sets up his first company specialized in integrating innovative audiovisual systems for corporations and TV channels. He grows it from scratch to a €100 million and 350-people entity listed on the French Stock Exchange. Then, he co-founds a start-up incubator for hi-tech and media companies before successfully selling it to a major financial institution.

Since 2004, Serge Hayat provides film producers and distributors with consultant services. He is currently chairman of Cinemage Soficas 1 to 6 (tax shelter investment funds for the cinema industry) and of 123 Venture's film distribution funds. Film investments total around 55 M€. In 2009, he cofounds Peopleforcinema, a website which allows net surfers to buy shares of upcoming movies and to discover the movie industry from the inside and provides distributors with an innovative way to promote their films. Serge Hayat is also professor at Essec Business School, where he founded and manage the Media & Entertainment Chair.



Michel Reilhac, Arte, France

Michel Reilhac is executive director of ARTE France Cinéma and head of acquisitions for Cinema with ARTE France.

In 1998 he directed All Alike, his first documentary. On request of Canal + TV, he made To Be a Man in 1999, and in year 2000 he directed for Arte, Kenya Islands. On the same year, he created Melange, a films production company based in France. He produced the feature film Cry Woman, from the Chinese director Liu Bing Jian which was a part of the section Un certain regard of the Cannes Festival, 7 days, 7 nights by Cuban director Joel Cano, and The Good Old Naughty Days (which he directed) was presented in the Filmmakers Fortnight of the same festival.



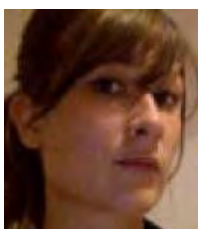
Michael Darragh, Ogilvy, UK

Michael joined Ogilvy in 2006, bringing with him eight years experience producing original new media projects in Australia, China and Spain. Since then Michael helped establish Ogilvy PR's 360° Digital Influence practice in China and across the Asia-Pacific. He has developed digital strategies for *adidas*, *Danone*, *Diageo*, *Goodyear*, *Louis Vuitton* and *Presence Switzerland* to name a few.

Prior to working at Ogilvy he undertook independent web marketing contracts for companies including *Alcatel-Lucent*, the *British Council* and *Haworth* in Shanghai, and *Softonic* in Barcelona.

www.ogilvy.com

(Source: <http://www.digimarketingnow.com/experts/michael.html>)



Anna Sissons, Dogwoof, UK

Anna acts as outreach coordinator for Dogwoof, Anna's background includes working in research and development for a Documentary production company based in Barcelona. As well as coordinating outreach for Dogwoof's film campaigns, Anna also project manages the Ambassadors Programme and Popup Cinema.

Dogwoof is the leading UK independent film distributor for documentary and social issue films. Previous successes include *Black Gold*, widely credited with shifting Starbucks' position on fairtrade; *The Age of Stupid*, which led to the 10:10 campaign; *The End of the Line*, which was largely responsible for Marks & Spencer and Pret a Manger changing their tuna policy; and (in partnership with The Co-operative) the Oscar® Nominated *Burma VJ*, which on the eve of the 64th Birthday of detained former leader Aung San Sui Kyi, was the first film ever to be screened at No. 10 Downing Street. More recent Dogwoof films include the 2011 Oscar® Nominated documentaries *Restrepo*, which stands as iTunes highest selling documentary in the UK, and *Countdown to Zero* which premiered in a 50-site simultaneous satellite feed. As well as achieving great success with these titles, Dogwoof is unique in that it identifies a double bottom-line and sees the potential of film to bring about social change.

They recently launched a new website <http://popupcinema.net/> and the Ambassadors programme which seeks to empower local entrepreneurs to screen Dogwoof films prior or during the films' commercial release. For further information please visit www.dogwoof.com



Peter Bognar, Cinefilco, Hungary

Since 2010, Peter Bognar is the CEO of Cinefilco, a community-based independent film distribution company. From 1993 to 2009 he worked for Budapest Film, first as Head of Acquisitions, then Strategic Director and was the CEO of the company from 2007 to 2009. In addition, he has been the managing director of FILMKLIK, the first Hungarian online film distribution company, from 2007 to 2010.

OCTOBER, FRIDAY 7

The Digital transition: obstacles & opportunities, business models and professionals' feedback

Moderator:



Hughes Becquart, expert, Belgium

Hughes Becquart, who holds a Master degree in Cinema and in translation, has been working for the European Commission since 1993. He became Head of the Distribution sector of the MEDIA Plus Programme (DG EAC) in 2002, and spent two years working at the CNC between 2006 and 2008.

From 2008 to 2010 he was Policy Officer for the MEDIA Programme and MEDIA International, in charge of distribution and digital cinema.



David Hancock, Screen Digest, UK

David is a senior expert on the global film and cinema sectors. He is the Head of Film and Cinema with IHS Screen Digest and has overseen its development in this area since 1997, including the set-up of the online data and analysis service Cinema Intelligence and is also supervising the company's digital cinema activities. He has been involved in numerous consultancy projects for international organisations and companies, specialising in new business models and in-depth market analyses. David is the lead author of the major report Digital Cinema: Global and European Roll-out, business models and forecasts. He also developed and authored the groundbreaking Alternative Content in Cinema and Screen Digest/SAWA report The World Market for Screen Advertising. He is also the original author of Cinema exhibition and distribution in Europe: Market Assessment and Forecasts and many other reports. He developed and authored the comprehensive analysis of world film production, distribution and exhibition, which are published annually in Screen Digest magazine, as well as other research into cinema and film industries, especially including digital cinema. He has acted as a consultant to producers, banks and other interested stakeholders in the film-making process. David is a frequent contributor to newspapers, trade press, radio and television regarding the film industry and is a regular speaker at international conferences and film festivals. He has edited and authored many articles, books and book chapters on the film industry chain.

Prior to joining Screen Digest, David was a senior executive with Eurimages, the Strasbourg-based pan-European co-production fund working within the Council of Europe, and also worked as a research consultant in the media sector with the major French consultancy IDATE. He holds a BA Honours degree in Business Studies/French from Leeds Metropolitan University and speaks fluent French.



Thierry Delpit, CN Films, France

After graduating as an engineer from the ENST Ecole Nationale Supérieure des Télécommunications in Paris, Thierry Delpit worked for four years and a half for the Commission Supérieure Technique de l'Image et du Son (Image and Sound Technical Commission aka CST), where he followed the evolutions of digital cinema since its beginning. As the person in charge of the Cannes Festival's digital projections since 2003, he acquired a solid knowledge of the technological and strategical stakes of these mutations, be it during preparation level, distribution or exhibition of the films.

In October 2006, Thierry Delpit joined CN films as Development Director. He is in charge of the EDCL project (MEDIA project supporting the digital transition of independent european distribution), and the development of the booking tool cinego.net, used by more than 30 distributors to manage their digital releases or their overall distribution work.



Laurent Dutoit, Agora Films, Switzerland

Laurent Dutoit started working at Agora Films at its foundation in 1999 and is now the CEO of the company. Agora Films is one of the last film distribution companies based in the French part of Switzerland. It releases 12 to 15 films per year (fictions as well as documentaries) and focuses mostly on European "arthouse films" which has become the trademark of the company.

For about 6 years, Laurent Dutoit has also been in charge of programming most of the independent cinemas in Geneva. He is responsible for 4 "arthouse cinemas" (7 screens), 2 of which are part of the Europa Cinemas network. Besides the distribution and the programming, he is a very active member of several working groups and associations such as Europa Distribution and the Swiss branch of the CICAÉ.

He has also been involved in the development of a strategy for the financing of the digital infrastructures in Switzerland. Considered by the film industry as an expert, Laurent Dutoit is regularly invited to participate in important conferences and workshops at national and European levels. Recently he was elected as member of Europa Distribution Board of Administration.



Régine Vial, DIRECT/ Les Films du Losange, France

She started as a teacher and running the theatre Le France in Saint Etienne. She also directed two short movies in 16mm. From 1983 to 1986, she worked for Gaumont as manager of the school division. Since 1986, she is responsible of the distribution for the Films du Losange and she has worked with Eric Rohmer, Barbet Schroeder, Michael Haneke, Lars Von Trier, Nicolas Philibert...

She had produced two features of Jean-Marc Moutout : "La Fabrique des Sentiments" and "De Bon Matin". She participated to several commissions for the CNC: selective help for distribution, selective production support, help to the classification of art-house theatres, selective support in production.

From 2006 to 2011, she has created and been co-president of Europa Distribution with Antonio Medici.



Edward Fletcher, Soda Pictures, UK

Edward Fletcher is Managing Director of Soda Pictures, a UK based film distribution company he founded with Eve Gabereau in 2003. Releases in 2011 include NORWEGIAN WOOD, ARMADILLO, HOWL, SCREAMING MAN and MEEKS CUTOFF.

Soda Pictures were one of the earliest distributors releasing in 2K digital in the UK market starting with its release of Fatih Akin's CROSSING THE BRIDGE in March 2006. The company has continued to develop its digital releasing patterns as the technology has developed and VPF models have emerged. Prior to Soda Pictures, Edward was distribution manager at the Institute of Contemporary Arts and has also managed cinemas in London and Cambridge. He holds an M.A. in Film & Television and currently sits on the board of Film London and Europa Distribution.

www.sodapictures.com www.nbcq.co.uk



Frederik Stege, Europa International Board/TrustNordisk, Denmark

Frederik Stege graduated in law at University of Copenhagen, specializing in copyright law and Entertainment law. A part of his master included studies of entertainment law at Pepperdine University in Los Angeles.

After graduation Frederik Stege was employed with the Danish film production company Zentropa and as part hereof, Zentropa, sales company, Trust Film Sales, where he's been negotiating various license contracts with producers and distributors as well as script writers, directors and actors.

Presently Frederik Stege is Head of Legal Affairs and New Business for the Danish film sales company TrustNordisk which is handling international sales rights to films by award-winning directors such as Lars Von Trier, Susanne Bier, Per Fly and Lukas Moodysson. In this position he is in charge of creating a sustainable business-model and to create revenues from new media-platform. In particular this includes licensing TrustNordisk's catalogue to national and global video on demand-portals such as I-tunes, Eurocinema, Netflix, Amazon and Hulu.

Frederik Stege is involved with several professional bodies including his duty as vice-president of European association of international distributors "Europa International" and member of a work-group established by the Danish state entitled "Contend on Demand".

Frederik Stege has published articles about copyright law and entertainment law, including his master-thesis which dealt with the impact of new media and technologies.

OCTOBER, SATURDAY 8

Current VOD experiences: benchmark business models, obstacles & opportunities, licences & windows

Moderator: Mike Gubbins, consultant, UK
(cf. page 6)



Luc Martinon, Lyfe/Lug Cinema, France

Luc Martinon has been involved with D-cinema and VOD related topics since the early stages of his career. He created the Lyon Film Festival in 2006, which was one of the pioneer events to screen films in digital in France. From 2009, he worked as Director of Content Acquisition for Brightwide, a multi-territory VOD platform based in London showcasing the best of social and political cinema, founded by Livia and Colin Firth. He has also been involved in the challenging creation of an "On-Request" system for digital cinemas. He is now a film distributor, as well as a consultant for producers and distributors that wish to use digital distribution (cinema and VOD) at its best. luc.martinon@hors-ecran.com / www.lugcinema.com

Frederik Stege, TrustNordisk, Denmark
(cf. previous page)



Tilman Scheel, Reelport, Germany

Managing Director, Founder, Reelport GmbH, Europe's Finest GmbH
Born 1970 in Hanover Tilman studied art history and law. In 2001 Tilman became a lawyer with Arthur Andersen/Ernst&Young consultants, his areas of expertise being company and media law.

In 2004 Tilman founded reelport, an online submission platform for short films. By now 24.000 film makers have uploaded more than 30.000 short films to 70+ festivals from Oberhausen, Germany to Tampere, Finland. For feature films reelport has developed secure online streaming environments for film professionals. In partnership with cinando.com, the platform of the Marché du Film, Cannes, reelport is operating the online streaming and screener delivery for major film markets, archives and film distributors from around the world.

In 2008 Tilman created Europe's Finest with the support of MEDIA and the aim of saving European film heritage for the digital age. Europe's Finest is by now offering more than 100 film classics from Fitzcarraldo to Cul-de-sac to digital cinemas across Europe.

Tilman is a regular panellist on the implications digital has on the way the industry deals with film.



Jérôme Chung, Under the Milky Way, France

Jerome Chung made his whole career in the Entertainment and Contents industry in different marketing, sales and distribution positions (Universal Music, La Fnac) and then as general manager of business units within Media Groups.

For instance, In 1996, he created WARNER VISION FRANCE, the first video publisher entirely devoted to musical and non-film programmes in DVD format, then he joined the CANAL+ Group in 1999 to head the Video and Music divisions of STUDIOCANAL, its feature film production and distribution branch.

In 2006, he collaborated as senior consultant for the development of the VoD platform UniversCiné, dedicated to independent films producers and distributors. In June 2008, he joined the Medici Arts group as director of business development of the medici.tv digital platform which exploits an On Demand web channel VoD service of classical music programs.

In 2011, he founded Under The Milky Way, a service company dedicated to the digital distribution and marketing of films and audiovisual programs.



Antonio Medici, Bim Distribuzione, Italy

Antino Medici is General Manager at Bim Distribuzione, Italian theatrical distribution company founded by Valerio de Paolis and today part of the Wild Bunch group. He is also general manager of Q-Media, a video distribution company. During the years 2008 – 2010 he has been co president of Europa Distribution.

After graduating in Political and Economical Sciences at Rome University he obtained master degrees in Cinema Management, at ANICA (Italian Association of Audiovisual Enterprises) and EAVE .

CASE STUDIES

Some "directions for use":

For each case study (i.e each film), one of the distributors will also act as a "spokesman". At the end of discussion and exchange of information (first hour of session), all spokesmen will have the opportunity to present (less than 10') a summing up of discussion and exchange of opinions related to the release plan of each film.

Obviously facts and figures are of importance as an introduction and presentation should focus on marketing issues and topics such as acquisition, promotion, release strategy are very useful.

***Le Havre* by Aki Kaurismäki (Finland)**

Intl Sales: The Match Factory (Germany)

Italy: Bim Distribuzione

France: Pyramide Distribution

Denmark: Camera Film

Germany: Pandora Film – 8/09/2011

Norway: Arthaus – 16/09/2011

Portugal: Midas

Poland: Gutek

Croatia : Continental

Sweden : Folkets Bio



***Melancholia* by Lars Von Trier (Denmark)**

Intl Sales: Trust Nordisk (Denmark)

Czech Republic: Aerofilms – 19/05/2011

Poland: Gutek Film – 27/05/2011

France: Les Films du Losange – 10/08/2011

Italy: Bim Distribuzione

Germany: Concorde Filmverleih

Switzerland: Frenetic Films

Belgium: Imagine Film Distribution

Greece: Seven Films

Romania: Independenta

UK : Artificial Eye

Netherlands : Wild Bunch NL

Spain : Golem

Portugal : Clap Filmes

Austria : Filmladen

Hungary : Cirko

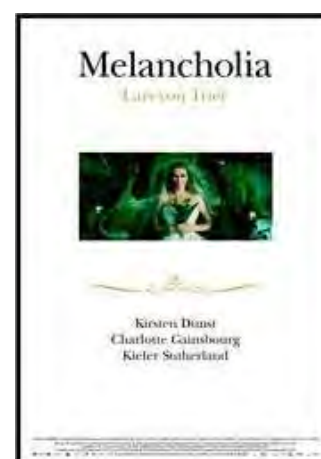
Ex-Yugoslavia : MCF Megacom

Bulgaria : Vadi Van Kris

Estonia : Estin Film

Lithuania & Latvia : Acme

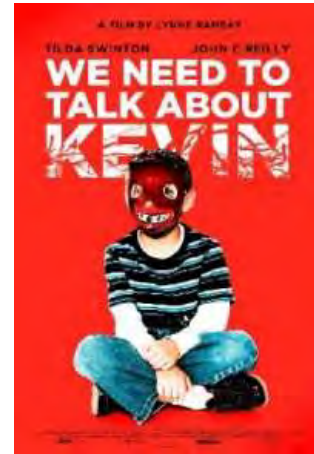
Croatia : Continental



***We need to talk about Kevin* by Lynne Ramsey (UK)**

Intl Sales: Independent (UK)

France: Diaphana – 28/09/2011
UK: Artificial Eye
Netherlands: Wild bunch Benelux
Switzerland: Praesens
Belgium: Imagine
Romania: Transilvania
Greece: Seven film
Scandinavia : AB Svensk
Spain : Vertigo
Portugal : Pepperview
Italy : Bolero
Hungary : Szuez Film
Poland : Best Film
Ex-Yugoslavia : Cinemania



***La Fée* by Dominique Abel & Fiona Gordon**

Intl Sales: MK2 (France)

Benelux: Cineart
France: MK2
Lithuania : Kino Pasacka
Switzerland : Praesens
UK : Verve Pics
Scandinavia : Rialto
Germany & Austria: Pandastorm
Ex-Yugoslavia : MCF
Hungary, Czech Rep, Slovakia : Film Europe



***Tyrannosaur* by Paddy Considine (UK)**

Intl Sales: Protagonist Pictures (UK)

Norway: Arthaus
Denmark: Camera
Hungary: Cirko
Netherlands: Wild Bunch Benelux
Portugal: Pepperview Ent
Spain: Festival Films
Sweden: Non Stop Ent.
Switzerland : Cineworx
UK : Studiocanal



***Habemus Papam* by Nanni Moretti (Italy)**

Intl Sales : Fandango Portobello (UK)

France : Le Pacte

Italy : Sacher

Germany : Prokino

Romania : Independenta

UK : Soda Pictures

Benelux : Cinéart

Switzerland : Frenetic Films

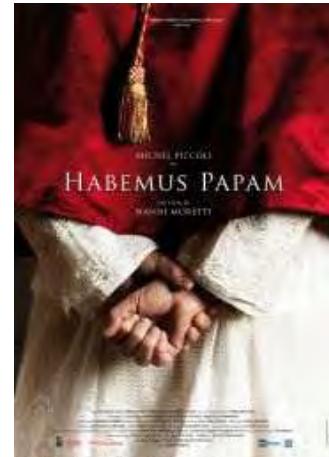
Denmark : Camera Film

Portugal : Midas

Norway : Europafilm

Croatia : Continental

Kino Pasaka



QUESTIONS :

Acquisition: How did you decide to release this film? Was it a co-production or an acquisition? When did you buy it? What were your expectations?

What is your marketing strategy? How do you communicate before the release? Do you work with associations, schools...?

What is the release budget? Which part represent promotional costs in this budget?

How does the press strategy work? What are the reactions of press and media towards the movie?

What is the release date? Why and how have you chosen it? Is there much competition on that date?

How are your relationships with exhibitors? Are they enthusiasts for that film? Is it hard to find space for your film in the cinemas?

Release: how many prints do you have? What is the reaction of the public? How many admissions do you think you will get? What are your expectations?

Do you have other rights than the theatrical rights? If yes, have you managed to sell them?

Have you worked with other European distributors on that release?

EUROMED

The Euromed Audiovisual Programme of the European Union is teaming up with Europa Distribution to welcome a group of Mediterranean distributors at the 5th annual conference of the ED network. The participation of a group of Mediterranean distributors to the Europa Distribution annual conference has 2 main objectives:

- Show Mediterranean distributors the reality of a recent network of indie distributors in Europe, which has proved its dynamism and strength over the last few years;
- Give Mediterranean Distributors a high level of expertise on hot distribution matters.

Furthermore the conference will be an opportunity to favour the networking and dialogue between European and Mediterranean distributors.

This first European meeting in Lyon will be followed up by workshops gathering Mediterranean distributors, focusing on regional issues and taking place in one Mediterranean countries.

USEFUL INFORMATION & MAPS of LYON

ACCOMMODATION

The 3 hotels are high standard(***), located in the city center, about 600 m. close to the metro station Bellecour (line D).

Hôtel Carlton : 4 rue Jussieu, 69002 LYON / Tel. +33 4 78 42 56 51

Hôtel Plaza : 5 rue Stella, 69002 LYON / Tel. +33 4 78 37 50 50

Hôtel Beaux-Arts : 73-75 rue Président Edouard Herriot, 69002 LYON / Tel. +33 4 78 38 09 50

Contact Accommodation / Lumière festival :

Gwenael Missire gmissire@festival-lumiere.org / tel +33 4 78 78 54 61

CONFERENCE CENTERS

Friday all day & Saturday morning: screening room of the Villa Lumière (inside the museum)

– cf. Map 4

Saturday afternoon: Musée des moulages - salle de réunion (meeting room) – cf. Map 1

Musée des moulages : 3 rue Rachais, 69003 Lyon.

Transportation to the musée des moulages (plaster casts museum) will be organized & accompanied by the **festival Lumière team**: **Metro D** (direction Gare de Vaise) ; stop: **Garibaldi**

TRANSPORTATION

The Lumière festival and its partner TCL (local public transportation) offer you 2 one-way tickets (valid up to 1h after the first use) for Friday october 7.

You will find below a map of the main lines (underground, tramway, bus) or you can download it here: <http://www.tcl.fr/documents/pdf/atoubus-plan-lignes-fortes.pdf>

- **From the airport to your hotel**

You can of course take a cab, or use the public transportation:

Take the “**Rhôneexpress**” (type of tramway) from the train station located in the airport (aérogare).

Get off at the stop **Vaulx-en-Velin La Soie**. From there, take the metro **line A** (direction Perrache) and get off at the station **Bellecour**.

Your hotel is closeby (look at Map 2 below).

- **From the train station (Lyon Part-Dieu) to your hotel**

Take the metro, **line B** (direction Stade de Gerland) and get off at **Saxe Gambetta**. From there, take the metro **line D** (direction Gare de Vaise) and get off at the station **Bellecour**.

- **From the train station (Lyon Part-Dieu) to the Institut Lumière**

Take the metro, **line B** (direction Stade de Gerland) and get off at **Saxe Gambetta**. From there, take the metro **line D** (direction Gare de Vénissieux) and get off at the station **Monplaisir Lumière**.

- **From the Hotel to the Institut Lumière (conference center)**

Take the metro **line D** at the station **Bellecour** (direction Gare de Vénissieux) and get off at the station **Monplaisir Lumière** (5th stop after Bellecour). It takes about 7 min.

The Institut Lumière is on your right, when you are facing the square “Ambroise Paré”.

- **From the Institut Lumière to the City Center**

Take the metro **line D** at the station **Monplaisir Lumière** (direction Gare de Vaise) and get off at the station **Bellecour**. It takes about 7 min.

Contact taxi:

Taxi Radio: +33 4 72 10 86 86

Allo Taxi: +33 4 78 28 23 23

Taxi lyonnais: +33 4 78 26 81 81

INSTITUT LUMIÈRE

25 rue du Premier-Film, 69008 Lyon

*The metro stop **Monplaisir Lumière** (métro D) is 50m. close to the Institut.*

http://www.institut-lumiere.org/pratique_index.html

LUMIÈRE PRIZE – AWARD CEREMONY: 19h30, Saturday October 8

Amphithéâtre – Centre de Congrès (Congress Center)

50 quai Charles de Gaulle, 69006 Lyon / tel +33 4 72 82 26 26

- The **meeting point** will be in front of your respective hotels on Saturday at **18h20, where the festival team will pick you up and guide you** to the Congress center, by public transportation:

Bus C5 on the Wilson bridge (direction Rillieux Semailles/Vancia) departures : 18h50 or 19h → Cité internationale.

- At the end of the ceremony, we'll meet again with the **festival team** to go to the closing dinner.

Accompanied transportation: Bus C5.

ACCREDITATION

Contact accreditations festival Lumière :

Marie Montabonel mmontabonel@festival-lumiere.org / tel +33 4 78 76 77 75

You will find at your hotel the festival bag, which includes: your accreditation, the festival programme, daily tickets for public transportation in Lyon on Friday (Bus, metro, tramway), as well as your invitations for the award ceremony (on Saturday night). Be careful, the seating is free (no seat number).

MEALS

Lunches : Friday October 7 (12h15 & 13h30) and Saturday October 8 (12h & 13h15)

• **Restaurant Monplaisir Côté Cour** (cf. Map 1)

64 avenue Frères Lumière, 69008 Lyon – tel : + 33 4 78 75 00 00

Walking distance from the Institut Lumière (400 m.)

Dinners: After your dinner, the night village of the festival is waiting for you: La Plateforme (map 2)

THURSDAY OCTOBER 6, 21h

• **Brasserie Georges** (cf. Map 3 & 5)

30 Cours de Verdun – 69002 Lyon / Contact : + 33 4 72 56 54 56

From your hotel: **Metro A** from **Cordeliers** or **Bellecour** (direction Perrache) → Stop at **Perrache**. It's walking distance from Perrache (300 m.): Follow the signs "Cours de Verdun" when you are in the station or walk along the tramway line in direction of "Montrochet" and take the first street on your left.

FRIDAY OCTOBER 7, 20h

• **Hermès Boat** (cf. Map 3)

Quai Claude Bernard (in front of number 16) - 69007 Lyon / Contact: + 33 4 78 42 96 81

From the hotel: walking distance - 1 km. Walk along the river Rhone in direction of Bellecour, cross the river on the Pont de l'Université (University bridge) and turn on your right on the river bank. The Hermès Boat is the first on the dock.

SATURDAY OCTOBER 8, 23h-23h30

• **Café des négociants** (cf. Map 2)

1 place Francisque Régaud, 69002 Lyon / Contact : + 33 4 78 42 50 05

The Restaurant is walking distance from your hotels (about 400 m.)

THE LUMIERE FESTIVAL EVENTS (3/9 october 2011)

The festival of cinema masterpieces in new or restored prints

PROGRAMME

Find the full programme on the festival website:

<http://www.festival-lumiere.org/>

• **Afters:** Meet up with all the guests and the public of the festival at **la Plateforme** to party on the Rhône river banks.

La Plateforme, 4 Quai Augagneur, 69003 Lyon (Tramway **T1 Liberté**)

• Saturday night : Lumière prize ceremony

Centre de Congrès (Congress Center), 50 quai Charles de Gaulle, 69006 Lyon - Room: Amphitheatre.
Public transportation: Bus C5 - Bellecour A. Poncet (direction Rillieux Semailles) 18h50 / 19h → Cité internationale

SCREENINGS

- Ticket booth of the festival (with your accreditation): Villa Lumière – Jardin d'Hiver (winter garden/veranda)

Permanent screening rooms:

- **Institut Lumière**
- **Pathé Bellecour**, 79 rue de la République, 69002 Lyon (Metro line A or D - **Bellecour**)
- **Cinéma Comoedia**, 13 avenue Berthelot, 69007 Lyon (Metro line B **Jean Macé**, Tramway T2 **Centre Berthelot** or Tramway T1 **Quai Claude Bernard**)
- **CNP Terreaux**, 40 rue Edouard Herriot, 69001 Lyon (Metro line A **Hôtel de Ville**)

FESTIVAL PLACES

• **The village:** Institut Lumière garden, open from Tuesday Sept. 27 to Sunday oct. 9, **from 9h00 to 22h00.**

Festival boutique (bookshop, DVD, souvenirs)

Meetings & autographs (bookshop)

Restaurant & café

Exhibition in tribute to the Turin cinema museum.

• **La plateforme:** The night meeting point of the festival, from 10 pm to 3 am.

Meet up with all the guests and the public of the festival. The teams of the festival and of the Plateforme are waiting for you every night to party! DJ, cocktails, meetings...

4 Quai Augagneur, 69003 Lyon (Tramway **T1 Liberté**)

• **The exhibition** at the Musée des moulages (Plaster casts museum) – The treasures of the Institut Lumière's archives.

3 rue Rachais, 69003 Lyon, (Metro **D Garibaldi**)

Open everyday from 10h30 to 19h.

CONTACTS

• **Europa Distribution :**

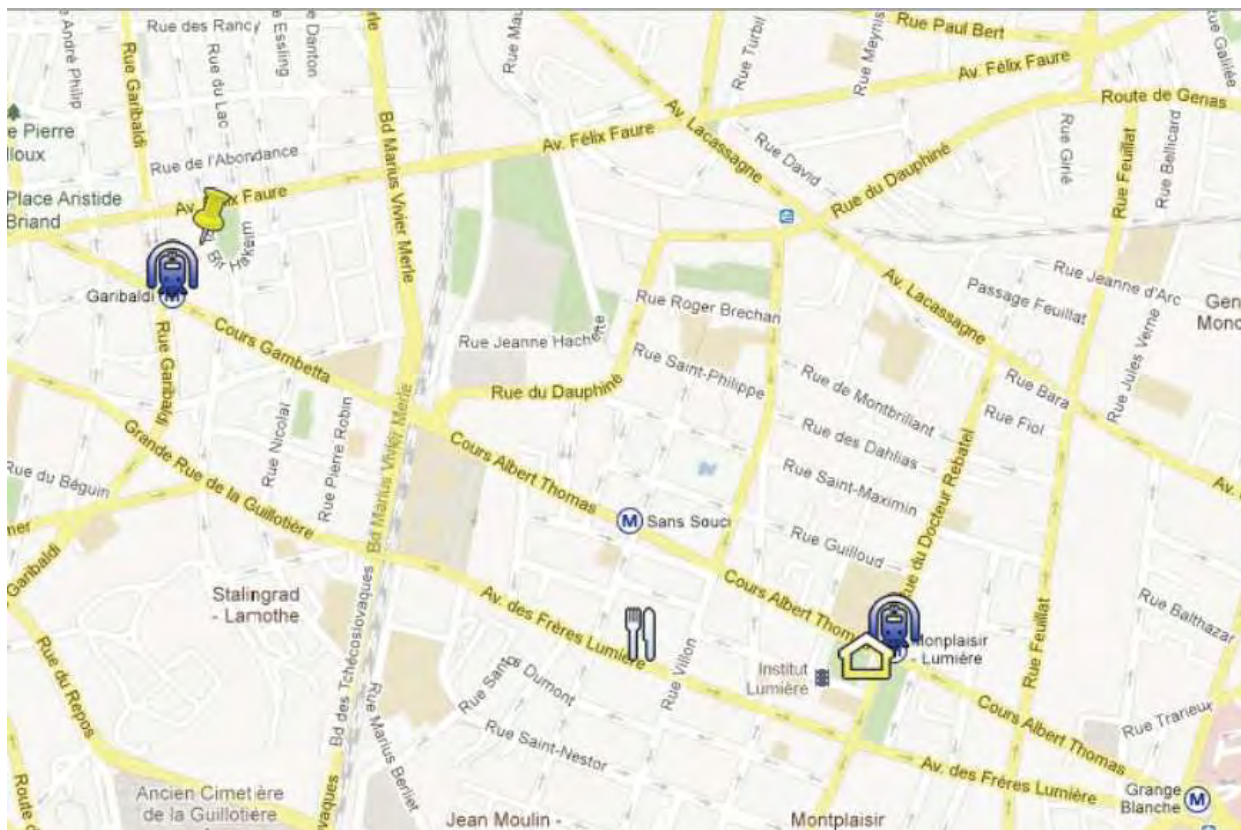
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Olivia Le Dain: olivia.ledain@europa-distribution.org / +33 6 71 23 29 17

• **Festival Lumière 2011 :**

Séverine Abhervé: sabherve@institut-lumiere.org / +33 4 78 78 54 75 / + 33 6 83 74 86 24

Map 1 : Around the Institut Lumière & musée des moulages



Conference center Saturday afternoon

Musée des Moulages

3 rue Rachais

Metro Garibaldi from Institut Lumière

Conference center Friday & Saturday morning

Institut Lumière

Villa Lumière



Conference Room (friday and saturday morning)

Screening Room

Museum,

Village

Lunches Friday Oct. 7 and Saturday Oct. 8

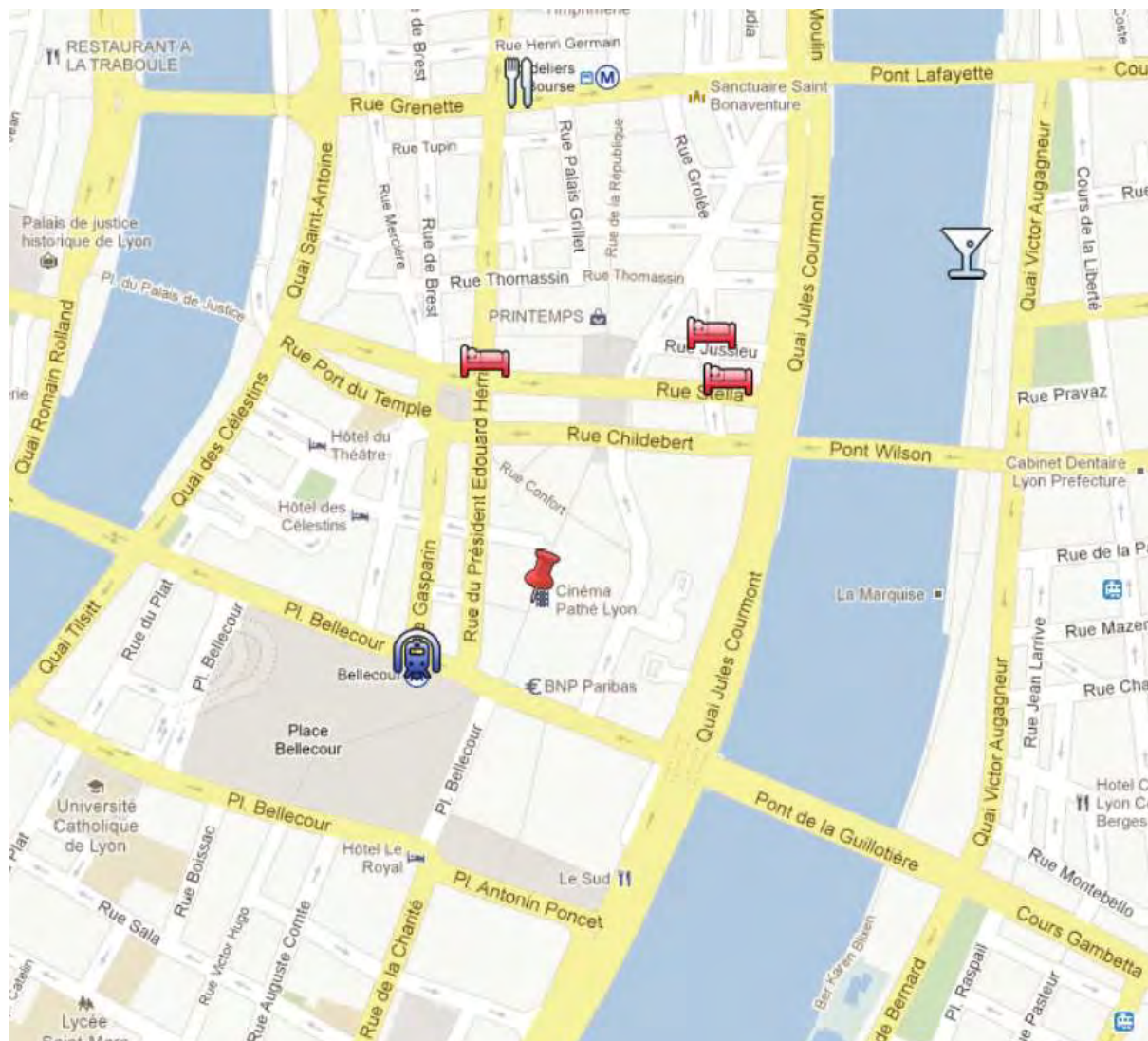
Restaurant Monplaisir Côté Cour

64 avenue Frères Lumière

tel : +33 4 78 75 00 00




Map 2: City center



Closing dinner / Saturday Oct. 8

 **Café des Négociants**
1 place Francisque Régaut
Tel : +33 4 78 42 50 05


Festival events


 **La Plateforme**
Night Village to party with all the festival's guest from 10pm to 3am.


4 Quai Augagneur, Lyon

 **Pathé Bellecour**
Screening Room festival Lumière 2011
79 rue de la République

Accommodation

 **Hôtel Beaux-Arts**
73-75 rue Président Edouard Herriot Tel. +33 4 78 38 09 50

 **Hôtel Carlton**
4 rue Jussieu Tel. +33 4 78 42 56 51

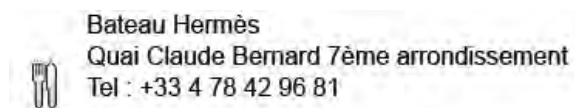
 **Hôtel Plaza**
5 rue Stella Tel. +33 4 78 37 50 50

Map 3: City center – larger view



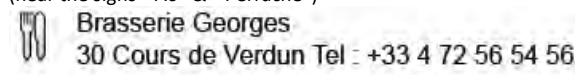
Dinner / Friday Oct. 7

(in the middle of the map, close to "Université Lyon Jean Moulin")

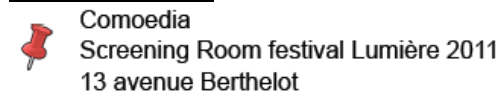


Dinner / Thursday Oct. 6

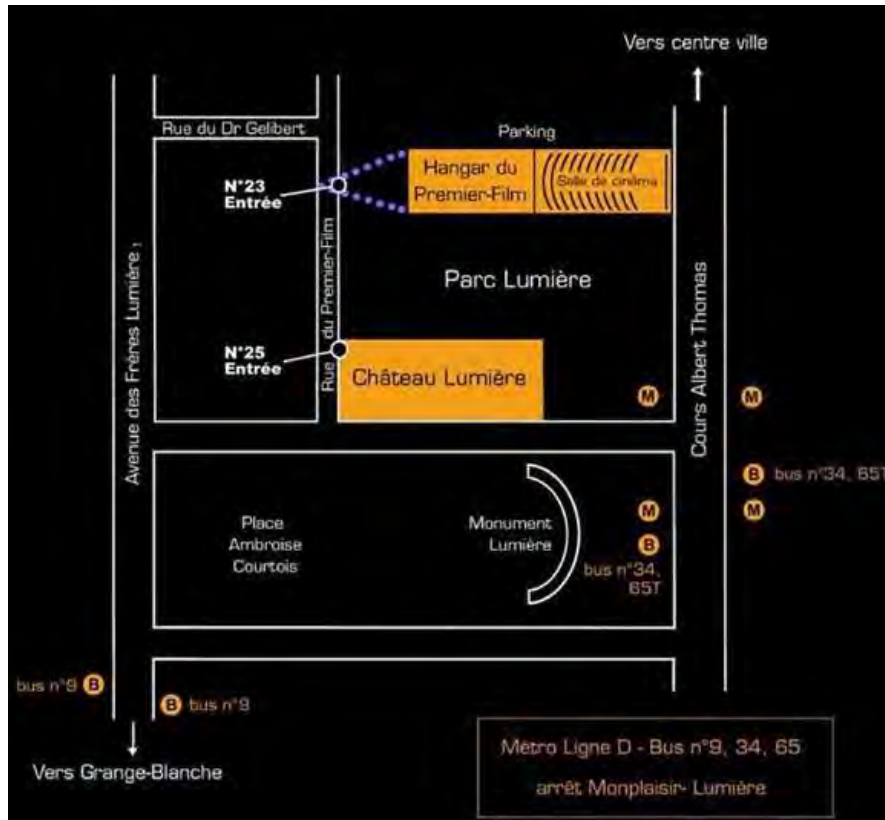
(near the signs "A6" & "Perrache")



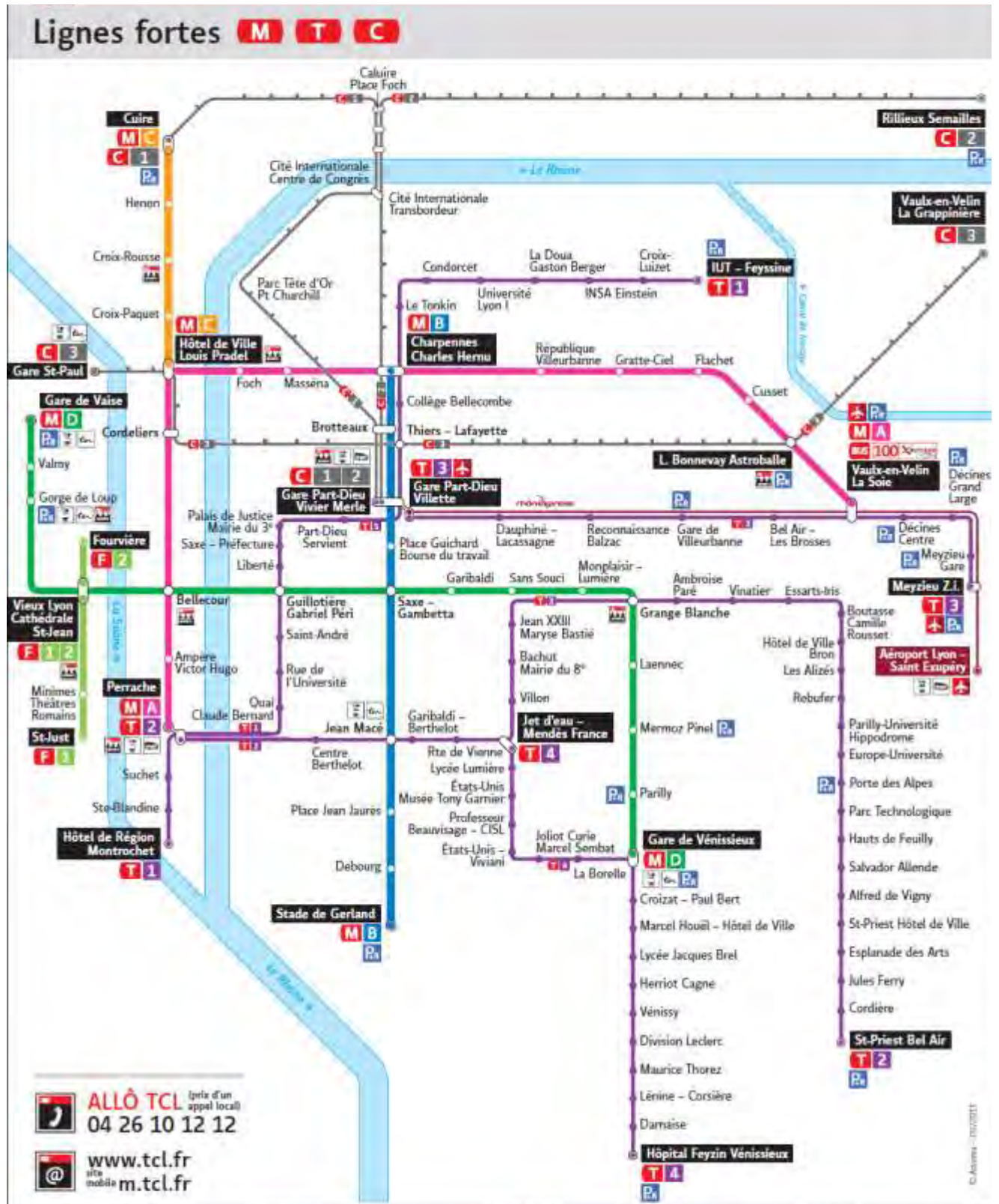
Festival Screenings



(« Château Lumière » = « Villa Lumière »)



Map 6: Public transportation system in Lyon - Metro, Tramway, and main bus lines



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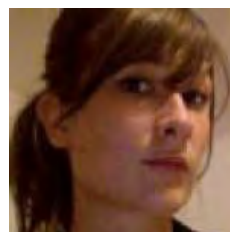
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ABOUT EUROPA DISTRIBUTION

Europa Distribution, **with a membership of 110 leading independent distributors representing 26 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. **Cristian MUNGIU** is the President of Honor of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Films / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

www.europa-distribution.org

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



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Portugal ☐ *Atalanta Filmes*, Paolo Branco – *Midas*, Pedro Borges – *Valentim de Carvalho*, Luis Froes.

Romania ☐ *Transilvania Film*, Ileana Cecanu

Serbia ☐ *MCF Megacom Film*, Igor Stankovic

Slovakia ☐ *Film Europe*, Ivan Hronec

Spain ☐ *Alta Films*, Enrique Gonzales Kuhn – *Golem*, Josetxo Moreno – *Vertice Cine*, Jesús Prieto Sacristan – *Wanda Vision*, Miguel Morales.

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United Kingdom ☐ *Artificial Eye*, Louisa Dent – *Soda Pictures*, Edward Fletcher – *Cinefile*, Richard Mowe.

UNMI Kosovo ☐ *Genci/Kino ABC*, Milazim Salihu

CIDINET

In 2009, Europa Distribution has developed CIDINET, an Internet based network dedicated to the sharing of information on promotional and technical material and on distribution data.

European distributors are CIDINET's main target but the online database can also address the needs of sales agents and producers. The sharing of information, ideas and even costs at European level is indeed essential today for independent distributors who are facing a very competitive market.

More than 1700 film profiles are already online.

For non Europa Distribution members, a yearly access fee is required to enter the database.

CIDINET is closely monitored by Europa Distribution and is based on a collaborative and participative approach from its users.

