



**6<sup>th</sup> Annual Conference**

**Festival Lumière - Lyon**

**October 18 – 20, 2012**

**LUMIÈRE2012**  
**GRAND LYON FILM FESTIVAL**  
15/21 OCTOBRE



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## PROGRAMME

*Conference Center: Plateforme & Villa Lumière (salle 98)*

### October, Thursday 18<sup>th</sup> (Villa Lumière - salle 98)

*Arrivals*

**6 :30pm Official Opening by Thierry Frémaux, Festival Lumière, France**

**6:40pm-8:30pm: The distribution of heritage movies: what future ? at Villa Lumière (salle 98)**

**Moderation: Melanie Goodfellow – Screen Intl – UK**

- Elke Bludau, Europe's Finest, Germany
- Jean-Fabrice Janaudy, Les Acacias, France
- Rodolphe Lerambert, ADRC, France
- Fabien Riggall, Founder & CEO of Secret Cinema, UK
- Loïc Magneron Wide Management, France

**9pm : Europa Distribution Dinner at Le Caro de Lyon (25 rue du Bât d'Argent – collective departure from Villa Lumière)**

### October, Friday 19<sup>th</sup> (Plateforme)

**9:30-12:30: EU Politics & Future of the Media Programme within Creative Europe**

**9:30 -10:45: EU Politics & Creative Europe**

- Ignasi Guardans, Cumediae, Belgium – Policy adviser for Europa Distribution

*Coffee Break – 15 min*

**11:00-11:45: Focus on Media Distribution support**

- John Dick (EACEA, Belgium)

**11:45-12:30: Europa International & Europa Distribution: proposals for MEDIA distribution schemes**

- Sasha Wieser & Daniela Elstner, Europa International
- Jakub Duszynski, Europa Distribution

**12:30-2pm: Lunch Break – Buffet at La Plateforme**

**2pm-5pm: Innovative business models, new experimental distribution schemes**

**Moderation: Melanie Goodfellow – Screen Intl – UK**

**2:00-3:45: What changes are new digital platforms bringing to film distribution with regard to the exploitation of rights and marketing?**

- Ricardo Torres, Consultant, Spain: how to optimize your digital rights with regard to the developments of new distribution channels?
- Sarah Calderon, The Film Agency, Spain: Overview of day and date experiences

*Coffee Break – 15 min*

**4:00-5pm: Innovative strategies for distributors**

- Thomas Cauchon, Cinema Do Facto, France : the *7ème Salle* initiative
- Ivo Andrlé, Aerofilms, Czech Republic : the *Cinema Royal* initiative
- Marieke Jonker, Amstelfilm, Netherlands: the *We want cinema* initiative

*Coffee Break – 15 min*

**5:15pm-7pm: Round tables**

- **Round Table 1: EU Politics & Media** – moderated by Ignasi Guardans
- **Round Table 2: Experimentation on Media chronology** – moderated by Sarah Calderon
- **Round Table 3: Revenues from online platforms** – moderated by Ricardo Torres
- **Round Table 4: New distribution models** – moderated by Thomas Cauchon, Ivo Andrlé & Marieke Jonker

**8:30pm: Europa Distribution Dinner at Le Café des Négociants**

**October, Saturday 20<sup>th</sup> (Plateforme)**

**9.30-11am: ED General Assembly & Work session**

General Assembly  
2012 actions  
Presentation of the 2013 activities

*Coffee Break – 15 min*

**11:15-1:15pm: Case Studies**

**General moderation: Jean-Paul Commin**

***Love* by Michael Haneke** moderated by Agathe Valentin, Les Films du Losange, France  
***Angel's share* by Ken Loach** moderated by Ivo Andrlé, Aerofilm, Czech Republic  
***Rust and Bone* by Jacques Audiard** moderated by Jean-Paul Commin, consultant, France  
***Of Snails and Men* by Tudor Giurgiu** moderated by Ileana Cecanu, Transilvania, Romania  
***Holy Motors* by Leos Carax** moderated by Jonathon Perchal, Artificial Eye, UK  
***Reality* by Matteo Garrone** moderated by Jean Labadie, Le Pacte, France

**1:15-3:00: Closing Lunch – Buffet at La Plateforme**

**SPEAKERS**

**OCTOBER, THURSDAY 18**

**The distribution of heritage movies: what future?**

**Moderator:**



**Melanie Goodfellow, Screen International, UK**

Studied French and Italian at the University of Bristol before training to be a journalist at Reuters News Agency. In 1997, I moved to Rome, where I started covering the film industry for Screen International. After a brief stint in Japan, where I wrote about European film for newspaper The Daily Yomiuri, I stopped off in Brussels (2001-03) where I learnt about the Flemish and Walloon film industries as European correspondent for Moving Pictures. I then spent two years in Jerusalem (2003-05), where I wrote about filmmaking and festivals on both sides of the conflict during the Intifada for Variety. Back in London (2005—09) I had two children and did up a house. Since January 2011, I have been Screen International's Paris-based French correspondent.



**Elke Bludau, Europe's Finest, Germany**

Elke Bludau grew up in a cinema and a filmstudio, so love for cinema was always a strong influence in her life. She worked 15 years as dancer and choreographer in theatre, TV-shows and musicals in Germany and abroad, as well as music-and dance pedagogue. She is actor (theatre, film and TV, was 4 years in a serial). She worked as assistant and translator for John Costopoulos (Actor's studio). She worked 15 years for several Event-agencies for Galas, shows and industrial events conceptionally and as performer. She speaks English, French, Spanish, Portuguese and studies Icelandic. Since 2009 she has been working for Europe's Finest, building a network of arthouse cinemas all over Europe.



**Jean-Fabrice Janaudy, Les Acacias, France**

Graduated from ESC Clermont School of Management in 1997, Jean-Fabrice Janaudy was in charge, during his military service, of the ECPAD video department (French Army Center for Multimedia Archives) from 1998 to 2000. He began his professional career as an assistant managing director at UGC Les Halles. He is working for Simon Simsi at Les Acacias since September 2000, starting as a switchboard operator. Since 2010, he is assistant managing director and responsible for the distribution strategy. He is also selecting the movies for two cinemas owned by Les Acacias (Le Vincennes, Max Linder Panorama). His life is entirely dedicated to cinema and, above all, classic movies.



**Rodolphe Lerambert, ADRC, France**

Born in 1973, Rodolphe Lerambert studied cinema and cultural management. Since 2003, he is in charge of heritage film diffusion at the ADRC, the Agency for Regional Development of Cinema (ADRC).



**Fabien Riggall, Founder & CEO of Secret Cinema, UK**

Fabien Riggall set up Future Shorts in 2003 to create a platform for innovative new filmmakers to preview their work. His passion and vision has driven the festival to become the biggest film network in the world; in less than ten years it has grown to an audience of over 25,000 and 2.5m watching via the online Future Shorts channel. Recognising a growing desire from cinema goers for an experience that reaches beyond the prevalent and mundanity of conveyor belt multiplexes, Fabien set up Future Cinema in 2005, which aims to create ultra immersive and original environments where the audience lives and breathes the film in site specific locations. These ideas evolved to form Secret Cinema in 2007, a social-mash-up of some of cult and classic films that marries film narratives into a social play-along experience. Secret Cinema's most recent production was 'Prometheus', which converted a 195,000 sq ft disused warehouse near Euston into a futuristic spaceship. For one month, more than 25,000 audience members became 'employees in space' and attended a secret film in a secret location. 'Secret Cinema Prometheus' marked the world's first film to launch in tandem with its national theatrical release, and the concept continues to prove that people want something different and that Fabien has been part of uncovering a solution.



**Loïc Magneron, Wide Management, France**

Founded in 1997, WIDE Management Entreprise (WME) is a leading independent sales company, currently representing more than 20 new features films every year, and a library of more than 400 feature films, 300 documentaries and several TV series. The catalogue contains an impressive variety of movies and documentaries from internationally acclaimed directors and actors.

The Manager of WME, Loïc Magneron has been working in the field of international sales for more than 25 years. He was at the Director Committee of UNIFRANCE, suppleant of the vice president of ADEF, commissioner at the OIF (Organisation Internationale de la Francophonie), member of Avance Sur Recettes second College at the CNC and commissioner for the Distribution support of French films in foreign countries and for commission of the support for exportation of French films.

In 2011, Loïc Magneron created a new business model for the promotion, circulation and distribution of first feature films, Eye on Films, supported by Media Mundus. Today, he is also commissioner at the Sofica Hoche Artois Image.

**OCTOBER, FRIDAY 19 - Morning**

**EU Politics & Future of the Media Programme within Creative Europe**



**Ignasi Guardans, Cumediae, Belgium – Policy adviser for Europa Distribution**

Ignasi (Barcelona, 1964) graduated in law in 1987 and he obtained his Ph.D. in 1992. After a period teaching Private International Law he practiced for a few years at an international business law firm.

In 1995 he was elected to the Catalan Parliament. Shortly afterwards he was elected to the Spanish Parliament (1996-2004). He was later elected to the European Parliament for the term 2004-2009. In general terms, his political and legislative work was always linked to three main topics: Culture with its different expressions; International & European Affairs; and the promotion of Human Rights.

In 2009 he was appointed Director General of the Spanish Film Agency ("ICAA"). In 2012, after a short passage at the European Broadcasting Union, he moved to Brussels to promote CUMEDIAE (Culture & Media Agency Europe), of which he is currently the Chairman and CEO. Based in Brussels and working in network throughout Europe, this non-profit organization provides advice and services to culture and arts organizations.



**John Dick, EACEA (European Commission), Belgium**

With a background in Home Entertainment, John Dick ran the European EVE project at the Irish Film Institute from 1990 until 1996 when he moved to Brussels with D&S Media GmbH. Initially overseeing the Theatrical Distribution schemes of the MEDIA Programme, the company expanded to take in the entire programme in 2001 with John as Managing Director.

In 2006 John joined the Education, Culture and Audiovisual Executive Agency in Brussels. He is current Head of Sector for Distribution in the MEDIA Programme unit of the Agency.

**Europa International & Europa Distribution: proposals for MEDIA distribution schemes**

- **Sasha Wieser & Daniela Elstner, Europa International**
- **Jakub Duszynski, Europa Distribution**

**EUROPA**  
**INTERNATIONAL**



Founded in 2011 during the Berlin Film Festival, **Europa International is the new European organization for films international distributors.** The idea was to have a new face for this profession, which represents an essential segment of the European cinematographic and audiovisual sector.

Its objective is to provide a community service by creating a network of European international distributors in order to represent the profession and defend its general interests. Its aim is to improve and increase the circulation of audiovisual works and films inside and outside the European Union.



**OCTOBER, FRIDAY 19 – Afternoon**

**Innovative business models, new experimental distribution schemes**

**Moderation: Melanie Goodfellow, Screen International, UK**



**Ricardo Torres, Hubb Media & Entertainment, Spain**

Ricardo Torres is a business consultant specialized in the media & entertainment industry, who recently started Hubb Media & Entertainment, after serving as a full-time consultant to Sony Entertainment Network in content acquisition and strategy on a pan-European and ANZ level. Hubb is a company focused on consulting, projects and services in the media & entertainment industry, seeking to optimize monetization and content offering for both license holders and digital platforms. Having built a global network across North America, Europe, LATAM and ANZ, his experience covers both the digital platform perspective through Sony, as well as the content owner perspective through Spanish Vértice 360º. As former Head of Distribution for Portugal for independent film distributor Notro Films and as former Strategic Marketing Manager for EMI Music Brazil, he also holds a broad experience in film and music traditional distribution models, and over ten years of experience in the industry overall.



**Sarah Calderón, The Film Agency, Spain**

**Sarah Calderón is the director of the The Film Agency, a newly launched marketing consultancy solution specialized in the film industry.** Sarah has a major in advertising at the PUJ of Bogotá and a Master degree in Multicultural Communication at the CELSA Sorbonne IV in Paris. Sarah has more than ten years of work experience in the audiovisual sector in different positions including: Manager and Promoter of Film Festival: TomaSinco – Bogotá, Head of International Sales at Coproduction Office – Paris, and distributor coordinator at Karma Films – Madrid. In parallel to The Film Agency she works as marketing tutor and consultant for EAVE, Europa Distribution, the Media Programme and several Media Desks.

In the first six months of existence, the agency counts on 10 clients in 8 countries, including: Avalon Productions (Spain), Biennale di Venezia (Italy), Backup Films (France), Dubai Film Festival (UAE), Entre Chien et Loup (Belgium), Jimeno Acevedo (Colombia), Juliette Films (Luxembourg), Neueroad Movies – Wim Wenders (Germany), Petit Film (France) and Zadig Productions (France).

**Thomas Cauchon, Cinema De Facto, France: the 7ème Salle initiative**

Thomas studied cultural management, for which he wrote a thesis on theatrical exploitation in the Parisian area.

He started working in the cinema field with the association “Cinemas 93” before being coordinator & programming assistant at the “Rencontres Cinématographiques de la Seine Saint Denis” in 2008. Then, his career went on as programmer and coordinator of les “Saisons du Cinema” a regional film festival, for 3 years. Since March 2012, he is in charge of the programming for this new initiative: la Septième Salle.



**Ivo Andrlé, Aerofilms, Czech Republic: the *Cinema Royal* initiative**

Ivo spent the last 14 years running three independent cinemas in Prague and a film distribution company Aerofilms.

Aerofilms focuses on high quality and attractive films, including documentaries. They exploit theatrical, video (including Video on Demand) and TV rights in the territories of the Czech and Slovak Republics. The Aerofilms lineup is open to productions from any territory of the world, and is not limited to any date of production.



**Marieke Jonker, Amstelfilm, Netherlands: the *We want cinema* initiative**

Marieke Jonker (MA Preservation and Presentation of the Moving Image) started her cinema career as a programmer at De Uitkijk, the oldest film theatre of Amsterdam. Seeing a lot of possibilities with the upcoming digitization, she founded together with Krijn Meerburg, Michiel Berkel and Bart Lubbers film distributor Amstelfilm in 2008. In three years time, they released more than 40 films, trying different ways of distributing and several digital possibilities. Finally, in May 2012, We Want Cinema was launched in The Netherlands. The first online platform that allows you to decide what is played in the theatre is a fact!

**Round tables**

- **Round Table 1: EU Politics & Media** – moderated by Ignasi Guardans
- **Round Table 2: Experimentation on Media chronology** – moderated by Sarah Calderon
- **Round Table 3: Revenues from online platforms** – moderated by Ricardo Torres
- **Round Table 4: New distribution models** – moderated by Thomas Cauchon, Ivo Andrlé & Marieke Jonker

**CASE STUDIES – Saturday October 20**

**Some “directions for use”:**

For each case study there is a moderator. At the end of discussion and exchange of information (first hour of session), all moderators 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.

**General moderation: Jean-Paul Commin, Consultant, France**

***Love* by Michael Haneke** moderated by Agathe Valentin, Les Films du Losange, France

***Angel's share* by Ken Loach** moderated by Ivo Andrlé, Aerofilm, Czech Republic

***Rust and Bone* by Jacques Audiard** moderated by Jean-Paul Commin, consultant, France

***Of Snails and Men* by Tudor Giurgiu** moderated by Ileana Cecanu, Transilvania, Romania

***Holy Motors* by Leos Carax** moderated by Jonathon Perchal, Artificial Eye, UK

***Reality* by Matteo Garrone** moderated by Jean Labadie, Le Pacte, France

**Love by Michael Haneke**

**Moderated by Agathe Valentin, Les Films du Losange, France**

**International Sales:** Les Films du Losange

**European Distributors:**

Austria	FilmLaden	21 Sept. 2012
BELGIUM	CINEART	24 Oct. 2012
Canada	Metropole Films	11 Jan. 2013
Croatia	Continental Films	
Czech Republic	Artcam	
DENMARK	CAMERA FILM	25 Dec. 2012
ESTONIA	Carmen Film Company	
Finland	Future Film	8 Feb. 2013
FRANCE	LES FILMS DU LOSANGE	24 Oct. 2012
GERMANY	X VERLEIH	20 Sept. 2012
GREECE	ROSEBUD S.A	4 Oct. 2012
Hungary	Cirko Film	1 Nov. 2012
ITALY	TEODORA FILM	31 Oct. 2012
LITHUANIA	Carmen Film Company	
Netherlands	Cineart	15 Nov. 2012
NORWAY	ARTHAUS	25 Dec. 2012
Poland	Gutek Film	2 Nov. 2012
PORTUGAL	LEOPARDO FILMES	29 Nov. 2012
ROMANIA	INDEPENDENTA FILM	
Spain	Golem	Jan. 2013
SWEDEN	FOLKETS BIO	29 Nov. 2012
SWITZERLAND	FILMCOOPI ZURICH	24 Oct. 2012
UNITED KINGDOM	ARTIFICIAL EYE	16 Nov. 2012



**Angel's share by Ken Loach**

**Moderated by Ivo Andrie, Aerofilms, Czech Republic**

**International Sales: Wild Bunch**

**European Distributors:**

Belgium	Cinéart	27 June 2012
Czech Republic	Aerofilms	26 July 2012
DENMARK	CAMERA FILM A/S	25 Dec. 2012
Finland	Moonrise	
France	Le Pacte	27 June 2012
Germany	Prokino FilmVerleih	18 Oct. 2012
Greece	FeelGood	
Italy	Bim Distribuzione	
Netherlands	Cinéart	6 Sept. 2012
Norway	Storytelling Media	
Portugal	Lusomondo	
Spain	Alta Films	26 Oct. 2012
Sweden	Folkets Bio	25 Dec. 2012
SWITZERLAND	Filmcoopi	
UK	E One	1 June 2012



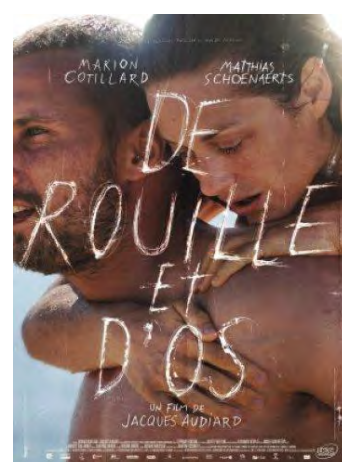
**Rust and Bone by Jacques Audiard**

**Moderated by Jean-Paul Commin, consultant, France**

**International sales: Celluloid Dreams**

**European Distributors:**

Belgium	Lumière	17 May 2012
Denmark	Camera film	14 March 2013
Finland	Cinema Mondo	16 Nov. 2012
France	UGC distribution	
Germany	Wild Bunch	10 Jan. 2013
Greece	Seven films	22 Nov. 2012
Italy	Bim distribuzione	4 Oct. 2012
Netherlands	Lumiere	14 June 2012
Norway	Arthaus	11 Jan. 2013
Portugal	Clap Filmes	18 Oct. 2012
Spain	Vertigo Films	
Sweden	Triart Film	25 Dec. 2012
Switzerland	JMH distributions	17 May 2012
United kingdom	Studiocanal (UK)	2 Nov. 2012



**Of Snails and Men by Tudor Giurgiu**  
**Moderated by Ileana Cecanu, Transilvania, Romania**  
**International sales: Elle Driver**

**European Distributors:**

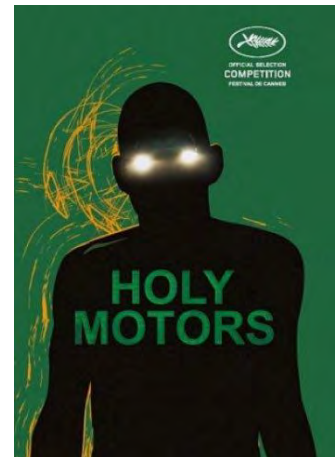
Belgium	Imagine
Netherlands	Imagine
Romania	Transilvania
Switzerland	Filmcoop



**Holy Motors by Leos Carax**  
**Moderated by Jonathon Perchal, Artificial Eye, UK**  
**International Sales: Wild Bunch**

**European Distributors:**

Austria	Stadtkino-filmverleih	31 Aug. 2012
Belgium	Cinéart	11 July 2012
Czech republic	Aerofilms	18 Oct. 2012
Denmark	Camera film a/s	
Estonia	Kino soprus	
Germany	Arsenal filmverleih gmbh	30 Aug. 2012
Greece	Strada	
Hungary	Szuez film ltd	
Hungary	Cirko	
Ireland	Artificial Eye	28 Sept. 2012
Latvia	Kino soprus	
Lithuania	Kino soprus	
Netherlands	Cinéart	9 Aug. 2012
Poland	Gutek film	
Portugal	Leopardo filmes	3 Jan.2013
Romania	Independenta film	
Spain	Avalon	
Sweden	Triart film	16 Nov. 2012
Switzerland	Mont-blanc	
UK	Artificial Eye	28 Sept. 2012
Yugoslavia	MCF	





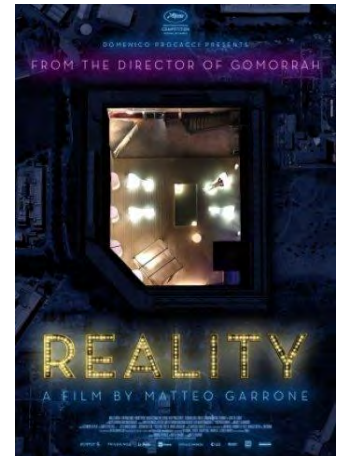
**Reality by Matteo Garrone**

**Moderated by Jean Labadie, Le Pacte, France**

**International sales: Fandango Portobello**

**European Distributors:**

Denmark	Angel Films	
Italy	01/Rai	27 Sept.2012
France	Le Pacte	3 Oct. 2012
Belgium	Imagine Film	7 Nov. 2012
Hongrie	Szuez Film	
Demiurg	Former Yugoslavia	
Seven Film	Greece	
Suez	Hungary	
Film Point Group	Poland	
Midas	Portugal	
Wanda Vision	Spain	
Aura	Switzerland	
Independent and Fandango Portobello	UK/Eire	



**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?

## USEFUL INFORMATION & MAPS of LYON

### ACCOMMODATION

The 4 hotels are high standard (\*\*\*), located in the city center, about 600 m. close to the metro station Bellecour (line D).

**Hôtel Boscolo** : 11 rue Grolée, 69002 LYON / Tel : 04 72 40 45 45

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

**Hôtel Mercure Beaux-Arts** : 73-75 rue Président Edouard Herriot, 69002 LYON / Tel. 04 78 38 0950

**Hôtel des Artistes** : 8 rue Gaspard-André - place des celestins, 69002 LYON

Contact Accommodation / Lumière festival :

Gwenael Missire [gmissire@festival-lumiere.org](mailto:gmissire@festival-lumiere.org) / tel +33 4 78 78 54 61

### CONFERENCE CENTERS (See maps below)

**Thursday late afternoon: Villa Lumière** - Room 98 (inside the museum) - 25 rue du Premier-Film, 69008 Lyon. *The metro stop Monplaisir Lumière (métro D) is 50m. from the Institut.*

[http://www.institut-lumiere.org/pratique\\_index.html](http://www.institut-lumiere.org/pratique_index.html)

**Friday and Saturday morning: La Plateforme (Boat) 4, Quai Victor Augagneur, 69003 Lyon**

**On Friday morning, Hostesses will meet you in your hotel lobby at the following times to take you to the Plateforme:**

- Hotel Boscolo at 9:10am
- Hotel Artistes at 9am
- Hotel Beaux-Arts at 9am
- Hotel Plaza at 9:10am

### MEALS

**Lunches** : Friday October 19 and Saturday October 20 on the Plateforme (where the conference takes place)

**Dinners**: After your dinner, the night village of the festival is waiting for you: La Plateforme La 4 Quai Augagneur, 69003 Lyon (Tramway **T1 Liberté**) (cf. map 2)

**THURSDAY OCTOBER 18, 21h**

• **Le Caro de Lyon**

25 Rue du Bât-d'Argent 69001 Lyon, France / Contact : +33 4 78 39 58 58

We will go directly there after the panel on heritage movies.

**FRIDAY OCTOBER 19, 20h30**

• **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.)

**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**)

## TRANSPORTATION

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 **“Rhônexpress”** (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 on Thursday 18 evening)**

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

## ACCREDITATION

You will find at your hotel the festival bag, which includes: your accreditation, the festival programme

## CONTACTS

- **Europa Distribution :**

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

- **Festival Lumière 2011 :**

Camille Chignier [cchignier@institut-lumiere.org](mailto:cchignier@institut-lumiere.org) / +33 4 78 78 54 71



## THE LUMIÈRE FESTIVAL EVENTS

The festival of cinema masterpieces in new or restored prints

### PROGRAMME

Find the full programme on the festival website: <http://www.festival-lumiere.org/>

### 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

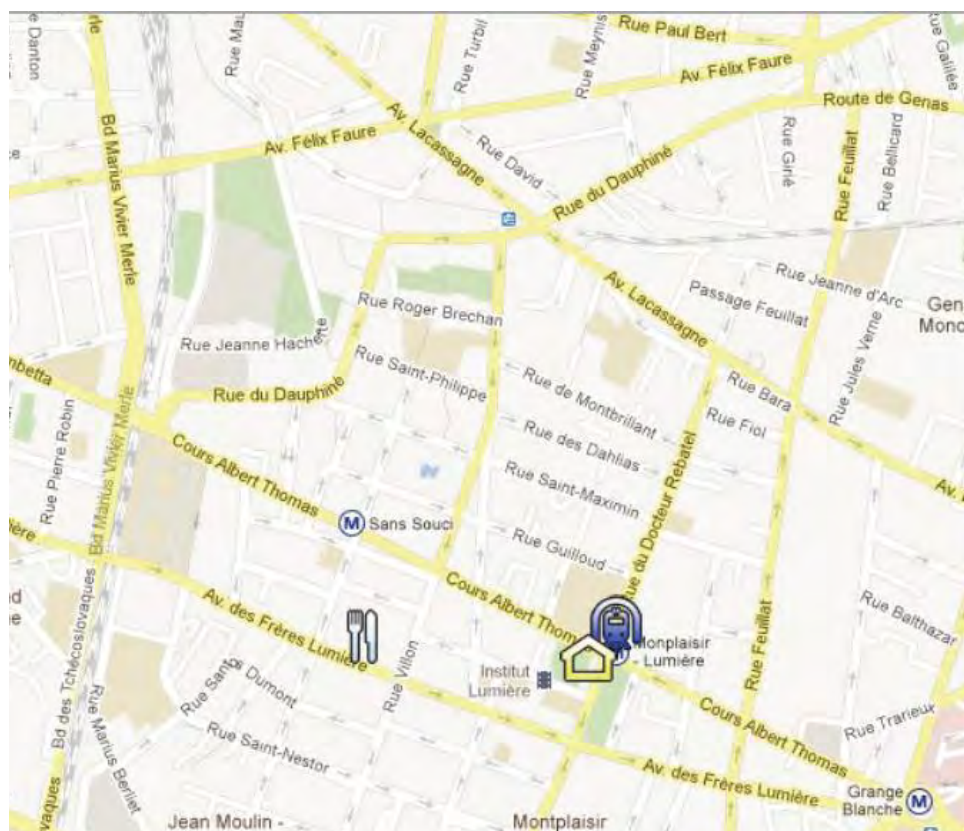
- **The village:** Institut Lumière garden **from 9am til 10pm**

Festival boutique (bookshop, DVD, souvenirs)

Meetings & autographs (bookshop)

Restaurant & café

### Map 1 : Around the Institut Lumière



Conference center Thursday 18 - late afternoon

+ See details with Map 3.

**Map 2: City center**



**CONFERENCE CENTER** Friday 19 & Saturday 20 and Festival events  
**La Plateforme** – 4 quai Augagneur  
(Tram T1 - Liberté)



**ACCOMMODATION**

- 1. Hôtel Boscolo** : 11 rue Grolée, 69002 LYON / Tel : 04 72 40 45 45
- 2. Hôtel Mercure Plaza** : 5 rue Stella, 69002 LYON / Tel. +33 4 78 37 50 50

**3. Hôtel Mercure Beaux-Arts** : 73-75 rue Président Edouard Herriot, 69002 LYON / Tel. 04 78 38 0950

**4. Hôtel des Artistes** : 8 rue Gaspard-André - place des celestins, 69002 LYON



RESTAURANTS - DINNERS

**A. Thursday 18 - Le Caro de Lyon**: 25 rue du Bât d'Argent / Tel : +33 4 78 39 58 58

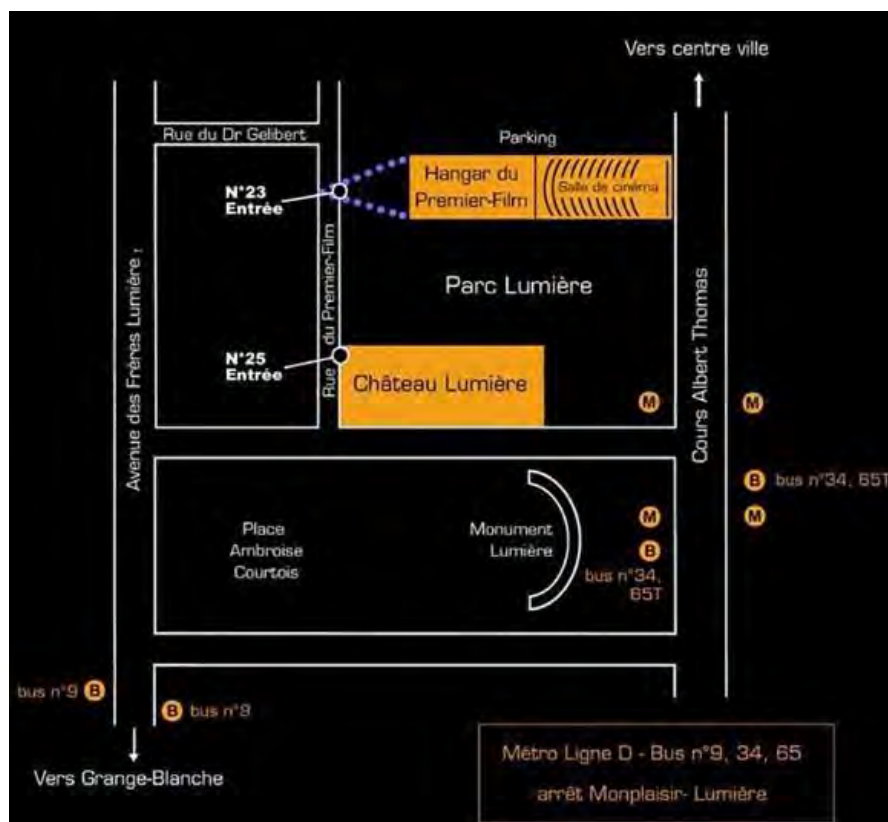
**B. Friday 19: Café des Négociants** : 1 place Francisque Régaud / Tel : +33 4 78 42 50 05

Festival Screenings



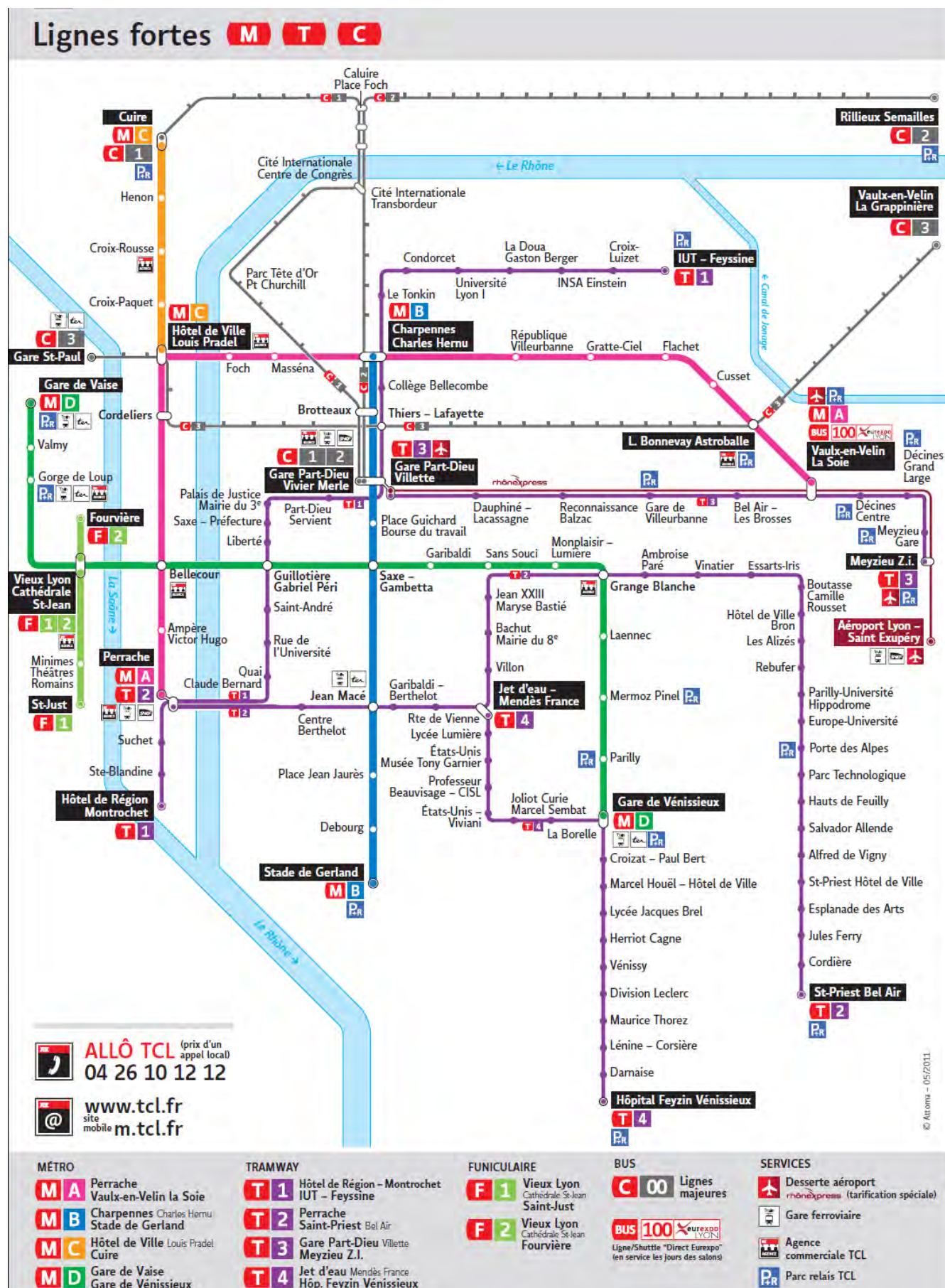
Pathé Bellecour  
Screening Room festival Lumière  
79 rue de la République

Map 3: Institut Lumière – detail (« Château Lumière » = « Villa Lumière »)





**Map 4: Public transportation system in Lyon - Metro, Tramway, and main bus lines**



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## ABOUT EUROPA DISTRIBUTION

Europa Distribution, with a membership of more than 125 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 Film / Poland) is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

[www.europa-distribution.org](http://www.europa-distribution.org)

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



### **Members 2012**

**Austria** ☐ *Filmladen*, Michael Stejskal – *Polyfilm*, Hans Koenig - *Stadtkino*, Philipp Claus.

**Belgium** ☐ *ABC*, Nicolaine Den Breejen – *Cineart-Cinelibre*, Eliane du Bois & Stephan de Potter – *Imagine Films*, Christian Thomas & Tinne Bral – *Le Parc Distribution*, Jean-Pierre Pécasse – *Lumière*, Jan de Clerq & Annemie Degryse – *O'Brother*, Olivier Bronckart – *Paradiso Filmed Entertainment*, Olivier Mortagne – *U-Dream*, Stephanie Van den Berge.

**Bulgaria** ☐ *Artfest*, Stefan Kitanov & Mira Staleva – *Pro Films*, Emil Simeonov

**Croatia** ☐ *Continental Film*, Martin Milinkovic

**Czech Republic** ☐ *Aerofilms*, Ivo Andrlé – *Artcam*, Přemysl Martinek

**Denmark** ☐ *Camera Film*, Kim Foss – *Ost for Paradis*, Ole Bjorn Christensen – *Scanbox*, Mikael Modig – *Sunrise Film Distribution*, Peter Bendtsen.

**Finland** ☐ *Cinema Mondo*, Mika Siltala – *Scanbox*, Mikael Modig

**France** ☐ *Ad Vitam*, Alexandra Henochsberg – *Bac Films*, Roch Lenner – *Chrysalis*, Pierre-François Bernet – *Diaphana*, Michel Saint-Jean – *Epicentre*, Dabiel Chabannes – *Equation*, Didier Costet – *Les Films du Losange*, Régine Vial – *Gebeka*, Marc Bonny – *Happiness Distribution*, Isabelle DUBAR - *Haut et Court*, Carole Scotta – *Heliotrope*, Laurent Aléonard – *Jour 2 Fête*, Etienne Ollagnier & Sarah Chazelle – *KMBO*, Vladimir Kokh – *Le Pacte*, Jean Labadie - *Memento Films Distribution*, Alexandre Mallet-Guy – *MK2*, Nathanaël Karmitz – *Pretty Pictures*, Anne-Cécile Rolland – *Pyramide*, Eric Lagesse – *Rezo Films*, Jean-Michel Rey – *Shellac*, Thomas Ordonneau – *Sophie Dulac Distribution*, Sophie Dulac – *Urban Distribution*, Frédéric Corvez – *Wild Bunch Distribution*, Jean-Philippe Tirel.

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**Hungary** ☐ *Budapest Film*, Gabor Csardi – *Mokép* – *Pannónia LTD*, Balázs Gulyás – *Mozinet*, Gabor Böszörményi.

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**Netherlands** ☐ *Amstelfilm*, Krijn Meerburg & Marieke Jonker – *Cineart Netherlands*, Eliane du Bois & Wallie Pollé – *Cinemien*, Nicolaine den Breejen – *Contact Film*, Gerard Huisman – *Eye Film Institute*, Monica Eckelkamp – *Filmfreak Distributie*, Kamiel Van der Ster – *Paradiso Entertainment Netherlands*, Martien Uyttendaele – *Just Film Distribution*, Jean Heijl.

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**Romania** ☐ *Transilvania Film*, Ileana Cecanu.

**Serbia** ☐ *MCF Megacom Film*, Igor Stankovic

**Slovakia** ☐ *Film Europe*, Ivan Hronec

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**Switzerland** ☐ *Agora*, Laurent Dutoit – *Cineworx*, Pascal Trächslin – *Filmcoopi*, Felix Hächler – *Frenetic*, Monika Weibel & Daniel Treichler – *Look now!*, Bea Cuttat – *Pathé Films*, Hélène Cardis – *Praesens Film*, Corinne Rossi – *Xenix*, Cyril Thurston.

**United Kingdom** ☐ *Artificial Eye*, Louisa Dent – *Dogwoof*, Andy Wittaker – *Cinefile*, Richard Mowe – *Soda Pictures*, Edward Fletcher – *Trinity*, Cedric Behrel.

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

**Non European member**

**Canada** ☐ *Metropole Films, Charles Tremblay*

**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 1800 film profiles are already online.

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



**ISABELLE OBADIA**

Isabelle Obadia passed away on Sunday 17 June 2012.

Since then, 3 long months have passed, and it still hard to believe that she will never come back.

At every Europa Distribution workshop, we expect her to show up, with her bright smile, as if this whole thing had only been a big joke. But this is no joke. This is a terrible tragedy. And a huge loss for Europa Distribution, for Les Films du Losange, for all those who worked with her, for the film industry in general.



For those who knew her, Isabelle was just incredibly special. She was able to dedicate herself passionately to her work while enjoying every little thing life offers and generously giving to people her time, her affection.

Isabelle fought her cancer during 9 months with courage and dignity. She kept on working until the end because she was passionate. After months of struggling with her illness, she remained so positive, so bright, so radiant.

Everyone who crossed her path in Paris or in festivals will remember her beautiful smile, her warmth, her kindness, her energy, her generosity.

From now on, she will be part of our heads, of our hearts, and the best way to honor her memory is to do what she always did: work with passion and be grateful to be alive.

**At Europa Distribution, we will remember her with a grant in her name for an internship in our organization.** This way, we will remember her for what she was so good at: connecting people and believing in the European idea.