

OPEN PROGRAMME at 5th East Doc Platform

Dates: March 7 - 13, 2016

Where: Prague, Czech Republic / Cervantes Institut

MONDAY, March 7, 2016

5:30 pm – 6:30 pm | **Case Study: Ukrainian Sheriffs**

A tragicomic documentary portrait of a two-man team of sheriffs in a remote Ukrainian village disturbed by everyday incidents and political developments, *Ukrainian Sheriffs* (UA, LV, DE, 2015), won Special Jury Award at IDFA. In 2013 it was pitched as a project in development at East European Forum in Prague. Director Roman Bondarchuk and producers Dar'ya Averchenko and Uldis Cekulis will share the journey they took bringing their film to life.

Where: Cervantes Institute, Cinema Hall

TUESDAY, March 8, 2016

10 am - 11:30 am | **Case Study: The Russian Woodpecker**

In his case study, Oscar-Nominated producer Mike Lerner (Roast Beef Production, UK) will offer an insight into making the Sundance grand jury prizewinner *The Russian Woodpecker* (UK, USA, 2015). This debut documentary by Chad Garcia offers an intense and formally inventive investigation into the ghosts of the Soviet Union and the mind of an irradiated Ukrainian artist on a quest to discover the 'criminal' behind the Chernobyl nuclear disaster.

Where: Cervantes Institute, Cinema Hall

5 pm – 6 pm | **Lecture: Saving the Rough Cut**

Renowned producer, director and consultant, Iikka Vehkalahti (Rough Cut Service, Finland), presents the most common problems documentary filmmakers face when looking for the functional inner structure of their material in the editing rooms. The lecture will include clips and examples.

Where: Cervantes Institute, Cinema Hall

WEDNESDAY, March 9, 2016

10 am – 11:30 am | **Lecture: Creative Doc Packaging & Marketing**

How do you package and market a doc for a global audience in the year 2016? How to find the buyers and the best festivals to make your film an international success? Peter Jäger, partner & founder of leading sales agency Outlook Filmsales, will explain this by using examples from the company's line-up.

Where: Cervantes Institute, Cinema Hall

12 pm – 1 pm | **Lecture: Transmedia re-imagined**

Questioning the merits and potential of transmedia storytelling some 12 years after Henry Jenkins first coined the term, Dr. Jasmina Kallay, a screenwriter, novelist, script doctor, transmedia creator and author (*Gaming Film*: Palgrave Macmillan, 2012) will propose a new way of considering transmedia, as well as outlining the latest trends, with a special focus on VR/AR devices and how they will transform the media landscape.

Where: Cervantes Institute, Cinema Hall

2 pm – 3 pm | **Lecture: Making a successful web-friendly documentary**

Frédéric Dubois will uncover steps needed in pre-production, production and post-production, based on the case study of *Atterwasch*. In his lecture, he will also raise the question of how to measure the success of a web-documentary.

Where: Cervantes Institute, Cinema Hall

3:30 pm – 4:30 pm | **Lecture: VR and interactive experience**

Notes on Blindness: Into Darkness (2014) uses new forms of storytelling, gameplay mechanics and VR to explore cognitive and emotional experience of blindness. Each scene addresses a memory, a moment and a specific location from a real audio diary, using binaural audio and real time 3D animations to create a fully immersive experience in a world 'beyond sight'. Arnaud Colinart is a producer at AGAT Films & Cie / EX NIHILO. His productions include the video game *Type: Rider* (Appstore Editor's Choice, SXSW 2014 Gaming Award Nominee, Webby Award Nominee – Best Mobile Game, Best Visual Design).

Where: Cervantes Institute, Cinema Hall

6 pm – 7:30 pm | **Masterclass of Erik Gandini**

In this masterclass, acclaimed documentary filmmaker Erik Gandini will offer the audience an essential exploration of the art and craft of his directing. The Italian-born, Swedish based film director, producer and writer is known, besides other titles, for *Surplus: Terrorized into Being Consumers* (2003), *Gitmo* (2005), *Videocracy* (2009) and *The Swedish Theory of Love* (2015).

Where: Cervantes Institute, Cinema Hall

THURSDAY, March 10, 2016

10 am – 11:30 am | **Masterclass of Alexandre Brachet: Transmedia What?**

Creation, production, distribution, skills, figures, budgets, formats in Web-documentary? Alexandre Brachet will talk about all these themes based on the programmes *Upian* produced or coproduced in the last 10 years. He will especially focus on *Do Not Track* and *Generation What*.

Where: Cervantes Institute, Cinema Hall

12 pm – 1 pm | **Masterclass of Maya Hawke: Words and Pictures**

Maya Hawke, renowned documentary editor, fiction writer and experimental filmmaker, known for her work with Werner Herzog and Errol Morris, presents a masterclass on the art of storytelling in the age of social media, and the crucial role of writing in documentaries.

Where: Cervantes Institute, Cinema Hall

2 pm – 3 pm | **Lecture: Digital Rights Stuff**

Wendy Bernfeld is MD of Rights Stuff, an international content consultancy specialized in film/TV/digital acquisition, distribution and related strategy/ rights advice for and to traditional and digital platforms. She helps producers, sales agents, and distributors achieve fuller exploitation of digital distribution (TVOD, SVOD, AVOD etc.) beyond just the Big 5. Occasionally she picks up select films for digital or hybrid distribution, and assists with the business side of web series, cross-platform, transmedia programs.

Where: Cervantes Institute, Cinema Hall

3:15 pm – 4:30 pm | **Campaigning Duel Sarah Mosses feat. Fredrik Gertten**

Sarah Mosses is CEO of Together Films, a new agency working with social issue film content to reach new audiences. She helps filmmakers craft impact distribution campaigns for producers to increase their social impact, audience reach and revenue potential. As an award-winning producer, Sarah's debut feature documentary *They Will Have to Kill Us First* (2015) had its World Premiere at SXSW 2015. Sarah will be giving an introduction to Impact Distribution Strategy; how to work successfully alongside traditional film distribution routes to launch a campaign to effect change, focusing on budgets, platforms, partners and skills in order to launch an effective campaign.

Fredrik Gertten, director of *Bikes vs Cars* is a Swedish award winning director and journalist.

*Big Boys Gone Bananas!** (2012) and *Bananas!** (2009) his latest works have met audiences in over 80 countries including leading festivals as Sundance, Berlinale, Hot Docs, Toronto, IDFA, Amsterdam, Melbourne IFF, Sao Paulo IFF, Sheffield. In Sweden the sale of Fair Trade bananas more than doubled after the release of the films. The Dole Food Company made his film *Bananas!** controversial by suing WG Film, the producer and the director. The fight for the film and freedom of speech won international recognition. In Sweden Fredrik Gertten is awarded with several prizes including the Anna Politkovskaya Freedom of Speech Award. Both films have won several international awards.

Where: Cervantes Institute, Cinema Hall

5 pm – 6:30 pm | **Panel on Alternative Distribution**

Panel discussion on alternative distribution will explore 5 different approaches to alternative distribution of documentaries. Jana Ripplová (KineDok), Maja Lindquist (Doc Lounge), Ondřej Kamenický (Promítej i ty), Dimitra Kouzi (Moving Docs, CineDoc) will be presenting the innovative ways of bringing documentary films closer to the audience.

Where: Cervantes Institute, Cinema Hall

5 pm – 6:30 pm | **Lecture & vernissage: Mind the Map**

Time's Up investigates the ways in which people interact with and explore their physical surroundings as a complete context. It designs spaces, constructs interactive situations, invites an audience into them and encourages their playful experience-driven exploration of the space and its behavior. The lecture will explore ideas behind physical narratives, explain the role of an audience within them and unearth challenges we face every time we sketch and scheme any new physical narrative.

Where: Austrian Cultural Forum in Prague, 1st Floor & Gallery

8:30 pm – 12 pm | **KineDok Screening & Party**

6 Degrees (Bartosz Dombrowski, Poland, 2014, 81')

The film is inspired by Milgram's 'Six degrees of separation' theory with its assumption that every person in the world can be reached through 6 personal connections. The crew tries to explore the chain of connections between two randomly drawn protagonists: a young punk-rock musician from Warsaw, Poland and a farmer from little village in Mexico. The movie camera follows the everyday life of all our protagonists and tries to discover what's hidden beneath their everyday masks.

Where: Vinohradský Pivovar

FRIDAY, March 11, 2016

10 am – 11:15 am | **Lecture: Catch Up with iTunes, Sony Entertainment, Google, YouTube, Amazon and Vudu?**

Vincent Lucassen is an experienced producer, distributor and film-marketing specialist. His company Under the Milky Way works as an aggregator and a facilitator. It helps rights holders to get their titles onto platforms. His lecture will cover different digital distribution models focusing on new trends in alternative distribution.

Where: Cervantes Institute, Cinema Hall

11:30 pm – 12:30 pm | **Lecture: Crowdfunding for Alternative Distributors**

Wolfgang Gumpelmaier (gumpelmedia) will give a lecture on different types of crowdfunding, overview and operation of major platforms, the expiry of a campaign, focusing then on the tailored campaign for distribution platforms as a way of co-financing.

Where: Cervantes Institute, Cinema Hall

2 pm – 3 pm | Lecture: How to build your interactive team?

Come and ask Marie-Pier Gauhtier, interactive producer at the National Film Board of Canada, questions before you've even begun creating an interactive production: What is the premise of the project in one sentence? What is the project about? What is the intention of the project? Who is the intended audience? What do you want to the user to experience and feel? What is going to happen and why?

Where: Cervantes Institute, Cinema Hall

3 pm – 4 pm | Lecture: Crossing Inspirations: Anima/Doc

Born in 1962 in Romania, Anca Damian studied cinema and worked as a director of photography on two feature films, *Forgotten by God* (1991) and *The Way of Dogs* (1992), as well as on many shorts and documentaries, almost all of which were awarded with national prizes for cinematography. She also worked as a director, screenwriter and producer on several award-winning documentaries. Her debut feature was *Crossing Dates* (2008), a Romanian-Finish co-production, which was selected at Pusan, Chicago, Goteborg, Pune, Cottbus, Goa and Rome Independent Film Festival. Her next film, *Crulic – The Path to Beyond* (2011), mixes documentary and animation techniques. It premiered in Locarno where it received a Special Mention. The film won the Best Feature Award at Annecy International Animated Film Festival, the Amnesty Award at CPH:DOX, the Special Prize of the Jury at Istanbul IFF and a special mention at Warsaw IFF. Her feature animated documentary *The Magic Mountain* (2015) hits the international festivals right now.

Where: Cervantes Institute, Cinema Hall

4:30 pm – 6 pm | Czech Docs....Coming Soon

Five upcoming Czech documentary features will be presented to representatives of prestigious film festivals and sales companies (FID Marseille, Dok Leipzig, Nordisk Panorama, IFF Rotterdam, IFF Sarajevo, Toronto IFF) and to the wide public.

Where: Cervantes Institute, Cinema Hall

SATURDAY, March 12, 2016

9:30 am – 1:30 pm | EAST EUROPEAN FORUM – Public Presentations

21 feature-length documentaries in development and production from Central and Eastern Europe are pitched to international industry professionals and potential funders.

Where: Komedie Theatre

Open Programme is open to the accredited guests and to public (free entrance, held in English)

Institut Cervantes (Na Rybníčku 6, Prague 2)

Austrian Cultural Forum in Prague (Jungmannovo nám. 18, Prague 1)

Vinohradský Pivovar (Korunní 106, Prague 2)

Komedie Theatre (Jungmannova 1, Prague 1)