



Prague, February 5, 2019
Press release no. 2
Industry

Von Trier campaign creators set for Industry section

Following the success of last year's programme for film professionals, Febiofest is this year again offering a broad-ranging programme within its Industry section. It will comprise panel discussions, case studies, presentations and workshops as well as publicly accessible master classes. The programme is intended to support Czech cinema and emerging filmmakers and to boost young viewers' media literacy. Themes will include opportunities for distributing European debuts, the future of the audio-visual arts in an era of modern technology, new trends in storytelling, blockchain distribution, cooperation between entrepreneurs in the film and technology fields, the preparation of film professionals for today's international market and a master class with the team behind the media campaigns for **Lars von Trier's** films.

Three Industry days will take place from Monday 25 to Wednesday 27 March at the Vienna House Andel's Prague hotel beside CineStar Anděl. Accreditation is for film professionals and film school students.

The first Industry day will focus on first-time filmmakers and feature a conference on opportunities for distributing European debuts. Panel guests will include sales agents, distributors, festival selectors and film centre representatives.

The remaining days will be given over to the future of the audio-visual arts in an era of modern technology and will deliver panel discussions and master classes focused on new trends in storytelling and blockchain distribution. **The Einstein Couple**, who create media campaigns for the films of Lars von Trier (*The Girl with a Dragon Tattoo*, *Royal Affaire*, *The House That Jack Built*, *Nymphomania*), will also hold a master class.

In cooperation with Berlin-based agency Propellor, which is a unique film centre focused on the development of new business models for film production and production, we will hold a workshop on cooperation between entrepreneurs in the film and tech fields. We are also working with the company Zétema run by **Giorgio Gosetti**, director of Venice Days at the Venice IFF, and Eye on Films on a joint workshop aimed at preparing film professionals for the current international market: the development of digital technology means developing new business models that will strongly influence film distribution and content management, which is key to the development of Europe's audio-visual industry.

The workshop will chiefly focus on:

- analysis of the current situation on the international market
- comparison of traditional distribution and new models
- ways to foster new relationships between international sales agents, producers and local distributors that will define the circulation of audio-visual products in Europe on multiple platforms

Press:

Gabriela Vágner, t: +420 602 789 242, vagner@febiofest.cz

Tereza Jiravová, t: +420 603 828 429, jiravova@febiofest.cz

Prague IFF - Febiofest, Růžová 13, Prague 1, 110 00

