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Festival del film Locarno
3-13 | 8 | 2016

***** LOCARNO INDUSTRY ACADEMY – 2016 PROGRAM *****

WELCOMING DAY - WEDNESDAY 3rd AUGUST 2016

- Afternoon **Arrival** of participants in Locarno & **Check In** at Youth Hostel Palagiovani
- 7:00pm **Welcoming** by the Industry Academy Team at the Hostel & **Festival main venues tour**
- 8:30pm Free evening
- 9:30pm Piazza Grande Opening Night screening (optional)

DAY 1 - THURSDAY 4th AUGUST 2016

Morning - SUMMER ACADEMY INTRODUCTION / PRESENTATION OF THE PROGRAM

Afternoon - MARKETING PLENARY SESSION & GROUP WORK PRESENTATION

- 9:00-10:30am **Greetings** at Magistrale-SUPSI (Aula Magna)
Introduction of participants & General Presentation of the Summer Academy participants with Stefano Knuchel, Eric Kohn, Vanja Kaludjeric, **Nadia Dresti and Carlo Chatrian**
- 11:00am-12:00pm **SESSION 1 - (Magistrale SUPSI – room 124)**
Introduction and presentation of the IA program
With Vanja Kaludjeric
- 12:15-1:45pm **Summer Academy Lunch** at MANOR
(15min walk from the Magistrale-SUPSI)
- 2:00-5:00pm **SESSION 2 – (SUPSI, room 124)**
MARKETING & GROUPWORK
Plenary Session & Introduction to the topic of the group work

TUTOR: Mathias Noschis (Marketing Strategist – Alphapanda, UK)

- 5:30-6:00pm **General Debrief**
with Vanja Kaludjercic
- 7:00-8:30pm **Locarno Summer Academies' Warm Up & Welcoming Drink**
With Summer Academy team & partners (La Rotonda)
- 8:30pm Free evening
- 9:30pm Piazza Grande & other festival screenings

DAY 2 - FRIDAY 5th AUGUST 2016

Morning - **ENTREPRENEURSHIP & CREATIVITY / A COFFEE WITH...**
Afternoon - **STEP IN** INTRODUCTION PANEL DISCUSSION

9:30-11:00pm **SESSION 3 - (SUPSI, room 124)**
Entrepreneurship & Creativity

How to make our Industry creative and innovative?

*GUEST: Alexandre Michelin (Senior Vice President - **Spicee media**, France)*

11:15-12:00pm **SESSION 4 - (SUPSI, room 124)**
A coffee with ... A European Institution

How do Institutions adapt to a fast changing Market?

*GUESTS: Roberto Olla (Executive Director - **EURIMAGES**, France)*

12:15-2:00pm **Summer Academy Lunch (Manor)**

2:30-4:00pm **SESSION 5 - (Hotel Belvedere)**
STEP IN Introduction Panel discussion
(Please, be there at 2:15pm to check in!)

New Platforms: New Threats or New Opportunities

*GUESTS: Hussain Amarshi (CEO - **Mongrel Media**, Canada), Cameron Bailey (Artistic Director - **Toronto International Film Festival**, Canada).*

*Presentation by Carolle Brabant (Executive Director - **Telefilm Canada**) on*

initiatives launched by Telefilm Canada with a special emphasis on the Micro-budget program.

MODERATOR: Ira Deutchman (*Independent producer, Professor at Columbia University School of the Arts, USA*).

- 5:00-5:30pm **General Debrief**
- 6:30-8:00pm **OPEN DOORS Welcome Drink**
(La Rotonda, Grand Hotel Swisscom)
- 6:30pm **MARKETING GROUP WORK SCREENING 1**
Concorso Cineasti del Presente: *Pescatori di Corpi*
by Michele Pennetta - 65min (La Sala)
- 7:00 – 9:00pm **FILMMAKERS ACADEMY SCREENING**
(CINEFONDATION)
RIALTO 3
- 8:00pm Free evening
- 11:30pm-late **INDUSTRY OPENING PARTY** (Lido de Ascona)
hosted by the Polish Film Institute
(Bring your Badge!!!)

DAY 3 - SATURDAY 6th AUGUST 2016

Morning - EXHIBITION & DISTRIBUTION

Afternoon – DISCOVERY OF INDUSTRY ACTIVITIES / GROUP WORK SCREENING

- 11:15am-1:00pm **SESSION 6 – (SUPSI, room 124)**
CASE STUDY & Talk on exhibition & distribution

How to keep enjoying films on the big screen today?

*GUESTS: Jon Barrenachea (Project Manager – Picturehouse Cinemas, UK),
Laurent Toplitsch (Exhibitor – ZINEMA Lausanne, Switzerland)*

- 1:00-2:00pm **Summer Academy Lunch** (Manor)
- 2:00-4:00pm **MARKETING GROUP WORK SCREENING**

Concorso Internazionale: *Hermia & Helena*
by Matias Pineiro 86min (FEVI)

OR

2:30-4:00pm **StepIn.CH Panel & Case Study** (Hotel Belvedere)
Warmly recommend to our Swiss participants!!!

Are our models of financing, producing and broadcasting Swiss films truly adapted to face contemporary challenges?

*GUESTS: Bero Beyer (Artistic Director – ROTTERDAM IFF, Netherlands),
Carolle Brabant (Executive Director – Telefilm Canada), Christian Jungen
(Film Critic - NZZ am Sonntag, Switzerland)*

*MODERATOR: Emmanuel Cuénod (Artistic Director - Geneva International
Film Festival Tous Ecrans, Switzerland)*

OR

2:00-6:00pm **FIRST LOOK WIP screenings / MATCH ME! one-to-one
meetings**
(Industry Home Base - Rialto Cinemas)

6:30-8:00pm **Industry Meet & Greet hosted by SWISSFILMS**
(laRotonda, Grand Hotel Swisscom)

8:00pm **INDUSTRY ACADEMY PIZZA PARTY!**
(Place TBC)

11:00pm **MARKETING GROUP WORK SCREENING**
Concorso Internazionale: *The Last Family* (Ostatnia
Rodizina)
by Jan Matuszynski, 123min (RIALTO 2)

DAY 4 – SUNDAY 7Th AUGUST 2016

**Morning – FILMMAKERS' ACADEMY MASTER CLASS / SALES &
PRODUCTION**

**Afternoon – TALKING AND SHARING / LATIN AMERICAN & EUROPEAN
MARKET**

10:00-11:30am **STEPIN WRAP UP** (Hotel Belvedere)

10:00am-12:00pm **FILMMAKERS' ACADEMY MASTER CLASS** (SUPSI, Aula)

Magna)
with Roger and Julie Corman
optional but warmly recommended!

12:00 – 1:15pm **SESSION 7 - (SUPSI, room 124)**
SALES & PRODUCTION

Are sales activities only about sales?

*GUEST: Pierre Menahem (Sales agent & Producer – **Still Moving**, France)*

1:30-2:30pm **Summer Academy Lunch (Manor)**

2:45-4:45pm **SESSION 8 - (SUPSI, room 124)**
TALKING AND SHARING - GROUP CONVERSATION

A dedicated time to share about projects, dreams, career and issues within the group.

*GUEST: Virginie Devesa (Sales agent & CEO – **Alpha Violet**, France)*

5:15-6:15pm **SESSION 9 – (SUPSI, room 124)**
LATIN AMERICAN & EUROPEAN MARKET

How to make international arthouse films traveling from one continent to the other? The case of Latin American Cinema & Mexican Arthouse Industry.

*GUESTS: Cristina Prado (Head of production support – **IMCINE**, Mexico), Sandra Gomez (Producer & Distributor – **INTERIOR XIII**, Mexico), Eva Morsch Kihn (Programmer and Head of Industry – **Toulouse Cinelatino**, France)*

6:30-8:00pm **Industry Meet & Greet hosted by Doc Alliance & Doc Alliance Selection Award ceremony**
(laRotonda, Grand Hotel Swisscom)

9:30pm **MARKETING GROUPWORK SCREENING**
Concorso Cineasti del Presente: ***Pescatori di Corpi***
by Michele Pennetta - 65min (RIALTO 2)

11:00pm **MARKETING GROUPWORK SCREENING**
Concorso Internazionale: ***Hermia & Helena***
by Matias Pineiro 86min (LA SALA)

DAY 5 – MONDAY 8th AUGUST 2016

Morning – FREETIME FOR MARKETING GROUP WORK PREPARATION
Afternoon – A COFFEE WITH... / DIGITAL & ALTERNATIVE DISTRIBUTION

10:00am-12:30pm FREETIME for Marketing group work presentation
(SUPSI, room 124)

11:00am-12:30pm **MARKETING GROUP WORK SCREENING**
Concorso Internazionale: *The Last Family* (Ostatnia Rodizina)
by Jan Matuszynski, 123min (PALAVIDEO - about 20 minutes walk from the SUPSI !!!)

1:00-2:00pm **Debriefing Lunch** with Mathias Noschis (Manor)

2:00-3:45pm **FREETIME** for Marketing group work presentation
(SUPSI, room 124)

4:00-4:45pm **SESSION 10** – (SUPSI, room 124)
A coffee with ... An International Film Market Director

How to survive to a Film Market?

*GUEST: Matthijs Wouter Knol – (Director of the **Berlinale EFM**, Germany)*

5:00-6:00pm **SESSION 11** - (SUPSI, room 124)
Panel on digital & alternative distribution

Shall we all go alternative?

*GUESTS: Quentin Carbonell (Head of Acquisitions – **MUBI**, United Kingdom), Mads Mikkelsen (Head of Programming – **CPH DOX**, Denmark), Brian Newman (Distribution & Marketing Strategist – **Sub-Genre**, USA)*

6:30-8:00pm **DEBRIEF WITH ALEXANDRE MICHELIN / Industry Meet & Greet** hosted by Se-Yap
(laRotonda, Grand Hotel Swisscom)

7:45-9:45pm **FILMMAKERS ACADEMY SCREENING**
(RIALTO 3)

DAY 6 – TUESDAY 9th AUGUST 2016

Morning – MARKETING GROUP WORK PRESENTATION

Afternoon – OPEN TALK WITH FESTIVALS' REPRESENTATIVES / WRAP UP

10:00am-12:00pm **SESSION 12 – (SUPSI, room 124)**

MARKETING GROUP WORK PRESENTATION

each group presents its marketing plan on a film of the festival.

*JURY: Mathias Noschis, Pierre Menahem and Yves Blösche (head of distribution – **Filmcoopi**, Switzerland)*

12:15-2:45pm **Summer Academy Lunch (Manor)**

3:00 – 4:15pm **SESSION 13 – (SUPSI, Aula Magna)**

MEET THE FESTIVALS with the Locarno Filmmakers Academy & Open Doors LAB participants

My film in the festivals' circuit, what for?

*GUESTS: Frederic Boyer (Artistic Director – **TRIBECA IFF**, USA), Anne Delseth (Independent Programmer – **Cannes Directors' Fortnight**, **Mumbai IFF**, **Zurich IFF** Switzerland), Dennis Lim (Head of Programming & Artistic Director – **Film Society of the Lincoln Center & New York IFF**, USA)*

4:45-5:30pm **General Debrief & WRAP UP (SUPSI, room 124)**
With Vanja Kaludjeric

7:00-8:30pm **FILMMAKERS ACADEMY SCREENING (RIALTO 3)**

8:30pm **LOCARNO SUMMER ACADEMY Photocall**
on the Red Carpet (Piazza Grande)
(Please be on time 20:30pm sharp!!)

9:00-11:00pm **INDUSTRY ACADEMY Farewell Dinner**
(Ristorante Vallemaggia)

DAY 7 – WEDNESDAY 10th AUGUST 2015

DEPARTURE OF PARTICIPANTS &

FREE TIME IN LOCARNO FOR THOSE WHO CAN STAY LONGER!

Program subject to change



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'intérieur DFI
Office fédéral de la culture OFC

MEDIA DESK
SUISSE


EUROPA CINEMAS
MEDIA - PROGRAMME DE L'UNION EUROPÉENNE

EUROPA
← DISTRIBUTION →

EUROPA
INTERNATIONAL