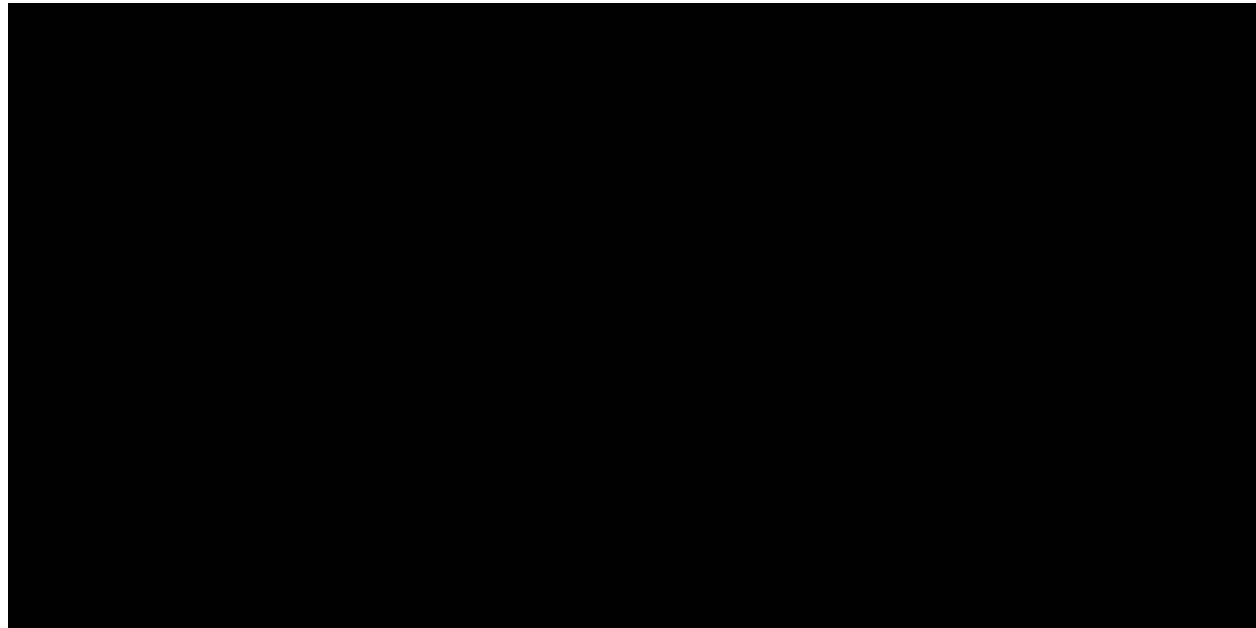


Building an Audience for Spanish-language Cinema:



Spanish & Latin American Film Festival

Manchester, UK

Means of Promotion

Overall aim: To build audiences for Spanish-language cinema

- Work with distributors of upcoming releases – marketing & promotion
- Tour – increase presence of Spanish-language cinema in UK
- Education materials & events – future audiences
- Partner with UK distributor to buy and release films/DVD – specialised label
- Ensure a constant presence – bookings all year

Cinema 1, Cornerhouse – Sold out screening 2006



Cinema 1 interior, 2006 – sold out public screening of 7 Virgenes



Upcoming Releases

- Invite filmmakers & share costs
- Pre-release press (interviews & reviews)
- Building mailing & e-mailing lists for Spanish-language releases
- Tour – include films as previews to determine release patterns & build word of mouth
- Book these and other Spanish-language films for the cinema when released

2005: Argentinean director Carlos Sorin wishes he was back home!



Antonia San Juan, August '99 – Partnership w/ Edinburgh Film Festival & Pathe UK



Viva Tour includes

- Previews of films coming into distribution
- Films bought by UK distributors but with no plans to release them (DVD only?)
- Temporary distribution of films without UK distributors (from sales agents or producers)
- SodaViva films (in 2007/8) – films bought by Soda Pictures for tour, DVD, VOD
- At least one film aimed at education

18-year-old actor Jesus Carroza signs autographs following schools screening of 7 VIRGENES



Education

Building audiences for the future

- Films pre-distribution or in temporary distribution (festival/tour)
- Using Viva experience to work with distributors on education materials for films being released (outside festival period)
- Downloadable study guides (at least one for a tour film)
- Education events using the study guides + tutors list for use by other venues

SIETE VIRGENES (2005)
Study Notes

CORNERHOUSE
ARTIFILMBOOKSFOODSINK

Dir. Alberto Rodríguez
Written by Carmen Herrero

Curriculum Links: Young People Today (family and relationships), The Cultural and Social Landscape: Sevilla and Andalucía.
Themes include: friendship; loss (death of a friend); family; youth culture; crime and punishment.

Títulos de Crédito

Dirección: Alberto Rodríguez

País: España
Género: Drama
Duración: 86 minutos
Estreno: 14 de octubre de 2005
Guión: Alberto Rodríguez y Rafael Cobos López
Fotografía: Alex Catalán
Música: Julio de la Rosa
Montaje: J. Manuel G. Moyano
Producción: José Antonio Féliz
Dirección artística: Javier López
Vestuario: Fernando García

El director:
Alberto Rodríguez nació en Sevilla el 11 de mayo de 1971. Alberto ha odirrigido varios cortos antes de su incursión en el largometraje con *El Factor Pilgrim* (2000), junto con Santi Amadeo. Su segundo filme, *El traje* (2002), trataba sobre la cuestión de la marginación social y transcurre también en Sevilla.

Intérpretes:
Juan José Ballesta (Tano): Tenía sólo ocho años cuando empezó a trabajar en series de televisión. En el año 2000 se convirtió en el actor más joven en recibir un Goya como Mejor Actor Revelación por su interpretación en *El Bola* (Dir. Acheró Mañas, 2001). Ahora cuenta ya con una extensa filmografía, compaginando su pasión por el cine con la actividad deportiva. Otras películas en las que ha participado: *Planta 4ª* (Dir. Antonín Menezo, 2003); *El viaje de Carl* (Dir. Imanol Uribe, 2002); y *El*



SIETE VIRGENES (2005)
Study Notes

CORNERHOUSE
ARTIFILMBOOKSFOODSINK

Alba Rodríguez (Patri): Animada por sus amigos cuando vieron el anuncio del casting en el instituto, Alba demostró en la prueba que, como ella dice, le gusta "hablar por los codos". Así debuta en el cine una estudiante aficionada a la lectura, la música, el baile y el cine.

Fuente: Adaptado de la página oficial de la película <http://www.7virgenes.com>

ANTES DE VER LA PELÍCULA

- En parejas comentad lo siguiente:
 - ¿Qué te sugiere la foto del cartel?
 - ¿Qué tipo de película crees que va a ser (de aventuras, de terror, histórica, de realidad social, etc.)?
 - Busca un rasgo característico de los actores que protagonizan la película.
- Vamos a trabajar con el texto de la sinopsis. En parejas, completa el texto con las palabras que aparecen en la tabla más abajo.

Verano en un barrio obrero y _____ de una ciudad del sur. Tano, un adolescente que cumple condena en un centro de reforma, recibe un _____ especial de 48 horas para asistir a la _____ de su hermano Santacana.

Durante el tiempo que dura el permiso, Tano se reencuentra con su mejor amigo, Richi, y se lanza a vivir esas horas con el _____ propósito de divertirse, de hacer todo lo que le estaba prohibido en el centro: se emborracha, se droga, roba, ama y, fundamentalmente vuelve a la _____. Se siente libre y ejerce esa libertad con toda la fuerza y el _____ de la adolescencia.

Pero, a medida que transcurre su _____ fuera del centro, Tano también _____ al desmoronamiento de todos sus referentes: el _____ la familia, el amor, la amistad, todo ha cambiado. Más allá de un permiso de 48 horas, la libertad de Tano se convierte en un _____ impuesto hacia la madurez.

barrio	firme	atrevimiento	viaje	marginal
estancia	boda	permiso	asiste	vida

SodaViva



Soda:

- Distribution – buy all rights except TV
- Agree with festival which titles to purchase
- One 35mm print on tour; DVDs; VOD via cable & digital TV

Viva:

- Provide brand name recognition / mailing lists
- Tour promotes subsequent DVD & VOD
- Invite filmmaker guests to festival + record DVD extras?

"CAPTURES BATTLEFIELD CHAOS AND CONFUSION WITH A VISCERAL FORCE YOU WON'T FORGET"

—*IGN.COM*



Directed by **Tristan Bauer**, *Blessed by Fire* is the first film to present the conflict from the Argentinian perspective. It opens 30 years after the war with the attempted suicide of a former soldier whose friend has flashbacks of their time together in the trenches when they were woefully under-prepared for battle.

Based on the real life accounts of writer Edgardo Bitáon, *Blessed by Fire* tells the stories of young soldiers ready to fight for their country but caught in a complex *guerra* with anyone who has been caught up in conflict, from the terrifying, so-called "homic" events to the shared buddy camaraderie of the calm before the storm. *Blessed by Fire* will not leave you unmoved.

Blessed by Fire is the first film in the Soda Vinyl Collection, a new initiative between Manchester's annual *Vinyl Sessions* & Latin American Film Festival and UK independent film distributor Soda Pictures. The collection will release the best of Spanish language feature films on DVD.

DVD EXTRAS

With Commentary • After the Show • In discussion between Edgardo Bitáon and UK members of MAF • South Atlantic War Memorial (see booklet)

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BLESSED BY FIRE



THE FIRST LARGE BUDGET FILM TO DEAL DIRECTLY WITH THE LEGACY OF THE FALKLANDS WAR

WINNER
BEST FILM
2014

WINNER
BEST FILM
2014

BLESSED BY FIRE

BASED ON A TRUE STORY



A FILM BY TRISTAN BAUER



For Discussion?

- Is the tour model a viable way to get films circulated?
- How could it work across territories (eg Pan-European)?
- Will digital make it a lot easier and more effective?
- Is the best model a combination of tour (theatrical/non-theatrical), DVD release(s) and VOD?

The Festival & Tour

- Run by Cornerhouse, an 'arthouse' cinema, as an integral part of its ongoing programme. Cinema had strong, direct links with UK distributors.
- Every March since 1995 – initially Spanish only; added Spanish-speaking Latin American in 2004
- 10 days, 50 films/programmes, approximately 90 screenings. Grew from 1 screen part-time to 3 full-time.
- Tour (24 cinemas in 2007)
- Number of films on tour (2007): 8 (3 from UK distributors; 5 from international producers or sales agents).

Festival Aims

- To bring the best of Spanish-language cinema to Manchester, the UK, Dublin
- To promote Spanish-language cinemas and cultures
- To build year-round audiences for Spanish-language films
- To give a profile to these films and assist them in seeking distribution; work with UK distributors to promote Spanish-language films
- To engage & educate students of Spanish & Latin American languages through film
- To promote Manchester and foster links