

Events at **Creative Europe MEDIA stand** at the Marché du Film 2022

Village International, Pavilion 120

MEDIA stand supports business-to-business exchanges and networking activities for professionals at major industry events. Four conferences will take place during Cannes 2022. While we are pleased to provide the setting, MEDIA has not been involved in the preparation of the content of the events.

The sessions will not be streamed.

22 May 2022

15:00 – 15:45

Show me the crew!

by Crew United

Crew United is the first ever online network for all people and companies involved in the audiovisual industry and their works. With our comprehensive, up-to-date and transparent information and innovative tools we enable the networking of all industry players.

Starting 1996 in the German film industry, Crew United is expanding its work to other European countries. With the French and Polish version of the website and soon the local adaptations for Spain, Italy, Greece, Lithuania and Romania, the team of editors welcomes new members and partners to join the platform and develop the film industry together.

The approach is to develop national networks that take into account each country's identity, language, film culture and structures, and to join them to a common European network that will decisively promote the collaboration between the countries, and the European film identity within and outside Europe.

Speaker: Sonia Hausséguy

22 May 2022

17:00 – 18:00

A new era: How to strengthen EU Film Festivals worldwide?

by Cineuropa, Goethe Institut, Institut Français

Film festivals and movie theatres are not just about bringing people together. They offer the unique experience of sharing the art of cinema. After the pandemic, film festival curators are redefining the film festival.

The European Union supports more than 100 EU Film Festivals around the world – in different countries, societies, and contexts. Over the last three years, they have attracted more than 1 million spectators to EU film festivals. How are these film festivals evolving after the pandemic? How does the audience respond to European films? What side events are of interest to professionals and impactful in societies in third countries?

Discover with our panellists how EU Film Festivals help bringing European cinema to audiences worldwide, experience intercultural contact and promote respect for diversity.

Speakers: TBC

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23 May 2022

15:00 – 17:00

A Season of Classic Films – Launching Event

by Association des Cinémathèques Européennes (ACE)

The Association of European Cinematheques (ACE) organises the third edition of 'A Season of Classic Films', a series of free screenings to attract the younger audience to our shared cinematic cultural heritage. The programme raises awareness of the work of European film archives, connecting the public with cinema history and the significance of film preservation.

ACE organises this event to launch this year's edition by presenting the list of films to be screened between June and December 2022 across European cinematheques and online. A Season of Classic Films is organised by ACE with the support of EU Creative Europe MEDIA.

ACE is an affiliation of 49 European national and regional film archives. Its role is to safeguard the European film heritage and make the rich audiovisual records collected and preserved by the various film archives accessible to the public. More: <https://ace-film.eu/projects/season-of-classics/>

Moderator: Paulina Reizi (Eye Filmmuseum, Coordinator of A Season of Classic Films)

Speakers:

- Sandra den Hamer (President of ACE and director of Eye Filmmuseum)
- Sergei Loznitsa (Filmmaker)
- Claudia Tronnier (Director of the Cinema-Fiction Department at ARTE)
- Jay Weissberg (Director of the Pordenone Silent Film Festival)

24 May 2022

11:30-12:30

ACP EU CULTURE Programme - Component OuiCoproduct, The coproduction platform for Africa-Caribbean-Pacific (ACP countries)

by OIF (Organisation internationale de la Francophonie)/EU/OACPS

OIF (Organisation internationale de la Francophonie) will present OuiCoproduct, the coproduction platform for Africa-Caribbean-Pacific (ACP countries). Never had these 3 regions displayed that much creativity on screen and never had they been so greeted by multiplex & TV audiences locally, in festivals & platforms worldwide. OuiCoproduct showcases a selection of 70 ACP works-in-progress, looking for financial partners & distribution.

The 70 films and series on OuiCoproduct were carefully selected and pre-financed by the Francophonie Film Fund (OIF), his 8 African partnering film funds and other selected partners: La Fabrique de Cinéma (Cannes), Final Cut (Venice), Durban Filmart (S. Africa), Fespaco (Burkina Faso).

Speakers:

- Enrico Chiesa (OIF)
- Isabelle Fauvel (INITIATIVE FILM)
- GianGiuseppe Simeone (ACP-EU Culture)