

Industry Day 2018



The Industry Day is one of the highlights of the professional program of Go Short 2018. The Industry Day will take place Friday 13 April 2018.

In cooperation with EYE and NBF (Dutch Association for Film and TV Professionals), Go Short offers an inspiring and practical program for Dutch and international filmmakers, producers, distributors and buyers.

The Industry Day consists of two parts. The morning revolves around plenary sessions, the afternoon will offer different parallel workshops and seminars for smaller groups.

MORNING PROGRAM

DUTCH FUNDS

10.30-11.00 – LUX 7 – DUTCH SPOKEN

For the Dutch guests we offer a morning session in which two different Dutch funding organisations give a presentation on their work, the projects they support and the ideas they are looking for. Jolijn van Rees and Mirjam Bal of The Netherlands Film Fund will come to talk about the possibilities they offer for funding short films, especially about their support for finished short films. Willem Lenders of the Democracy and Media Foundation will talk about their objectives and the ways in which they support film and media projects that match their mission.

Jolijn van Rees (NL)

Jolijn van Rees is Project Coordinator New Screen at the Netherlands Film Fund. She is first point of contact for subsidy applicants for the following short film programmes of New Screen NL: Filmfonds Shorts, Short Animation, Afwerking (post production), Wildcards and the cooperation projects KORT!, Centraal, Ultrakort and Teledoc Campus. She checks the submitted applications, and coordinates the completed files for advisory within the Film Fund. For Ultrakort and short animations in development she advises the board on the production, financial and business quality of the applications and monitors the projects that have been granted a subsidy.

Mirjam Bal (NL)

Mirjam Bal is Production Manager New Screen at the Netherlands Film Fund. She advises the board on the production, financial and business quality of all production applications at New Screen NL and monitors the projects that have been granted a subsidy. In doing so, she is also the person in contact with producers and filmmakers who have been granted a subsidy for New Screen- schemes. This includes the production and post-production grants within the categories Short Animation, Short Fiction and Filmic Experiment, the Filmfonds Shorts, the Wildcards and the Low Budget Features as well as the schemes KORT!, Teledoc Campus and De Verbeelding (Imagination) in cooperation with other financiers.

Willem Lenders (NL)

The Democracy and Media Foundation invests in a strong, just constitutional democracy through supporting projects that match one or more of its five pillars (Fundamental rights and freedoms, Vigorous democracy, Commemoration and remembrance, Truth-seeking, and Media innovation) and its underlying priorities. The foundation considers film to be one of the vehicles through which this can be achieved. Willem assesses proposals within the regular call for proposals, searches proactively for initiatives that match with the foundation and he coordinates the website content and the registration system for proposals. Part of his portfolio (but not exclusively) are projects relating to the journalistic infrastructure, anti-discrimination and representation of LGBTQIA+ and (digital) privacy.

PANEL TALK: ONLINE STRATEGY AND EFFECT

11.30-12.30 – LUX 7 – ENGLISH SPOKEN

Dan Covert and his production company Dress Code created the animation short *Coke Habit*. After getting rejected by some of the major film festivals it launched online as a Vimeo Staff Picks Premiere. This created more buzz around the film, with festival selections and sales as results. In this session we dive into this case with director Dan Covert and discuss the strategy and effect of putting your short film online with him and three other film professionals. When is the best time to drop your film on the world wide

web? How do you gain attention for it in the overwhelming abundance of online video content? Are there any risks? And what do you get out of sharing your films online for free? Panel members are Meghan Oretsky, Derry O'Brien and Nils Vleugels.

Dan Covert (US)

A graphic designer turned director, Dan Covert narrowly avoided an alternate existence at West Point by attending art school. After getting his BFA in graphic design from California College of the Arts, he began his career designing logos for MTV's Video Music Awards and countless of covers for Newsweek Magazine (one of which was parodied on SNL's weekend update). Dan leans on his decade of experience as a designer and creative director to approach documentary filmmaking from a designed perspective, where stories and images are crafted with the care and consideration they deserve. He is the rare director whose visual talent matches his narrative talent, and his resulting work lives at the intersection of design and storytelling. Dan's films have earned 8 Vimeo Staff Picks, garnered millions of views and gained international recognition from SXSW, The Webby Awards, AFI DOCS, San Francisco IFF, Hamptons IFF, Seattle IFF, Young Guns and The One Show, among others.

Meghan Oretsky (US)

Before joining Vimeo in 2014, you could find Meghan cheering on filmmakers in the comments section of the countless videos on their site. Today she serves as a member of the Vimeo curation team, for which she watches thousands of videos a year. She is especially proud to support women in film via her channel 'Ladies With Lenses' and features their work in a monthly screening series in New York City.

Derry O'Brien (IE)

Managing Director extraordinaire, Derry O'Brien has over 28 years of experience in international services in the music, TV and film sector with both EMI and the Irish Trade Board and the establishment of Network Ireland Television in 1995, in his latter position. Derry was responsible for the inauguration of the Ireland on Screen joint marketing initiative at MIPTV and MIPCOM from 1991-1995, which is still operating strongly today in support of the Irish TV and film industry at these major markets.

Nils Vleugels (NL)

Nils is a writer/director with an inclination towards deadpan humor. He is a founding partner of DPPLR, an Amsterdam based production company. He wrote and directed Weeën (Labor) which received a Gouden Kalf nomination at the Netherlands Film Festival 2017 in the category Best Short Film. Commissioned by broadcaster BNN-VARA, Weeën is about a father-to-be who is overcome with anxiety and doubt as his girlfriend is going into labor, a story loosely based on his own experiences of becoming a father. Hellingproef, his debut short film screened at international film festivals such as Palm Springs and Short Shorts Tokyo before becoming a Short Of The Week. He wrote the scripts for Rotor & Arrêt Pipi, both awarded with a Short Of The Week selection with the latter becoming a Vimeo Staff Pick. He has directed commercials for clients such as Volkswagen, BEN & Knab.

PROFESSIONAL SPEED DATES

12.45-13.45 – MIR

During lunch you will have the possibility to sit down with one of the ten professionals from the short film industry. Prepare your questions, because you will get only a few minutes to ask all you want to know at festival programmers, sales agents, producers, and staff members of several funding organisations. You don't need to sign up for the sessions, just show up and one of our matchmakers will sit you down with the professional of your choice.

Amber Nefkens (NL) - Creative Europe Desk NL | DutchCulture

Amber Nefkens is advisor and project manager MEDIA at the Creative Europe Desk NL in Amsterdam. Creative Europe is the European Union's financial support programme for the creative, cultural and audiovisual sectors in Europe. In this capacity, Amber provides advice and assistance to organisations applying for a grant from the programme. She has previous experience as a producer, project manager and coordinator at several film festivals (including Go Short!), The Netherlands Film Academy, a film production company and an art film house. Besides working at CED NL, she is project leader at the Utrecht Popprijs. In her free time she plays the bass guitar in a band called INU INU and she makes short films.

Christoph Bovermann (DE) - European Film Awards

Cord Dueppe (DE) - Interfilm Berlin

Cord Dueppe is the head of sales for interfilm Berlin, as such responsible for licensing an ever-expanding catalogue of internationally successful and outstanding short films to TV, DVD, internet, educational, closed-circuit and other media. He is also a member of the selection committee for the interfilm Berlin International Short Film Festival, curates special programs and manages projects for interfilm's agency. Educated at the Free University Berlin and New York University, Cord earned a Master's degree in Cinema Studies from the Tisch School of the Arts at NYU and was a film programmer and editor for 15 years at the Film Society of Lincoln Center in New York before moving to Berlin in 2010.

Derry O'Brien (IE) - Network Ireland Television

(see above)

Helene Mitjavile (FR) - Melocoton Films

Hélène Mitjavile is the cofounder and principal producer of Melocoton Films, a boutique production company focusing on arthouse international coproductions. She worked for the established arthouse sales company The Coproduction Office (Golden Palm 2017 for "The Square" by Ruben Ostlund). In 2011, she founded Melocoton Films with TV & advertising producer Théo Laboulandine. Melocoton has 9 short fictions in its catalogue among which 6 international coproductions. Melocoton's films have screened at festivals such as TIFF, Clermont Ferrand, Angers Premiers Plans, Palm Springs, Encounters Bristol, Warsaw etc.

Jeltje Hillen (NL) - Cinecrowd

Jeltje Hillen is Head of Projects at CineCrowd. She is responsible for finding new projects and for supervising current ones. Next to this she organizes the CineCrowd events and she's responsible for some of the partnerships. Jeltje also works for De Ontmoeting.

Jolijn van Rees (NL) - The Netherlands Film Fund

(see above)

Kilian Lilienfeld (CH) - Winterthur

Kilian Lilienfeld has been working for the Kurzfilmtage Winterthur for the last ten years in different sections. Four years ago he became a part of the programation team for the International Competition of the festival.

Mirjam Bal (NL) - The Netherlands Film Fund

(see above)

Willem Lenders (NL) - The Democracy and Media Foundation

(see above)

Wim Vanacker (BE) - NISI MASA / European Short Pitch

After studying psychology in Belgium, Wim Vanacker moved to Dublin to work as a psychologist in the field of drug addiction. Three years later, he picked up studying again at EICAR where he made two shorts : Endgame and The Naked leading the Blind. After graduating, he discovered NISI MASA – European Network of Young Cinema where he became the Head of the Script Department and the Project manager of the MEDIA funded project, European Short Pitch. Recently, he founded Sireal Films where he produced the VAF funded short film empire. As a writer/director, he's currently developing the short film ['sɪə.ri.əl]. On the side, he works as a script consultant, tutor and guest speaker and from this year onward, he's also part of the Selection Committee for the Official Short Film Competition of the Cannes Film Festival.

AFTERNOON PROGRAM

PARALLEL SESSIONS

In the afternoon you can choose to participate in two different sessions.

PART 1 – 14.00-15.00

MASTERCLASS SCRIPTWRITING BY PATRIK EKLUND

14.00-15.00 – LUX 7 – ENGLISH SPOKEN

Patrik Eklund, special guest of Go Short 2018, will give a masterclass scriptwriting.

Drawing from his own extensive experience of writing successful short films he will address some very important do's and don't's of the scriptwriting process.

This session kicks off with a short presentation on what a script coach can do for you.

Wim Vanacker is scriptwriter/filmmaker with a background in psychology who is working for European Short Pitch (NISI MASA). He gives workshops on scriptwriting and pitching, among others for the New Arrivals: Go Short Campus.

Apart from this session on the Industry Day, we will organise script consultation sessions on Go Short 2018, together with LIRA. Three Dutch script coaches, Ena Sendijarevic, Shariff Korver and Joost van Ginkel, will be matched to young scriptwriters to give feedback on their latest script.

This masterclass is made possible with support of the LIRA foundation

Wim Vanacker (BE)

(see above)

Patrik Eklund (SE)

Hailing from the cold, dark North that is Sweden, writer & director Patrik Eklund has received global recognition for his short films, including the International Critics Week award at the Cannes Film Festival for 'Seeds of the Fall' and an Oscar nomination for the short film 'Instead of Abracadabra'. A master scriptwriter, Patrik is widely known for dry, deadpan approach to humour and his beautifully crafted dialogue driven films. His upcoming short film 'Of Biblical Proportions' recently premiered at the Gothenburg Film Festival and is set for release late 2015. As a director, Patrik has worked with a variety of mediums from short films to features & commercials, bringing his subtle and sometimes dark comedic touch to each.

PANEL TALK: DISTRIBUTION AND EXHIBITION OF VR

14.00-15.00 – LUX 2 – ENGLISH SPOKEN

Virtual reality has gained the interest of a wide variety of markets, and film festivals are no exception. VR is a lot, and film is one of them. The way 'traditional' film is being distributed and exhibited is quite institutionalized. But this is not the case for VR, yet. Therefore, many film festivals experiment with incorporating VR in their programming. In this panel we discuss the way in which VR is being exhibited, how this could (or should) improve, and whether this medium will become a new standard in experiencing film. Panel members are (ao) Gabe Van Amburgh and Darshika Karunahara.

Gabe Van Amburgh (US)

With 20 years of experience in film exhibition, Gabe Van Amburgh began working at the age of 17 as a projectionist at a 12 screen cinema in his home town of Odessa, TX. In 2004 he moved to Austin, TX accepting an offer to work at Alamo Drafthouse Cinema as a projection A/V manager, and continued to work for over 7 years in many different technical aspects at the Alamo, SXSW and Fantastic Film Fest. Since coming on full time as Film Exhibition Manager for SXSW in 2011 he has overseen all aspects of film print traffic, theatre build outs, transition to 100% digital DCP exhibition as well as contributing to the SXSW Film Programming as a Shorts Film Programmer since 2016.

Darshika Karunahara (DK)

Darshika, has a background in business development and IT. She was part of establishing the Danish VR, AR and 360 film community in Denmark, by hosting several events, meetups and workshop for people to join in on and learn about these fields. After building up this community, she joined the studio MAKROPOL where she produced VR films, art installations, a game and started the company's focus on educational VR. Her recent project is concentrated around AR - Silent Zone Echo Chamber, an augmented reality Opera about an incest tragedy in a family. Besides her work in XR, she runs the sound and performance group Det Ovale Rum- an erotic movement through sound art and performance.

PART 2 – 15.15-16.15

PANEL TALK: FESTIVALS AS TALENT BUILDING PLATFORMS

15.15-16.15 – LUX 7 – ENGLISH SPOKEN

Since Go Short is celebrating its tenth birthday this year, it's a good time to reflect on what the past decade has brought us. And, more importantly, to what extend Go Short has helped those filmmakers we have seen emerge. In this panel session we will hear first-hand how Go Short has been an important stepping stone in the careers of filmmakers Ena Sendjarevic and Joost van Ginkel. Also, we will talk about the significance of short film festivals as talent building platforms in general. How they are playing a vital role in the industry and how young filmmakers can benefit the most from selection, winning or just visiting.

This panel is organised in a collaboration with the Short Film Conference.

Ena Sendjarevic (BA/NL)

Joost van Ginkel (NL)

Christoph Bovermann (DE)

PANEL TALK: NBF PRESENTS – CREATING WEB-SERIES

15.15-16.15 – LUX 2 – ENGLISH SPOKEN

New distribution and technology has no effect on the core of any great film: great storytelling. The rules for well told stories with great characters haven't changed for thousands of years and won't now. In an interactive panel discussion successful web series creators discuss their experiences and the lessons they learned. Using an overview of recent web series worldwide you get an idea where to start and develop your own series to stand a chance in this new and soon competitive market. Dutch actor Pepijn Schoneveld will be one of the panellists.

Pepijn Schoneveld (NL)

WORKSHOP: VERS PRESENTS – PRODUCING VR

15.15-16.15 – MIR – ENGLISH SPOKEN

For the Go Short industry day VERS organizes a VR session dedicated to the young and new filmmakers. Together we will look at the recently finished VR film Meet the Soldier, by Dutch director Teddy Cherim and discuss the process of making it. How does creating a VR film differ from other films and where do you start? Get your VR questions answered!

Teddy Cherim (NL)

Teddy Cherim studied at the Metropolitan Film School in London, after which he returned to Amsterdam to make the feature film Sterke Verhalen, which he wrote and directed together with Kees van Nieuwkerk. In 2014 Teddy moved to Nairobi to become Creative Director at MIATV, a regional media conglomerate developing local high impact television programmes and documentaries. Since 2016, Teddy has been back in Amsterdam from where he has been working as a freelance writer, director and creative, shooting all over the world. He has directed virtual reality films, music videos, commercials, documentaries and fictional films. In 2017 Teddy shoot a couple VR films in the Middle East and Africa, one of which was the groundbreaking Meet The Soldier. www.teddycherim.com

Moderator: Rufus Baas (Eastbound)

Rufus Baas is a young director and screenwriter for VR from Amsterdam, the Netherlands. From a background in education and psychology, he currently holds a position as a project manager at the Amsterdam Media College center of excellence for New Media Realities (Het Nieuwe Kijken). His current field of research is immersive and interactive media, including cinematic VR and augmented reality.