

## CEI Cooperation Activity - REPORT /1.11.2018/

### Title of the activity:

### FESTIVAL IDENTITY 2018 - workshop for festival organisers from across Europe

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#### **FESTIVAL IDENTITY REPORT | October 27–29, 2018**

*Festival Identity is supported by Central European Initiative*

The Festival Identity meeting took place on October 27-29, 2018 in the framework of the 22<sup>nd</sup> Ji.hlava International Documentary Film Festival, which is the largest event of its kind in Central and Eastern Europe. Among the participants there were representatives of film festivals of various types and a different programme focus. Vast majority of them were coming from the CEI member states.

The festival Identity was opened by Marek Hovorka, Ji.hlava IDFF Director, together with the festival's Head of Industry, Jarmila Outratová. The participants then attended a presentation by a documentarist, curator and teacher Andrea Slováková, which provided a general framework to the main topic of the meeting: What are the latest developments in the area of Virtual Reality? How can VR works be presented at film festivals? What are the lessons to be learned?

Two days full of discussions, workshops and presentations followed. The Festival Identity workshop confirmed its uniqueness in diversity – it again brought together both renowned and new festivals; it was attended by festival directors as well as more junior members of the festival teams; there was a true geographical balance between western and eastern Europe.

The participants also had an opportunity to see overview of Czech contemporary documentary productions (Czech Joy in the Spotlight) as well as new documentary projects from the Balkan region.

Jean Perret, former director of the leading European festival Visions du Réel, led a debate about festival's dramaturgy and concept, as well as about different identities of festivals. This, and many other questions were discussed by a record number of 45 festival representatives in the course of two days, followed by the third day dedicated to overview of film production from Central Europe.

The public festival presentation entitled Festival Hub took place on October 28. The Festival Identity participants also attended the presentation of the eighteen Emerging Producers 2019 and had an opportunity to network with the festival's hundreds industry guests on a number of social events. The event had a record attendance of 45 participants (increase of almost 40% compared to previous edition, which was to large extent possible thanks to the support from Central European Initiative).

The participants of the Festival Identity also represented the jury in the competition for the best film festival poster. The exhibition was open for public. The jury accorded the award to the Taiwan International Documentary Film Festival 2018.

The participants were also given a free access to the East Silver Market, where they could watch a great collection of new documentary films from the region and Central and Eastern European region. All the participants received also an exclusive on-line access for the period of 12 months.

The instant feedback from the side of participants was very positive. The event also fulfilled our expectations and proved that such an exchange between the festivals from the Central Europe and its neighbours is very desirable and needed. Especially as no other platform allows such a deep and comprehensive exchange of experience between the film festival organisers.



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