



Maia Workshop 1: **CREATIVE ASPECTS**

13 - 18 April 2015 | Sardinia, Italy

La Sardegna cresce con l'Europa



Progetto cofinanziato dall'Unione Europea
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REGIONE AUTÒNOMA DE SARDIGNA
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Content

Welcome	2
Schedule - Workshop Programme	3
Participants' list	4
Maia Team & Tutors	5
Trainers & Industry Experts	6
Participants & Projects	7
Elise André - Sara Sarà	8
* Luca Cabriolu - Nel Tempo di Mezzo	10
Ljiljana Djuricko	12
* Ohna Falby - La Fille de l'Estuaire	14
Ottavia Fragnito - Delphine D.	16
* Paulius Juoceris - Alexander The Grand	18
* Michal Kracmer - Life of Day, Life of the Night	20
* Dejan Krajchevski - Midnight Train	22
* Besnik Krapic - The Field of Black Birds	24
* Daniel Krueger - Rostock Paris	26
David Lusicic - Mlungu - The White King	28
* Maria Soledad Marchi - Mirni Mining Town	30
Ivana Marinic Kragic - Hail Mary	32
Greta Oros	34
Lila Place	35
Magdalena Puzmujzniak	36
* Klementina Remeikaite - Leaving Vilnius	38
* Sergei Serpuhov - Rummu	40
* Magdalena Sztorc - Maya + Theo & Others	42
Anna Waradzyn	44



Dear friends,

It's hard to believe that this time ten years ago, Maia had just inhaled its first deep breath. Many faces, both young and just a little bit older, have accompanied us in these years contributing to the building of the programme to what it has now become: a point of reference in the European landscape of training for producers, and a trampoline for their first important steps in the film industry of our globalised world. To all of them go our deep thanks and affection!

Now, we are very happy to welcome you, our new friends, to our first workshop of 2015 dedicated, in Maia's sequence of three, to the creative aspects of development. Some of you will be with us for the whole year's activity, others have chosen to come to this specific workshop, and some have already been with us on other workshops in previous years; in any case, you will soon experience what your profession as producers means from our point of view: an everyday challenge with decisions, choices and people, based on a creative use of your skills and knowledge. Culture, in all its multifaceted meanings and expressions, is at the very basis of what we produce and what we succeed in communicating to others. And the roots of this workshop, even more than the others that make up our programme, take their energy and their fundamental vital nourishment from the fibres of which our European culture is made.

We firmly encourage you to take advantage of everything we can offer, from the training and guidance of our experts to the presence of so many colleagues from different countries. Don't hesitate to ask and please be generous in offering. We are all here to learn and exchange our personal and professional experiences.

We wish to thank our experts, old and new, who are here to accompany us in our quest for learning.

I am sure I can also speak in the name of our promoter Genova Liguria Film Commission in thanking our partners for this first 2015 event of Maia Workshops: the Creative Europe Media Programme and Sardinia Film Commission, an active and generous supporter that you'll learn to know and love in the week to come.

May I take this opportunity to thank you for joining us on our journey. Welcome on board, and enjoy!



Graziella Bildesheim
Programme Director

Maia Workshop 1: CREATIVE ASPECTS

Workshop Programme

Sun 12/4	Monday 13/4	Tuesday 14/4	Wednesday 15/4	Thursday 16/4	Friday 17/4	Saturday 18/4	Sun 19/4
<p>9.30 Welcome and introduction to Heroes 20.20.20 <i>Maia team, Sardegna Film Commission team & participants</i></p> <p>11.00 Coffee break</p> <p>11.30 The producer's creative involvement – an insider's look <i>Marta Donzelli</i></p> <p>13.00 Lunch</p> <p>14.30 A case study from the producer's perspective "Sworn Virgin" Developing, financing and releasing the film. <i>Marta Donzelli</i></p> <p>16.00 Coffee break</p> <p>16.30 Follow-up session <i>Marta Donzelli & Maia team</i></p> <p>20.30 Welcome Dinner</p>	<p>9.30 Identifying, developing and launching talents <i>Marta Donzelli, Danijel Hocevar</i></p> <p>11.00 Coffee break</p> <p>11.30 Development strategies and project presentation <i>Marta Donzelli, Danijel Hocevar,</i></p> <p>13.00 Lunch</p> <p>14.30 Script analysis and the producer's involvement: why, when and how <i>Alejandro de la Fuente</i></p> <p>16.00 Coffee break</p> <p>16.30 Script analysis / case study: "Sworn Virgin" <i>Alejandro de la Fuente</i></p> <p>20.00 Dinner</p> <p>21.30 Screening "Sworn Virgin"</p>	<p>9.30 Timing your film <i>Linda Beath</i></p> <p>11.00 Coffee break</p> <p>11.30 Telling a story to an audience <i>Linda Beath</i></p> <p>13.00 Lunch</p> <p>14.30 European Green Protocol: Cinema & Sustainability <i>Sardagna Film Commission team & testimonials of Heroes 20.20.20</i></p> <p>16.00 Coffee break</p> <p>Free time</p> <p>20.00 Dinner</p>	<p>9.30 Securing rights in the Development phase <i>Stefan Ruell</i></p> <p>11.00 Coffee break</p> <p>11.30 Lawyer's squeeze: ask your questions! <i>Stefan Ruell & Maia team</i></p> <p>13.00 Lunch</p> <p>14.30 Group Work Group A (part 1) – <i>Alejandro de la Fuente</i> Group B (part 1) <i>Danijel Hocevar</i></p> <p>16.00 Coffee break</p> <p>16.30 Group work Group A (part 2) - <i>Alejandro de la Fuente</i> Group B (part 2) - <i>Danijel Hocevar</i></p> <p>20.00 Dinner</p>	<p>9.30 Group work Group C (part 1) - <i>Alejandro de la Fuente</i> Group D (part 1) - <i>Danijel Hocevar</i></p> <p>11.00 Coffee break</p> <p>11.30 Group work Group C (part 2) - <i>Alejandro de la Fuente</i> Group D (part 2) - <i>Danijel Hocevar</i></p> <p>13.00 Lunch</p> <p>14.30 Alumni round table: producing with limited resources <i>Hanne Phlypo, Alex Traila, Jure Pavlovic and Luka Venturin</i></p> <p>16.00 Coffee break</p> <p>16.30 Round-up session <i>Maia team, alumni & participants</i></p> <p>20.00 Sardinian Dinner <i>with Sardinian talents & testimonials of Heroes 20.20.20</i></p>	<p><i>transfer to Cagliari</i> Panel discussion : Cine Regio and EUFCN <i>Charlotte Appelgren & Nevina Satta</i></p> <p>Round table: training and networking platforms <i>Hanne Phlypo, Alex Traila, Jure Pavlovic and Luka Venturin</i></p> <p>13.00 networking lunch</p> <p>14.30 Pitching & speed dating <i>with Sardinian & EU Skepto Talents</i></p> <p>20.00 Sardinian Dinner <i>with Sardinian talents & testimonials of Heroes 20.20.20</i></p> <p>Screening/case study: "Picnic" & "Waiting for August"</p>	<p>transfer to Cagliari Panel discussion : Cine Regio and EUFCN <i>Charlotte Appelgren & Nevina Satta</i></p> <p>Round table: training and networking platforms <i>Hanne Phlypo, Alex Traila, Jure Pavlovic and Luka Venturin</i></p> <p>13.00 networking lunch</p> <p>14.30 Pitching & speed dating <i>with Sardinian & EU Skepto Talents</i></p> <p>20.00 Sardinian Dinner <i>with Sardinian talents & testimonials of Heroes 20.20.20</i></p> <p>Screening/case study: "Picnic" & "Waiting for August"</p>	

A R R I V A L S

D E P A R T U R E S

Maia Team & Tutors



Programme Director

Graziella Bildesheim

graziella@maiaworkshops.org

Graziella is an independent documentary and feature producer. She is also lecturer, consultant and expert assessor on general project development and international co-productions with International and European organizations. Since 2005 she has been conceiving and directing training initiatives such as MAIA Workshops, HERMES (with Council of Europe and Eurimages) and the 2012/2013 Directors Across Borders Film Workshops, supported by the EU Culture Programme, both in the Eastern Partnership countries.

Graziella teaches at the Centro Sperimentale/National Film School in Italy. In July 2014 she was appointed member of the National Commission for Cinematography at the Italian Ministry of Culture. She is member of the European Film Academy.



Programme & Network Coordinator

Alessandra Pastore

alessandra@maiaworkshops.org

Alessandra has a degree in Cinema from the University of Siena. She worked on the production of historical, social and current issues documentaries with Fabulafilm (Italy) from 2004 to 2011.

Since 2008 she has been coordinating training programmes such as MAIA Workshops (EU MEDIA Programme, since 2006), HERMES (Council of Europe, Eurimages, 2009), and the Director Across Borders Workshops (EuroEast Culture, 2012-13). She also consults with production companies on development and co-production issues and has lectured on training initiatives in Italy and abroad.



Workshop Tutor

Alejandro de la Fuente

alejandro@maiaworkshops.org

Alejandro de la Fuente, scriptwriter director, producer and audiovisual consultant, has worked for several international companies before creating his own production company Atacama Film in 2004. For Canal + in Chile he was Head of Acquisitions, for the British Pearson Television International he evaluated their sales market strategy and for the French Sideral Productions he read and selected their film projects. He presently collaborates with several production companies in the creative development of their projects.



Workshop Tutor

Danijel Hocevar

danijel@vertigo.si

Danijel Hocevar, producer and managing director of Vertigo, a Ljubljana (Slovenia)-based production company with a distinctive track record, is a film producer with extensive working experience on international co-productions and narrow budget films. Since 1987, when he started his professional carrier as producer, Danijel has produced or co-produced more than 40 feature films, as well as more than 10 documentaries and 50 short films and TV production, among which the most well-known are An Episode in the Life of the Iron Picker by Danis Tanović (Berlinale 2013: 2 Silver Bears, Shortlisted for Foreign language Oscar); Circles by Srđan Golubović (Sundance 2013: Special Jury Award, Berlinale 2013: Ecumenical Prize); Slovenian Girl by Damjan Kozole (Toronto IFF 2009, Les Arcs FF: Best Actress Award); Sales in more than 40 territories; Spare Parts by Damjan Kozole (Berlinale Competition 2003) and Bread and Milk by Jan Cvitkovič (Venice 2001: Lion of the Future). He is also, since 2005, actively involved with several European training initiatives such as Nipkow, EAVE and Midpoint.

Trainers & Industry Experts



MARTA DONZELLI

Marta Donzelli was born in Turin in 1975. She lives and works in Rome. In 2004, with Gregorio Paonessa, she established Vivo film, an independent production company for art-house films. Vivo film's productions have been selected by some of the most prestigious international film festivals. In 2007 *Il mio paese* by Daniele Vicari won a David di Donatello (Italian Film Academy) as "Best Documentary" and in Locarno; *Imatra* by Corso Salani, was awarded a Pardo d'Oro, Special Jury Prize of "Cineasti del Presente". In 2010 *Le Quattro volte* by Michelangelo Frammartino, was premiered in Cannes Director's Fortnight Section and won the Europa Cinema Label Award. In 2011 Marta was Italy's "Producer on the Move" at Cannes Film Festival. Vivo Film's most recent production, *Sworn Virgin* by Laura Bispuri, was in Competition at the 2015 Berlinale and won the Firebird Award at the Hong Kong International Film Festival.



LINDA BEATH

Linda Beath set up Ideal Filmworks in Canada 20 years ago to raise development and production financing for international co-productions of high quality feature films and television programmes. It was incorporated in Italy in 2000 adding Business and Strategic Planning to its core business of entertainment industry financing. Linda Beath works with producers to find funding for five or six projects a year which range from features to documentaries, animated features and primetime television drama. She trains producers and other practitioners in Europe and the South Mediterranean in project financing and strategic business planning for their companies. She consults to public funders on policy issues, at this time especially with respect to the industry's need for a new business model.



STEFAN RÜLL

Attorney-at-law and mediator, Stefan Rüll founded his own law firm "Rüll Law Office" in 1996 with a focus on the legal consultation and representation of film producers mainly regarding international co-productions, as well as of authors, directors, and other artists from film and television. Among the projects he counselled are feature films by Peter Greenaway, Leander Haussmann, Werner Herzog, Mike Hodges, Jeanine Meerapfel, Oscar winners Kevin McDonald and Marleen Gorris as well as Feo Aladag, Ulrich Seidl, Hans Weingartner and Wim Wenders.



NEVINA SATTA

Nevina is the CEO of Sardegna Film Commission and the Vice-President of the Italian Film Commission Association (IFC). Born in Sardinia, she got her Philosophy degree and Cultural -Media Studies and Visual Anthropology PhD in Milan, where she began her career as Filmmaker and Producer. Before returning to her homeland after twenty years, she was based in Los Angeles and Milan, developing and producing narrative features and documentaries. Professor of Film Producing and Directing in various EU Universities, she also worked as consultant of International Film Festivals and as architect of training initiatives (including Locarno Film Summer School for 18 years and African Asian Latin American Film Festival of Milan). She has founded with her husband the Unicef-endorsed NGO TravelingFilmSchool. She's specializing on Sustainability in the Creative Industries and Audiovisual Industry Funds and Institutions.



