

Press release

SOFA – SCHOOL OF FILM AGENTS 2018 line-up revealed

Start of the 6th edition (August 26-31, 2018)

They act as agents to the film industry and as ambassadors to the cinema audience. SOFA – School of Film Agents invites film-related cultural managers to a unique pan-European think tank for the future of cinema.

International industry experts provide participants with creative support for their film-related cultural projects.

Cologne, July 30th, 2018 – SOFA – School of Film Agents' sixth edition offers an exclusive group of cultural managers and film agents the opportunity to develop their projects for film infrastructure under the guidance of experienced experts. Following SOFA director Nikolaj Nikitin's invitation to Poland's capital Warsaw, a team of internationally renowned industry professionals will provide the participants with the necessary input for a practical development of their project ideas. The six-day workshop will also stimulate an exchange about transnational communication, handling human resources in each of their home nation's creative industries and especially focusing on New Media, gender issues and post-production.

With this year's motto "Agents breaking down borders", the SOFA organizers are looking forward to welcoming the following **SOFA Class of 2018/2019** participants with their projects in Warsaw:

Eva Brazdžionytė – WIFT LT (Women in Film and Television Lithuania)

WIFT LT aims to build and foster networking of women working in Lithuanian audio-visual and creative media industries, promote their professional activities, and promote Lithuanian AV industry from the gender equality perspective.

Agnieszka Kruk – Find Your Story

An online platform where screenwriters and filmmakers who are looking for screenplays or new talents can meet on a neutral ground and start fruitful cooperation.

Victoria Leshchenko – FAQ film fest – festival on science and technologies

FAQ showcases film and lecture events on science and modern technologies delivering the most provocative answers to the trivia questions.

Marat Parkhomovsky – IFA Digital Experiences

A state-of-the-art web platform dedicated to unlocking the treasures of the Israeli Film Archive to local and world public. The platform will design various VOD experiences based on the archive's rich historical documentary collection and its feature film collection.

Róbert Vámos – Satellite Trailers

Satellite Trailers' mission is to help Central and Eastern European films maximize their audience and increase the share of regional films across European markets by delivering high-quality trailers, teasers, and promos.

Natia Nikoleishvili – Post Production Platform

A map of post-production capabilities in the Georgian film industry offering access to highly trained technicians and artists, freelance specialists, and experienced companies. Here you can estimate your budget and build up a professional team.

More information on the 2018 participants: <http://www.joinsofa.org/projects-participants/>

SOFA again features successful industry experts who share knowledge and expertise with the participants. Confirmed experts so far are **Funa Maduka** (creative and acquisitions executive within Netflix Original Films, Amsterdam), **Ewa Puszczynska** (producer, Łódź, IDA & COLD WAR), **Anna Serner** (CEO Swedish Film Institute, Stockholm), **Oliver Baumgarten** (Film Festival Max Ophüls Preis, Saarbrücken), **Robert Groß** (CEO ACT, Cologne), **Jowita Michalska** (CEO of Digital University, Warsaw), and **Cristian Nicolescu** (CEO Avanpost Digital Cube).

The complete list of experts as well as the full programme will be announced closer to the beginning of the SOFA workshop under www.joinsofa.org.

SOFA – School of Film Agents is a workshop programme aimed at strengthening the national film industries and the European cinematic landscape and kickstart projects in this realm. SOFA helps its participants to further develop their ideas towards concrete projects in a way that opens up avenues towards application for financing programmes and finally towards the projects' implementation. Setting the focus on cultural managers and film agents instead of on producers and directors is making SOFA a unique programme in the international film scene.

SOFA – School of Film Agents is a joint project of Filmplus gUG (Cologne) and Institute for Democratic Changes (Tbilisi), funded by German Federal Foreign Office and Creative Europe – MEDIA Programme of the European Union. Furthermore, the 2018 workshop in Poland is supported by the Polish Film Institute, the Foundation for Polish-German Cooperation, and Mazovia Warsaw Film Commission. In addition, the 2019 workshop in Georgia (1 – 6 of April) will take place with the help of the long term regional and local collaborators.

The organizers also wish to thank their strategic partners: Meeting Point Vilnius, Karlovy Vary IFF, Goethe-Institut, Odessa IFF, Palic EFF, EAVE, and Israel Film Fund.

www.joinsofa.org / www.facebook.com/SchoolofFilmAgents/

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