

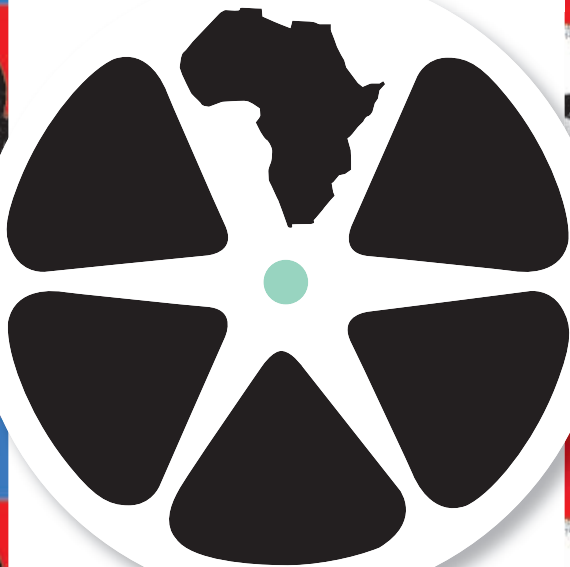


DURBAN FILMMART
2011 REPORT
22 - 25 JULY 2011

Organised by the Durban Film Office and
the Durban International Film Festival

Durban FilmMart

at the Durban International Film Festival





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DURBAN FILMMART 2011

The Durban FilmMart is a partnership between the Durban Film Office and the Durban International Film Festival, with principal funding from the City of Durban.

The second edition of the Durban FilmMart took place during the 32nd Durban International Film Festival and attracted nearly 300 delegates from around Africa and the rest of the world. The delegate programme, presented by local and international specialists, comprised master classes, workshops and forums and covered industry-related issues, such as film financing and funding, new media and distribution strategies, digital and online developments.

126 qualifying projects were submitted from all over Africa – Algeria, Benin, Cameroon, Congo, Cote d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Morocco, Mozambique, Namibia, Nigeria, Rwanda, Sudan, Swaziland, Tunisia, Uganda, Zambia and Zimbabwe. From these, 20 projects (10 feature and 10 documentary) were selected to participate in pre-arranged meetings with international financiers, distributors, sales agents, funding agencies and potential co-producers within the Finance Forum segment of the programme. Documentary projects were also presented within the DOC Circle pitching forum.

A sign of success was reflected in the selection into the competition selection of the 2011 Durban International Film Festival of *Hawi*, a DFM 2010 feature film project from Egypt. A number of other DFM 2010 projects have also completed production. The DFM awards on offer grew from one in 2010 to seven in 2011, indicative of the growing commitment and support for DFM.

The partnership enjoyed with the International Film Festival Rotterdam's (IFFR) CineMart, has continued to strengthen into our second edition. Once again, CineMart selected three feature film projects from the DFM Finance Forum 2011 for the 2012 Rotterdam Lab. The Hubert Bals Fund (HBF), another component of the International Film Festival Rotterdam demonstrated their support for filmmaking in Africa by rewarding the most promising fiction feature project presented at the 2nd Durban FilmMart with a prize of 5,000 Euros. MEDIA Mundus, the European Commission's new international co-operation programme also generously contributed to funding the DFM training programme.

New partners also tendered their support in 2011 – the International Documentary Festival of Amsterdam (IDFA) and the Dubai Film Connection. IDFA and the Jan Vrijman Fund awarded two of the most promising documentary projects presented at the DFM with accreditation and accommodation to attend the IDFA 2011. IDFA helped shape and co-ordinate the DOC Circle Pitching Forum, which was modelled on their successful formula within IDFA's FORUM.

Approximately R300,000 in prizes was awarded during DFM 2011. This includes R180,000 in Catalyst and Mobility grants awarded from the PUMA.Creative fund (administered by the Channel 4 BRIT DOC Foundation) and a R75,000 distribution deal with Videovision Entertainment awarded to a South African project.

The organisers sincerely thank partners eThekweni Municipality, City of Durban, the Durban Film Office, the Centre for Creative Arts (University of KwaZulu-Natal), CineMart and the Hubert Bals Fund of the International Film Festival Rotterdam, International Documentary Festival of Amsterdam (IDFA), Jan Vrijman Fund, Dubai Film Connection, Media Mundus, Videovision Entertainment and The National Film and Video Foundation (NFVF) for all the support afforded to the 2011 edition of DFM.





Durban FilmMart

at the Durban International Film Festival





DURBAN FILMMART FOUNDING PARTNERS

The Durban FilmMart is a joint venture between the Durban Film Office of the City of Durban and the Durban International Film Festival.



The Durban Film Office (DFO) is the film industry development arm of the City of Durban, operating under the auspices of Economic Development Unit of eThekweni Municipality. The DFO is mandated to position Durban as a world-class film production destination and facilitator for the development of the local film industry. The overarching vision is to support the creation of a viable and economically sustainable film sector in the City, where Durban filmmakers are renowned for creating high quality content for local and international audiences and for Durban to be recognised as a preferred destination for feature film and commercial media production.



The Durban International Film Festival (DIFF), South Africa's largest and longest-running festival, presents over 250 screenings from different countries and cultures, with special focus on Africa. Venues include township areas where cinemas are non-existent. The workshop and development programmes includes Talent Campus Durban, (in cooperation with the Berlinale Talent Campus) bringing together 40-50 filmmakers from approximately 20 African countries. DIFF is a flagship project of the Centre for Creative Arts (University of KwaZulu-Natal) which facilitates creative platforms and economic opportunities for artists and related industries, intercultural exchange and network development, training, audience development and strategic Pan-African and international cooperation in the cultural sectors.





DURBAN FILMMART OFFICIAL PARTNERS

Rotterdam CineMart, Netherlands



The International Film Festival of Rotterdam’s coproduction forum, CineMart, has played an important advisory and skills transferral role in the establishment of the Durban FilmMart. CineMart is an annual co-production market which takes place over five days during the International Film Festival Rotterdam which is one of the largest festivals with a market in the world. CineMart also assists Durban FilmMart in inviting and facilitating the participation of appropriate fund representatives and potential co-producers. CineMart further contributes by selecting three DFM projects for the CineMart Rotterdam Lab, awarding them accreditation, accommodation and transportation at this valuable incubator for producers of new projects.

Hubert Bals Fund, Netherlands



The Hubert Bals Fund is an initiative that provides grants to cinema projects in various stages of completion and is designed to bring feature films by innovative and talented filmmakers from developing countries closer to completion. The Hubert Bals Fund Award of 5000 €uros towards script and project development, for ‘The Most Promising African Project’ was determined by the 2011 jury comprising Jane Williams (UK / Head of Dubai Film Connection), Pedro Pimenta (Mozambican filmmaker and producer) and Iwana Chronis (Hubert Bals Fund / Netherlands).

International Documentary Festival of Amsterdam and Jan Vrijman Fund



Widely acknowledged as the world’s leading documentary film festival, the International Documentary Festival of Amsterdam (IDFA) worked with DFM to produce a DOC Circle day of pitching. Modeled on IDFA’s Forum format, ten documentary projects pitched for support to a professional panel of funders while being observed by a professional audience. In addition to mentoring from Don Edkins (South Africa), during the month prior to DOC Circle, the projects were afforded a full rehearsal day before DOC Circle in order to ensure the projects were pitch ready. A grant given by IDFA and Jan Vrijman Fund for the ‘Most Promising Documentary Projects’, enabled three winning filmmakers and producers to attend the IDFA festival in November, where they received accreditation and accommodation for the festival, the IDFAcademy as participants, and to attend the Forum as observers.





Dubai Film Connection



The Dubai Film Connection is the co-production market of the Dubai International Film Festival that aims to raise the visibility of Arab filmmakers and stimulate the growth of film production originating from the Arab world. The DFM and Dubai Film Connection partnership looks to develop African-Arab film projects and exchange of information and expertise.

National Film and Video Foundation



The National Film and Video Foundation (NFVF) is a statutory body mandated by the South African government to spearhead the development of the film and video industry. NFVF presented an Industry Panel and took part in numerous other professional panels. The NFVF also gave travel support to filmmakers who won the IDFAcademy prizes.

MEDIA Mundus Programme



An EU support programme, the MEDIA Mundus provides funding for distribution, training, promotion and markets and has been in existence since 1991. The MEDIA Mundus programme capitalizes on the growing interest and the opportunities offered by global cooperation of the audiovisual industry. It increases consumer choice by bringing more culturally diverse products to European and international markets. The programme seeks to improve access to third-country markets and to build trust and long term working relationships.

SPONSORS

Without the support, in cash and in kind, and co-operation of local roleplayers, partners and sponsors, we could never dream of enjoying such success so quickly for the Durban FilmMart, for that we are most grateful to the following sponsors:



MASTERCLASSES, PANEL DISCUSSIONS and NETWORKING EVENTS

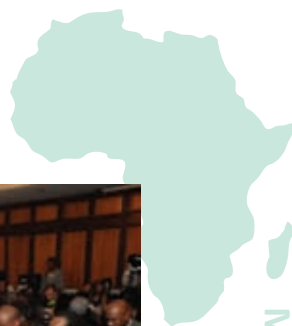


Masterclasses, Panel Discussions and Networking Events



From left: Anant Singh (Videovision Entertainment), Dorothee Weener (Berlinale Film Festival), Gaston Kaboré (Imagine Institut), Paul Mashatile (Minister of Arts and Culture), Lindi Ndebele-Koka (National Department of Arts and Culture), Peter Rorvik (Durban International Film Festival), Karen Son (National Film and Video Foundation)





DFM Press Launch: from left – Lucas Rosant (matchmaker/reader, France), Nashen Moodley (Manager, DIFF), Toni Monty (acting CEO, DFO), Peter Rorvik (Director, DIFF), Jacobine van de Vloed (Cinemart, IFFR), Adriek van Nieuwenhuijzen (IDFA, Forum), Isabel Arrate (IDFA, Jan Vrijman Fund)



Durban International Film Festival Cocktail Function



Finance Forum One-On-One Meeting Sessions



DOC Circle Pitch Forum





Scenes from the DFM Opening Night Function at the Durban Art Gallery: from left to right: Shunnon Tulsiram (Economic Development, Durban) Nisha Naidoo (The Creative Advantage), Toni Monty (Durban Film Office), and Councillor Logie Naidoo (eThekweni Municipality)



Africa in Focus Mokolo Panel and delegates at DFM Mokolo Cocktail function



DFM COA Power Breakfast participants



Cape Film Commission lunch scenes





CLOSING NIGHT AWARDS

The number of awards at the Durban FilmMart increased from one in 2010 to seven for this year, comprising:

The Hubert Bals Fund Award for ‘The Most Promising African Project’

A cash prize of 5000 Euros awarded to *69 Messaha Square (Egypt)*, produced by Wael Omar and directed by Ayten Amin; towards script and project development.



69 Messaha Square (Egypt): director Ayten Amin (centre) with (left) Iwana Chronis (Hubert Bals Fund) and (right) Jacobine Van Der Vloed (International Film Festival Rotterdam/Cinemart)

CineMart Rotterdam Lab Award

Three fiction feature projects were chosen to attend the CineMart Rotterdam Lab; these were awarded to, *Boda Boda Thieves (South Africa/Ghana)*, produced by James Tayler and directed by Donald Mugisha, *This Boy (South Africa)* Producer, David Max-Brown and director, Kyle Lewis (co-produced by Noxy Mavundla), *Imbabazi/The Pardon (Rwanda)* producer and director Joel Karekezi.



From left: Jacobine van de Vloed (Rotterdam International Film Festival), Iwana Chronis (Hubert Bals Fund), producer and director *Imbabazi/ The Pardon (Rwanda)* Joel Karekezi; co-producer of *This Boy (South Africa)* Noxy Mavundla and producer *Boda Boda Thieves (South Africa/Ghana)* James Tayler





International Documentary Festival of Amsterdam (IDFA) and Jan Vrijman Fund Grant ‘Most Promising Documentary Projects’

Two projects were the recipients of grants to attend the IDFA Festival in November: *Homage to the Buddha (South Africa)*, produced and directed by Nicole Schafer; and *Ndiyindoda/I am Man (South Africa)*, producer Bryony Roughton and director, Mayenzeke Baza.



From left: Adriek Van Nieuwehuijzen (IDFA); *Homage to the Buddha (South Africa)* director Nicole Schafer; *Ndiyindoda/I am Man (South Africa)* director Mayenzeke Baza and producer Bryony Roughton

Videovision Entertainment ‘Best South African Film Project’

This new prize has a value of R75 000 as a commitment to distribution of the project. The winning South African project was *This Boy*, produced by David Max-Brown, directed by Kyle Lewis and co-produced by Noxy Mavundla.



From left: Sanjeev Singh of Videovision Entertainment, South Africa and co-producer Noxy Mavundla of *This Boy (South Africa)*



PUMA.Creative Awards

PUMA.Creative, a new contributor to the Durban FilmMart, presented two PUMA.Creative Catalyst Awards, a seed grant for ambitious and creative documentary ideas, and two PUMA.Creative Mobility Awards given to filmmakers to help cover the cost of their travel to locations during filming or after completion for audience engagement.

Two **PUMA.Creative Catalyst Awards (R50 000 Cash Prize)** were awarded, one to *Femme a la Camera* (Morocco), directed by Karima Zoubir and produced by Hicham Brini, and the other to project *Rollaball* (South Africa), produced by Steven Markovitz and directed by Eddie Edwards.



From left: Beadi Finzi (Channel 4 BRITDOC Foundation), Karima Zoubir (director *Femme de la Camera*), Eddie Edwards (director *Rollaball*) Mark Coetzee (PUMA.Creative), Steven Markovitz (producer *Rollaball*)

Two **PUMA.Creative Mobility Awards (cash prize of R15 000 each)** were awarded, one to *I, Afrikaner* (South Africa) produced by Lauren Groenewald and directed by Annalet Steenkamp, the other to *The Flight Pilot* (Kenya), by director Peggy Mbiyu



From left: Beadi Finzi (Channel 4 BRITDOC Foundation), Nonhlanhla Dlamini (director *Shattered Pieces of Peace*), Peggy Mbiyu (director *The Flying Pilot*) Mark Coetzee (PUMA.Creative), Annalet Steenkamp (director *I, Afrikaner*)

Previous Creative Catalyst awardee, Nonhlanhla Dlamini was given an additional contribution of R50,000, towards the development of the next part of her story, *Shattered Pieces of Peace* (Swaziland). *The Flight Pilot* (Kenya) and *Shattered Pieces of Peace* (Swaziland) were special entrants from the Talent Campus Durban Doc Station which participated in the Durban FilmMart DOC Circle.



2011 DURBAN FILMMART PROGRAMME



Programme

Finance Forum

The Finance Forum, is a closed session which is a platform for official projects and invited investors. In this year's forum, African filmmakers had the opportunity to meet and pitch their projects to film financiers, sales agents and distributors on a one-to-one basis over a two day period. Prior to the financier meetings, the producers had scheduled several pre-Finance Forum meetings working with mentors on how to better improve their packages and pitches.

The aim of the pre-Finance Forum meetings is for producers to work with the mentors to refine their packages and pitches in preparation for the scheduled one on one meetings.

DOC Circle

The DOC Circle is a full day of the documentary pitching to a panel of funders, co-producers and broadcasters in advance of the two day Finance Forum meetings. Ten DFM documentary projects and three Talent Campus Durban DOC Station projects were provided an 18 minute slot for their pitch including a question and answer session with the panelists. In order to be pitch perfect projects were packaged and mentored for a month in advance and received a day of rehearsal in the venue. The day is also open to registered DFM delegates so that documentarians can learn about the international market. Modeled on IDFA's Forum format, the DOC Circle was implemented in cooperation with IDFA.

Producers' Forum

The Producers' Forum is a programme of master classes for registered delegates. The objective is to develop African producers' industry knowledge and professional skills so that they can compete more effectively locally and internationally, and to provide a greater understanding of what is expected in packaging and pitching projects for the global marketplace. Through the Producers Forum, over 250 registered DFM delegates participated in master classes with leading experts such as Peter Broderick, Juliane Schulze, Matthew Bristowe and Hetty Naaijken-Retel Helmrich.

Africa in Focus

Co-ordinated by the Durban International Film festival, Africa in Focus is a workshop and seminar series aimed at all levels of the industry and covering a range of topics relevant to the African screen industries. Running parallel to the pitching sessions for selected projects, there were four days of seminars, workshops and master classes featuring industry experts and filmmakers.

Some of the Key Seminars and Workshops included:

- Film Financing Fundamentals: New Ideas - Old Systems? A master class with Juliane Schulze
- The Audience Comes First: Crowd-funding Opportunities, a master class with Peter Broderick
- Welcome to the New World of Distribution: a master class with Peter Broderick
- What Investors Are Looking For: with Paul Brett (Prescience Film Finance), Basil Ford (DTI), Claire Launay (ARTE France), Midge Sandford (Sandford/Pillbury Productions)
- Global Finance Models for Documentary Film with Adriek van Nieuwenhuijzen (IDFA), Beadie Finzi (BRITDOC Foundation, Good Pitch)
- Global Opportunities in Stereoscopic Post-Production and VFX Work Flows: a master class with Matthew Bristowe
- Documentary Financing Wizardry: a master class with Hetty Naaijken-Retel Helmrich
- In addition delegates could attend the two Talent Campus Durban Masterclasses with Gaston Kaboré - African Cineaste and Founder of Imagine Institut; and Leonard Retel Helmrich (Single Shot Cinema)



DFM PROGRAMME 2011



Programme

Friday 22 July	
08h00 - 17h00	DIFF and DFM Delegate Registration
08h45 - 09h30	DFM/DIFF Press Briefing
09h45 - 10h15	Producers' Forum - <i>Introduction to the Durban FilmMart</i>
10h30 - 12h30	Producers' Forum - Film Financing Fundamentals <i>New Ideas - Old Systems?</i> with Juliane Schulze
12h30 - 13h30	Lunch Break
14h00 - 15h30	Africa in Focus - African Initiatives: <i>New Developments in Africa Panel Discussion</i> Panelists: Enrico Chiesa (www.africafilms.tv), Mark Coetzee (PUMA.Creative), Rehad Desai (People2People), Gaston Kaboré (Imagine Institute), Mark Schwinges (Mokolo) Seminar: Developments Across Africa
15h45 - 17h00	Africa in Focus - <i>Indian Animation: Taking Local Global</i>
16h00 - 17h30	Africa in Focus - <i>Mokolo:</i> <i>The African online marketplace for film industry exchange and content distribution</i>
Saturday 23 July	
08h00 - 09h00	Delegate Registration
09h00 - 11h00	Producers' Forum - <i>The Audience Comes First:</i> <i>Crowdfunding Opportunities with Peter Broderick</i>
10h30 - 12h30	DOC Circle – Documentary Pitch Day session one
11h30 - 12h30	Africa in Focus – NFVF Industry Event: Clarence Hamilton, Karen Son, Thandeka Zwana, Pretty Mthiyane.
12h30 - 13h30	Lunch Break
14h00 - 15h30	Africa in Focus - Co-Production with Hong Kong Panelists: Teddy Chen, Director, Sum-Wood Productions Ltd., Leung Chiu Yi, Production Director, Mandarin Film Distribution Co., Ltd. and Davy Chiu, Director - Business Development, South African Consulate-General, Hong Kong
14h00 - 16h30	DOC Circle – Documentary Pitch Day session two
16h00 - 17h30	Africa in Focus - Meet the Distributors
16h00 - 17h30	Africa in Focus - <i>Planet Politics and Film Ethics:</i> <i>When is Fair Not Enough?</i>





Sunday 24 July	
08h00 - 09h00	Delegate Registration
09h00 - 11h00	Producers' Forum - <i>Welcome to the New World of Distribution</i> with Peter Broderick
09h30 - 10h30	Africa in Focus - <i>Spotlight on Film. Case studies on films and their fund relationships, Spotlight on Dear Mandela, Spotlight on King Naki</i>
10h30 - 12h30	Talent Campus Durban: Masterclass <i>Single Shot Cinema</i> with Leonard Retel Helmrich
11h30 - 12h30	Producers' Forum - <i>What Investors Are Looking For</i>
12h30 - 13h30	Lunch Break
14h00 - 15h30	Africa in Focus - <i>Funding Africa with Local and International Funding Organization</i>
16h00 - 17h30	Africa in Focus - <i>Coproduction Opportunities with North America and Europe</i> Panelists: Juliene Enzanno, Peter Raymont
16h30 - 17h30	Africa in Focus - <i>Filmmakers Talk Film: Sepideh Farsi (The House Under Water), Oliver Hermanus (Skoonheid), Djo Tunda Wa Munga (Viva Riva!)</i> Facilitator: Shaun de Waal (Film Critic, <i>Mail and Guardian</i>)
Monday 25 July	
08h00 - 09h00	Delegate Registration
09h00 - 10h00	Producers' Forum - <i>Global Finance Models for Documentary Film</i> Adriek van Nieuwenhuijzen (IDFA), Beadie Finzi (BRITDOC Foundation, Good Pitch)
09h30 - 10h30	Africa in Focus - <i>Post Production Processes</i>
10h30 - 12h30	Producers' Forum - <i>Global Opportunities in Stereoscopic Post-Production and VFX Work Flows</i> with Matthew Bristowe
11h00 - 12h30	Talent Campus Durban: Masterclass - <i>African Challenges</i> with Gaston Kaboré
12h30 - 13h30	Delegates' Lunch
14h00 - 16h00	Producers' Forum - <i>Documentary Financing Wizardry</i> with Hetty Naaijken-Retel Helmrich
16h30 - 17h30	Africa in Focus - <i>Requests for Proposals</i> Don Edkins (<i>Why Poverty?</i>), Emma Kaye (<i>bozza.mobi</i>), Akiedah Mohamed (Women of the Sun/MNET)
16h00 - 17h30	Africa in Focus - <i>Cutting Edge Case Studies from the New Frontiers of Distribution</i> with Peter Broderick and Sandi Dubowski



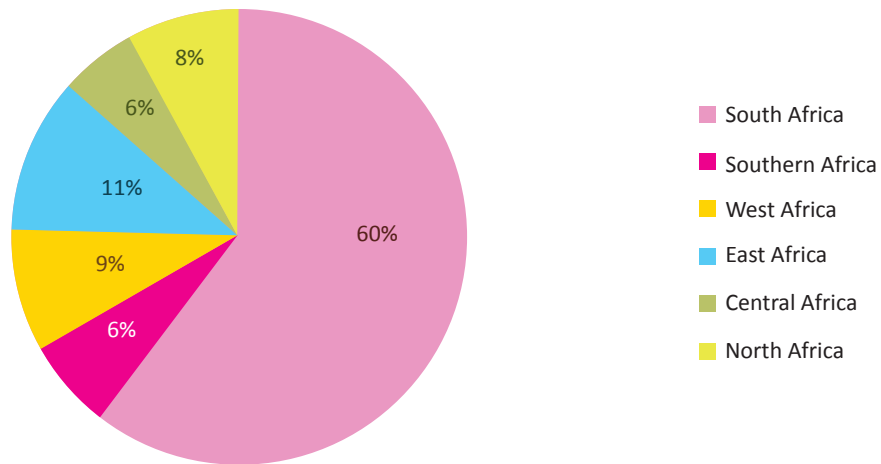


THE FINANCE FORUM

Signs of the growing confidence in the DFM can be seen in the overwhelming increase in applicants this year. Project submissions to the Durban FilmMart increased from 76 qualifying projects in 2010 to 126 qualifying projects in 2011. Submissions from 20 African countries were received, compared to 14 last year. DFM also increased the number of projects selected for the Finance Forum from 12 projects in 2010 to 20 projects in 2011.

The 20 projects selected (10 documentary and 10 features) participated in two days of closed one-on-one session meetings with guest financiers, distributors, sales agents and funding organisations. The 10 documentaries also participated in the inaugural DOC Circle pitching day.

Durban FilmMart 2011 Project Submissions 2011



DFM 2011 OFFICIAL PROJECT SELECTION



Official Project Selection

FEATURE FILMS:

- **69 Midane el Messaha (69 Messaha Square)** (Egypt), produced by Ihab Ayoub and directed by Ayten Amin
- **Ali Mea'za** (Egypt), produced by Hossam Elouan and directed by Ibrahim El Batout
- **Boda Boda Thieves** (South Africa/Ghana), produced by James Tayler and directed by Donald Mugisha
- **Children of the Sand** (Kenya), produced by Appie Matere and directed by Ekwa Msangi-Omar
- **Imbabazi (The Pardon)** (Rwanda), produced and directed by Joel Karekezi
- **Lock Yourself In** (South Africa), produced by Bridget Pickering and directed by Elan Gamaker
- **Midnight Dogs** (Tunisia), produced by Guillaume de Seille and directed by Lassaad Dkhili
- **Robin du Web (Robin of the Web)** (Cote D'Ivoire/United States of America) produced and directed by Véronique Doumbé
- **This Boy** (South Africa), produced by David Max Brown and directed by Kyle Lewis
- **Two Princes** (Kenya), produced by Atieno Odenyo and directed by Philippa Ndisi-Hermann

DOCUMENTARIES:

- **The Black President** (South Africa/United Kingdom); produced by Anna Teeman and directed by Mpumi Mcata
- **Femme á la Camera** (Morocco), produced by Hicham Brini and directed by Karima Zoubir
- **En Terre Inconnue** (Cameroon), produced by Cyrille Masso and directed by Ariane Astriid Mbourou
- **Fidai** (Algeria/France), co-produced by Mathieu Mullier and Alexander Singer and directed by Damien Onouri
- **Homage to the Buddha** (South Africa), produced and directed by Nicole Schafer
- **I, Afrikaner** (South Africa), produced by Lauren Groenewald and directed by Annalet Steenkamp
- **Naana La Reine Mere (Naana, Queen Mother)** (Cameroon), produced and directed by Jean-Marie Teno
- **Ndiyindoda (I Am a Man)** (South Africa), produced by Bryony Roughton and directed by Mayenzeke Baza
- **Return to Zimbabwe** (South Africa) produced and directed by Xoliswa Sithole
- **Rollaball** (South Africa) produced by Steven Markovitz and directed by Eddie Edwards



DURBAN FILMMART 2011 LEAD EXPERTS



Producer Forum Experts 2011



Matthew Bristowe - Prime Focus Film

Matthew presented a masterclass on Global Opportunities in Stereoscopic Post-Production and VFX Work Flows, at 3D Cinecentre at the Suncoast Casino and Entertainment Centre. He began his production career at MPC as a DI Producer where he worked on major feature film projects including *28 Days Later*, *Shaun of the Dead*, *Troy* and *10,000BC*. His dedication and expert knowledge of issues both creative and technical, led him to assume the role of Senior DI Producer when MPC was taken over by Technicolor in 2009. His essential input to feature films such as Danny Boyle's *Slumdog Millionaire*, Guy Ritchie's *Sherlock Holmes* and Wes Anderson's *Fantastic Mr. Fox*, reaffirmed his status as one of London's foremost DI producers. He is head of Production for Prime Focus Film London...he will be leading the London facility for the 2D to 3D conversion of Lucasfilm's *Star Wars: Episode I: The Phantom Menace*.



Peter Broderick - Paradigm Consulting

Peter Broderick presented a master class on Distribution Techniques and provided a guided tour of the worlds of "Crowdfunding and Crowdsourcing". He is President of Paradigm Consulting, which helps filmmakers and media companies design and implement state-of-the-art distribution strategies. A key player in the growth of the ultra-low budget feature movement, Broderick has become one of the most influential advocates of digital moviemaking.





Hetty Naaijkens-Retel Helmrich - Scarabee Films

In 1989 Hetty Naaijkens-Retel Helmrich founded Scarabee Films, which specializes in high-quality creative documentaries, short films and features and her productions have been repeat winners at both IDFA and Sundance. Naaijkens-Retel Helmrich works globally with broadcasters including NPS, VPRO, AVRO (Netherlands); HBO, PBS, and VRT (Belgium), Arte (France/Germany), TV 7 and France 3 (France) and Télévision Suisse Romande (Switzerland) amongst others. Naaijkens-Retel Helmrich presented a master class on Documentary Finance Wizardry.



Juliane Schulze, Peaceful Fish

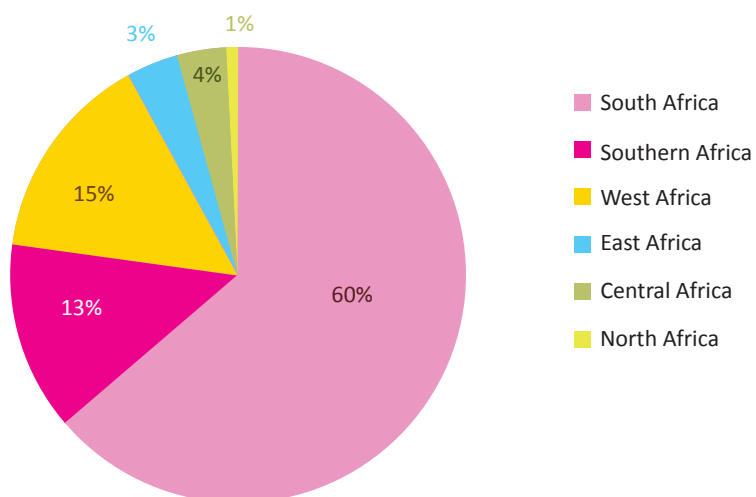
Juliane Schulze presented a session on Film Finance Fundamentals. She is Senior Partner at Peaceful fish, a strategic media consulting company based in Berlin, specializing in content financing, and in particular in developing innovative financial solutions for audiovisual projects. As Executive Advisor, she has extensive cross-industrial knowledge, covering feature film, internet and mobile content. She advises international production companies as well as public institutions and works on several projects for the European Commission and MEDIA.



Durban FilmMart 2011 Delegate Country Attendance



Delegates Durban FilmMart 2011





DURBAN FILMMART DELEGATES 2011

The 2nd Durban FilmMart exceeded expectations in terms of attendance. The market saw industry professionals, lead experts, market leaders, government heads and support organisations coming together to network, debate issues and conduct business. DFM brought together more than 250 participants from 33 countries, as well local and international media.

Country	Number of delegates
Algeria	01
Australia	01
Burkina Faso	01
Cameroon	03
Canada	03
Congo	02
China, Hong Kong	06
Côte d'Ivoire	01
Egypt	03
Ethiopia	02
France	12
Germany	06
Ghana	01
India	03
Italy	01
Kenya	02
Morocco	03
Mozambique	10
Namibia	02
Nigeria	01
Netherlands	07
Rwanda	01
Senegal	02
South Africa	177
Spain	02
Switzerland	01
Swaziland	01
Tunisia	01
Uganda	01
United Arab Emirates	01
United Kingdom	08
United States of America	07
Zambia	02
Zimbabwe	01
Total	276





WHAT THE DELEGATES HAD TO SAY



“My congratulations to the entire DFM and DIFF 2011 teams. I had a wonderful return visit to Durban and look forward to working with you in years to come.”

Paul Brett, Prescience, London



“It really meant a lot to me to hear that people got so much out of my presentations. Thanks also for the link to the blog entry on my crowdfunding presentation. That was quite impressive. Your email demonstrated that it was worth traveling so many miles and working so hard at the FilmMart. It showed that I was able to share important information and ideas with participants.”

Peter Broderick, Paradigm Consulting, USA



“Just so you know, you guys rocked! The service was tip top, the staff infectious with smiles and friendliness and I thoroughly enjoyed myself. Thank you! “

Uga Carlini, Towerkopcreations, South Africa



“Congratulations on such a successful second edition of the Durban FilmMart! I had a great time in Durban, was presented with some amazing new film projects and met with many inspiring people. The energy at the DFM was once again phenomenal, something that was repeatedly confirmed by other guests at the market as well.”

Iwana Chronis, Hubert Bals Fund / International Film Festival of Rotterdam



“Thank you so much for your very nice welcome in Durban. I’ve really enjoyed my stay here and was charmed by the warmth of South African people. Besides, the FilmMart is a very nice place to learn and exchange on African Cinema from the conferences you’ve organised and to meet many interesting people during the one on one meetings or even during cocktails and various events planned during these days. You all did a great job and I wish you all the best for the future!”

Claire Launay, ARTE France Cinéma, France





“I loved it. It was about filmmaking and the filmmakers. I met so many of my fellow filmmakers from Cameroon, Senegal, Ivory Coast, Burkina Faso, Mali, Kenya, Morocco, Ghana, and Rwanda all in one place. Durban FilmMart is a very special place. It is a well run event!”
Véronique Doumbé Ndolo Films LLC, USA/Ivory Coast



“The Durban FilmMart outcome for *The Pardon* was impressive, I met an editor in the DFM and now she has started to edit *The Pardon* and there are distributors I met who are willing to distribute the film after the completion of *The Pardon*. I learned a lot from the DFM. I hope next year you will watch *The Pardon* and we will celebrate!”
Joel Karekezi, Karekezi Film Production, Rwanda



“Many thanks to DFO and DFM for the opportunity to participate in the DOC Circle Pitch at DFM. This was an invaluable experience in generating interest in my film amongst investors, funders and distributors, gaining confidence in my abilities to pitch film projects and learn more about how to go about raising finance for films. It was also an exciting opportunity to build relationships with filmmakers from other parts of the continent and the rest of the world.

Receiving the IDFA Award has been a huge vote of confidence in my film project and my abilities as a filmmaker. Thank you to DFO and DFM for creating platforms such as these to support filmmakers and help them realise their films.

DFM has been the starting point for finding finance for my film and has certainly opened many doors. I will keep you posted on developments and hope that by next year I will be ready to show the completed film!

Thank you to your team for all the input, hard work and believing in our films.”

Nicole Schafer, Thinking Strings Media, South Africa



“It was a great pleasure and a privilege to have been with you at the Durban FilmMart! Thank you so much for a fantastic and always smooth organisation. Thank you for the great care you took! I absolutely enjoyed my time with the producers and am very impressed by their projects and entrepreneurial spirit. Great to see so much potential coming out of Africa!”

Juliane Schulze, Senior Partner, peacefulfish, Berlin, Germany



MARKETING, PROMOTIONS AND BRANDING



To enhance the DFM brand a cohesive integrated communication process was implemented ensuring consistency and increasing brand awareness. The campaign roll out ensured maximum media coverage both nationally and internationally, consisting of the following programmes:

Advertising and Promotion Programme

Strategic print media placements, including comprehensive coverage through the use of Internet sites, complemented the advertising mix.

• Print Advertising

Print Advertising included placements in leading industry publications leading up to the 2011 Durban FilmMart:

- Callsheet (SA)
- Daily Variety
- Discop Link Magazine (Senegal)
- Hollywood Reporter – (Cannes)
- Hollywood Reporter(USA/ Hong Kong FilmMart publication)
- MipCom Production (France)
- Rotterdam Industry Manual (Netherlands)
- Screen Africa – February issue 2011 and July Issue 2011
- The Daily Tiger- daily newspaper at the CineMart, IFFR (Netherlands)
- Tricontinental Film Festival Brochure (SA)
- Variety Magazine (USA/ Berlin International Film Festival edition)

• Online Promotions

- www.cca.ukzn.ac.za
- www.durbanfilloffice.com
- www.filmfestivalrotterdam.com
- www.nfvf.co.za
- www.idfa.nl
- www.screendaily.com
- www.thecallsheet.co.za
- www.screenafrica.com
- www.hollywoodreporter.com
- www.germanyandafrica.diplo.de
- www.highbeam.com
- www.sasfed.org
- www.artslink.co.za
- www.bizzcommunity.com
- www.imaginedurban.org
- www.mediaupdate.co.za

Plus numerous mentions on social media sites



SUMMARY OF MEDIA COVERAGE

Public Relations Campaign

In tandem with the advertising campaign the public relations encompassed all aspects of media and talked more intimately with the relevant audiences, enhancing synergies amongst all stakeholders.

The mediums covered are listed below:

BROADCAST COVERAGE:

Ref#	Station	Programme	Headline	Start Time
3876421	Lotus FM	Newsbreak	White and Black, Crimes of Colour	22 Jul 2011 06:49:22
3881370	SABC 2	Weekend Live	Durban International Film Festival - Continue	23 Jul 2011 07:53:36
3882491	SABC 2	Weekend Live	Durban International Film Festival	24 Jul 2011 07:40:22
4122906	CNBC Africa	The Entrepreneurial Edge	Durban fine arts	03 Apr 2011 11:45:00
4218826	Gagasi 99.5 FM	Breakfast with Alex & the Crew	Bonnie Sthebe - Continue	13 Oct 2011 08:09:30
4218832	Gagasi 99.5 FM	Breakfast with Alex & the Crew	Bonnie Sthebe - Continue	13 Oct 2011 08:49:08
4295114	Gagasi 99.5 FM	News @ 16:00	Submissions open	31 Oct 2011 16:02:06
4365645	Mzansi Magic	All Access	Durban International Film Festival	17 Nov 2011 05:30:21

PRINT COVERAGE:

Ref#	Publication	Page	Headline	Pub Date
13777971	SCREEN AFRICA	3	PART 1 OF 2 - Durban's big industry events	01 Jul 2011
13777974	SCREEN AFRICA	56	PART 2 OF 2 - Durban's big industry events	01 Jul 2011
13778238	SCREEN AFRICA	39	DIFF AT WORK	01 Jul 2011
13780810	SUNDAY TRIBUNE, News & Views	33	City brain drain is the upshot of being undershot	17 Jul 2011
13801184	DAILY NEWS, Tonight	2	I BOARDWALK	19 Jul 2011
13815298	DAILY NEWS (Late Final)	6	DIFF now a landmark city event	20 Jul 2011
13825541	CAPE ARGUS, Life	14	South African cinematic excellence	21 Jul 2011
13884828	PRETORIA NEWS, Tonight	6	'Africa meet World' working well for Durban FilmMart	29 Jul 2011
13884853	PRETORIA NEWS, Tonight	6	Funding the future of African film	29 Jul 2011
13885540	STAR, Tonight	8	'Africa meet World' working well for Durban FilmMart	29 Jul 2011
13885557	STAR, Tonight	8	Funding the future of African film	29 Jul 2011
13891004	AMAJUBA NEWS	1	INTERNATIONAL FILM FESTIVAL	27 Jul 2011
13891069	CAPE ARGUS, Tonight	6	'Africa meet World' working well for Durban FilmMart	29 Jul 2011
13891074	CAPE ARGUS, Tonight	6	Funding the future of African film	29 Jul 2011
13891127	DAILY NEWS, Tonight	6	'Africa meet World' working well for Durban FilmMart	29 Jul 2011
13891132	DAILY NEWS, Tonight	6	Funding the future of African film	29 Jul 2011





13897543	GOVERNMENT PUBLICATIONS: Ezasegagasini Metro	3	Durban ' RlmMart a success	29 Jul 2011
13910399	WITNESS, Section 2	9	Durban FilmMart excitement	02 Aug 2011
13959139	NEW AGE, THE (First Edition)	19	FilmMart doing very well	08 Aug 2011
14007972	GOVERNMENT PUBLICATIONS: Ezasegagasini Metro	7	Durban: You're a star	12 Aug 2011
14295194	CALLSHEET, THE	8	FILM FESTIVAL	01 Aug 2011
14361674	CAPE ARGUS, Tonight	6	Durban movie pools betrayal, greed	17 Jun 2011
14361676	DAILY NEWS, Tonight	6	Durban movie pools betrayal, greed	17 Jun 2011
14361678	MERCURY (Early Edition)	23	Local drama to open Durban film festival	21 Jun 2011
14361679	PRETORIA NEWS, Tonight	6	Durban movie pools betrayal, greed	17 Jun 2011
14361680	STAR, Tonight	8	Durban movie pools betrayal, greed	17 Jun 2011
14361681	ZULULAND OBSERVER (Monday)	3	Unlocking Zululand's true tourism potential	18 Apr 2011
14361682	SCREEN AFRICA	44	PART 2 OF 2 - CONTINUED FROM PAGE 1 I CT	01 Apr 2011
14361683	SCREEN AFRICA	1	PART 1 OF 2 - CT locations stalemate	01 Apr 2011
14361684	SCREEN AFRICA	1	FRONT PAGE	01 Apr 2011
13744181	DAILY NEWS, Tonight	2	BOARDWALK	12 Jul 2011
13722758	KWAZULU-NATAL BUSINESS	105	Film	01 Jul 2011
13703347	MERCURY (Early Edition)	18	Call for film-making talent	07 Jul 2011
14361685	SCREEN AFRICA	1	PART 1 OF 2 - film profile	01 Jun 2011
14361686	SCREEN AFRICA	44	PART 2 OF 2 - DFM raises African film profile	01 Jun 2011
14361687	SCREEN AFRICA	24	PART 1 OF 2 - Durban FilmMart	01 Jun 2011
14361688	SCREEN AFRICA	25	PART 2 OF 2 -	01 Jun 2011
14361689	SCREEN AFRICA	28	COMMERCIALS	01 Jun 2011
14361690	SCREEN AFRICA	1		01 Jun 2011
14361691	SCREEN AFRICA	28	PART 1 OF 2 - SCREEN AFRICA	01 Jun 2011
14361692	SCREEN AFRICA	29	PART 2 OF 2 -	01 Jun 2011
14361693	BUSINESS IN DURBAN	24	PART 1 OF 2 - FILMING	01 Jun 2011
14361694	BUSINESS IN DURBAN	25	PART 2 OF 2 - FILMING	01 Jun 2011
14363803	ILANGA LE THEKU	10	IYAKHULA INDIMA YESHASHALATI EMIPHAKATHINI	22 Sep 2011
14425140	PRIVATE EDITION	20	HITTING THE BIG TIME IN DURBS	01 Oct 2011
14852068	BUSINESS IN DURBAN	58	BUSINESS IN DURBAN	01 Sep 2011
14855155	NORTHGLEN NEWS	21	A chance for filmmakers to make their mark	11 Nov 2011
14883703	TOP 300 KWAZULU-NATAL	62	PART 1 OF 2 - Investing in success	01 Oct 2011
14883713	TOP 300 KWAZULU-NATAL	63	PART 2 OF 2 - the importance of KwaZulu-Natal	01 Oct 2011

ONLINE COVERAGE:

December 2010 – March 2011

Ref#	Website	Headline	Date
2745646	Artsmart.co.za	2010 DURBAN FILMMART 2011 SUBMISSIONS	26 Dec 2010
2725978	The call sheet	Inaugural Durban FilmMart	14 Dec 2010
2757818	Witness.co.za	Durban FilmMart – Durban Film Office	27 Dec 2010
2801970	The callsheet.co.za	Durban FilmMart – Durban Film Office	21 Jan 2011
2802432	Tonight.co.za	Durban FilmMart – Durban Film Office	21 Jan 2011
2802602	lol.co.za	Durban FilmMart – Durban Film Office	21 Jan 2011
2810424	Mediaupdate.co.za	Durban FilmMart	25 Jan 2011
2811151	Artslink.co.za	Durban FilmMart	25 Jan 2011





2814521	Thecallsheet.co.za	Durban FilmMart	26 Jan 2011
2815452	Filmcontact.com	Durban FilmMart – Durban Film Office	27 Jan 2011
2820450	Thenewage.co.za	Durban FilmMart	28 Jan 2011
2821370	Tonight.co.za	Durban Film Office	28 Jan 2011
2822048	Filmcontact.com	Durban Film Office	28 Jan 2011
2824017	lol.com	Durban Film Office	28 Jan 2011
2824590	Artsmart.co.za	Durban FilmMart – Durban Film Office	31 Jan 2011
2843511	Bizcommunity.com	Durban FilmMart	07 Feb 2011
2847493	Bizcommunity.com	Durban Film Office	07 Feb 2011
2847321	Artsmart.co.za	Durban FilmMart	08 Feb 2011
2850576	Artslink	Doc Opportunities at DFM	08 Feb 2011
2852068	Filmcontact.com	Durban FilmMart – Durban Film Office	09 Feb 2011
2853842	Bizcommunity.com	Doc Opportunities at DFM	09 Feb 2011
2866017	Filmcontact.com	Doc Opportunities at DFM	11 Feb 2011
2863431	Bizcommunity.com	Doc Opportunities at DFM	11 Feb 2011
2871656	Citypress.com	Durban FilmMart	13 Feb 2011
2912055	Sowetan.co.za	Durban Film Office	22 Feb 2011
2917464	Filmcontact.com	Durban Film Office	23 Feb 2011
2924460	Thenewage.co.za	Durban Film Office	24 Feb 2011
2929609	lol.co.za	Durban Film Office	25 Feb 2011
2929724	Tonight.co.za	Durban Film Office	25 Feb 2011
2948618	Artslink.co.za	Durban Film Office	3 March 2011
2950421	Arttimes.co.za	Durban Film Office	3 March 2011
2958305	Artsmart.co.za	Durban Film Office	6 March 2011
2988966	Artsmart.co.za	Durban FilmMart	13 March 2011
3011821	Thecallsheet.co.za	Durban Film Office	18 March 2011
3012300	Whatson.co.za	Durban FilmMart	18 March 2011

April 2011 – December 2011

Ref#	Website	Headline	Date
3539611	iol.co.za/dailynews - Daily News	DIFF now a landmark city event	20 Jul 2011
3539505	lol.co.za - Independent Online	DIFF now a landmark city event	20 Jul 2011
3555241	Sabcnews.co.za - Sabc News	Environmental issues top 23rd DBN International Film Festival	23 Jul 2011
3473756	Bizcommunity.com – Bizcommunity	Call for submission - films on mzansi magic	07 Jul 2011
3462935	Filmcontact.com - Film Contact	SA shines as film industry venue	05 Jul 2011
3443577	Looklocal.co.za – Looklocal	Get your reels in	30 Jun 2011
3440646	Filmcontact.com - Film Contact	Durban International Film Festival Programme Announced	29 Jun 2011
3588980	Tonight.co.za – Tonight	Funding the future of African film	29 Jul 2011
3559458	Goingplacessa.com - Going Places SA	Leading 3D producer for Durban FilmMart	18 Jul 2011
3530820	Bizcommunity.com – Bizcommunity	Top 3D producer to speak at Durban FilmMart	19 Jul 2011
3530408	Tonight.co.za – Tonight	KZN boardwalk - July 19, 2011	19 Jul 2011
3528790	lol.co.za - Independent Online	KZN boardwalk - July 19, 2011	19 Jul 2011
3528559	Bizcommunity.com – Bizcommunity	Top 3-D producer to speak at Durban FilmMart	19 Jul 2011





3527412	Artsmart.co.za - Art Smart	MATTHEW BRISTOWE FOR FILMMART	18 Jul 2011
3527409	Filmcontact.com - Film Contact	Leading 3D producer for Durban FilmMart	19 Jul 2011
3524749	Artslink.co.za – Artslink	Leading 3D producer for Durban FilmMart	18 Jul 2011
3522363	Mediaupdate.co.za - Media Update	Leading 3D producer to attend <i>Durban FilmMart 2011</i>	18 Jul 2011
3509409	Filmcontact.com - Film Contact	Awards at Durban FilmMart signify support for local film industry	14 Jul 2011
3507692	Bizcommunity.com – Bizcommunity	More awards scheduled for Durban FilmMart	14 Jul 2011
3494018	Tonight.co.za – Tonight	KZN boardwalk - July 12, 2011	12 Jul 2011
3588983	Tonight.co.za – Tonight	'Africa meet World' working well for Durban Film Mart	29 Jul 2011
3589056	lol.co.za - Independent Online	Funding the future of African film	29 Jul 2011
3589060	lol.co.za - Independent Online	'Africa meet World' working well for Durban Film Mart	29 Jul 2011
3432565	Bizcommunity.com – Bizcommunity	Calling budding Durban scriptwriters	28 Jun 2011
3607380	Filmcontact.com - Film Contact	Funding the future of African film	02 Aug 2011
3590504	Filmcontact.com - Film Contact	Second Durban Filmmart a resounding success	29 Jul 2011
3604557	Bizcommunity.com – Bizcommunity	Seven awards at Durban FilmMart	01 Aug 2011
3640844	Thenewage.co.za - The New Age	Film Mart doing very well	08 Aug 2011
3498201	Mediaupdate.co.za - Media Update	Awards at Durban FilmMart signify support for local film industry	13 Jul 2011
3591566	Getnews.co.za - Get News	The province is so rich in its culture, the opportunities are endless says SABCs Sbonzi Ngcobo	29 Jul 2011
3610221	Thecallsheet.co.za - The Callsheet	Second Durban Filmmart a resounding success	02 Aug 2011
4060758	Artslink.co.za – Artslink	Durban FilmMart 2012 first call for submissions	01 Nov 2011
4063301	Mediaupdate.co.za - Media Update	<i>Durban FilmMart</i> 2012 calls for submissions	02 Nov 2011
3857198	Thecallsheet.co.za - The Callsheet	Durban International Film Festival update	21 Apr 2011
4106894	Screenafrica.com - Screen Africa	DURBAN FILMMART	10 Nov 2011
4112985	Bizcommunity.com – Bizcommunity	Submissions open for 2012 Durban FilmMart	11 Nov 2011
3700313	Mediaupdate.co.za - Media Update	Attendance up at DIFF 2011	19 Aug 2011
3700972	Artslink.co.za – Artslink	Attendance up at DIFF 2011	19 Aug 2011
3705374	Filmcontact.com - Film Contact	Attendance up at DIFF 2011	22 Aug 2011
3710927	Artsmart.co.za - Art Smart	ATTENDANCE UP AT DIFF 2011	23 Aug 2011
3857182	lol.co.za - Independent Online	Durban movie pools betrayal, greed	17 Jun 2011
3857185	Tonight.co.za – Tonight	Durban movie pools betrayal, greed	17 Jun 2011
3857186	Artslink.co.za – Artslink	Register for second Durban FilmMart	10 Jun 2011
3857187	Mediaupdate.co.za - Media Update	Register for second <i>Durban FilmMart</i>	10 Jun 2011
3857188	Filmcontact.com - Film Contact	Durban Filmmart presence at CineMart	07 Apr 2011
3857189	Filmcontact.com - Film Contact	Durban International Film Festival 2011 edition	29 Apr 2011
3857191	Filmcontact.com - Film Contact	Register for second Durban FilmMart	13 Jun 2011
3857192	Filmcontact.com - Film Contact	2nd Durban FilmMart 22 - 26 July 2011	17 Jun 2011
3590500	Filmcontact.com - Film Contact	'Africa meet World' working well for Durban Film Mart	29 Jul 2011
3857193	Filmcontact.com - Film Contact	Durban movie pools betrayal, greed	21 Jun 2011
3857196	Artsmart.co.za - Art Smart	DIFF 2011	31 May 2011
3857194	Gotravel24.com - Go Travel 24	Durban International Film Festival	21 Jun 2011
3857197	Goingplacessa.com - Going Places SA	Register for second Durban FilmMart with its strong African focus	10 Jun 2011



4033075	Thecallsheet.co.za - The Callsheet	2012 Durban FilmMart call for submissions	26 Oct 2011
4074748	5at2online.co.za - 5@2 Online	Durban FilmMart 2012 calls for submissions	03 Nov 2011
4161805	Screenafrica.com - Screen Africa	Durban FilmMart	20 Nov 2011
4163200	Artsmart.co.za - Art Smart	DURBAN FILMMART 2012 FIRST CALL	20 Nov 2011

Measurement and evaluation of the overall publicity gained in value is approximately R2, 570,368.51.



SCREENAFRICA

BROADCAST, FILM, COMMERCIAL, NEW MEDIA & TECHNOLOGY NEWS

The gushing session

Thu, 28 Jul 2011 13:33

Based on the assumption that a bit of gushing is acceptable now and then, here follows a full-blooded gush fest. How refreshing to experience the genuine excitement of the attendee filmmakers at this week's Durban FilmMart and the Durban International Film Festival (DIFF), two important industry events that are run in conjunction with each other. At the inaugural Durban FilmMart in 2010 there was a huge buzz; this year there was an even bigger buzz, possibly because the number of projects selected for pitching had grown from 12 to 20 and because of the added focus on documentaries. Delegates were genuinely delighted to be at Durban FilmMart, to hear about each others' projects and to network with international co-producers, financiers, distributors and industry experts. There was no bitching (a common dynamic at industry events as there is lots to bitch about) to be heard anywhere.

DIFF is always enjoyable – a huge selection of thought-provoking local and international films and the opportunity for filmmakers to present their wares and bond with their counterparts. It's a case of film for breakfast, film for lunch, film for dinner, and film for beddy-byes. One of the main reasons that DIFF is always a success is because of the three people who run it – Peter Rorvik, Nashen Moodley and Monica Rorvik. Not only are they three of the most hard-working people in the industry, they are also three of the nicest. It was Peter, Nashen, Monica and Toni Monty of the Durban Film Office (DFO) who initiated the Durban FilmMart so as to add an all-important and much needed 'business of filmmaking' component to the festival.

While in Durban I was fortunate enough to have the opportunity to interview inspiring filmmakers such as the acclaimed veteran Burkinabe director, Gaston Kaboré, and the DRC's Djo Tunda Wa Munga. Gaston, a gentle and dignified soul, is not only an acknowledged master of African cinema but passionately committed to the cause of furthering skills in Africa with Imagine, his famous film school in Ouagadougou. Djo, whose sexy film noir *Viva Riva!* (screened at DIFF) is causing serious waves on the international film festival circuit, is a wonderfully vibrant personality. No wonder he is managing to pioneer a cinematic path in the DRC, by all accounts a decidedly unfilmfriendly place.

Last week I witnessed the huge crowds queuing up to get into the biggest local technology event for our industry, the biennial Mediatech Africa. There was a tangible buzz as droves of visitors clamoured to see the latest broadcast, production, post-production and audio equipment on view. Feedback from several exhibitors indicates that this was a very successful show indeed, with many reporting sales on their stands.

And on that note I must leave Festival-Land, Mart-Land and Show-Land and get back to the real world. Pity.

Joanna Sterkowicz

<http://www.screenafrica.com/page/news/editors-comments/356150-The-gushing-session>





DIFF AND DFM 2011 ROUND-UP



How To Steal 2 Million cast and crew



IDFA WINNERS (left to right): Toni Monty (DFM); Nicole Schafer, Mayenzeke Baza, Bryony Roughton and Adriek van Nieuwenhuijzen (IDFA).

FILM FESTIVAL

THIS year's Durban International Film Festival and Durban Filmmart were feather's in the industry's cap.

THE festival got off to a great start with the worldwide premiere of *Otelo Burning* - the opening movie of DIFF. Directed by Sara Blecher, the movie tells the story of Lamontville youngsters Otelo and New Year who learn how to surf against the backdrop of the ANC- Inkatha Freedom Party conflict in the dying days of Apartheid. The movie, finished just in time to make its premiere at DIFF, was a stunning choice for the opening film. Highlights for many were the work from Director of Pho-

tography Lance Gewer and the talented young cast.

Following the screening, guests were invited to head to a beach party just outside the colourful Suncoast Centre. The beach party featured delicious foods and bonfires. People mingled, many pacing themselves as this would be the first of many such networking functions over the course of the festival.

The following morning the organisers, including Toni Monty, Peter Rorvik and Nashen Moodley welcomed the press at a briefing at the Royal Hotel. Appetites were whetted as the organisers introduced key speakers and international attendees. Then they discussed their great programme at length. This was followed by

an intense but informative producer's forum, which discussed the important issue of finance. That afternoon a panel including Enrico Chiesa, Mark Coetzee, Rehad Desai and Mark Schwinges discussed New Developments in African Film.

More screenings followed on Friday night with both *Retribution* and *How To Steal Two Million* making their world premier at DIFF. Both movies were genre pieces, with *Retribution* paying homage to many thrillers that came before it, while Charlie Vundla's action movie made excellent use of Johannesburg to contribute to the tone of the movie.

The following morning the Royal Hotel in Durban's city centre hosted Peter Broder-

ick, the president of Paradigm Consulting's, fascinating talk on crowdfunding and crowdsourcing which inspired an in depth look into the model on page 18 of this newspaper. Later on Saturday the NFVF hosted a forum in which they discussed their new funding structures and their plans for the future. This talk is reported on in more detail on page 19 of this newspaper.

That night more networking was scheduled at the NFVF's party at Suncoast where most of the industry gathered to let their hair down and have a party. On Sunday morning, Peter spoke again, this time about distribution and later the Producer's Forum discussed What Investors are looking for.

Monday was the final day of a highly successful Filmmart with Matthew Bristowe from Prime Focus, chatting about stereoscopic post-production. You can read an interview with Matthew on page four of this paper.

The organisers were thrilled with the success of Filmmart and DIFF. "We have seen a distinct shift in the market this year, in so many areas," says Toni Monty, acting CEO of the Durban Film Office. "Last year the delegates weren't sure what to expect and were pleasantly surprised by the standard of the market. This year, film-makers and producers came well prepared with strategies and plans and very definite ideas as to who they wanted to meet and what they wanted to get out of the four-day event."

"The signs of the growing confidence in the DFM can be seen all round," adds Peter Rorvik, director of the Centre for Creative Arts and Durban International Film Festival (DIFF). "The response from participants has been very encouraging and the increase in the number of awards that were made possible by sponsors and funders, points to this growing commitment and support for the DFM."

Kate Hodges





SECOND DURBAN FILMMART A RESOUNDING SUCCESS

There was a buzz of excitement at the close of the 2011 edition of Durban FilmMart (DFM), the joint project of the Durban Film Office (DFO) and the Durban International Film Festival (DIFF), with the announcement of a slew of awards, seven in all, presented at this year's awards function.

"We have seen a distinct shift in the market this year, in so many areas," says Toni Monty, acting CEO of the Durban Film Office. "Last year the delegates weren't sure what to expect and were pleasantly surprised by the standard of the market. This year, film-makers and producers came well prepared with strategies and plans and very definite ideas as to who they wanted to meet and what they wanted to get out of the four-day event."

"The networking and relationship-building was intense and we fully expect this to yield results in the months ahead. This is a real accolade for the DFM, as it shows that our own industry-players are taking the market seriously," Monty adds.

"The signs of the growing confidence in the DFM can be seen all round," adds Peter Rorvik, director of the Centre for Creative Arts and Durban International Film Festival (DIFF). "The response from participants has been very encouraging and the increase in the number of awards that were made possible by sponsors and funders, points to this growing commitment and support for the DFM."

THE AWARDS

This year a total of 126 projects from both the feature film and documentary genres qualified for consideration; 20 of these (10 documentary and 10 features) were chosen for the Finance Forum. Projects were received from South Africa, Egypt, Kenya, Rwanda, Tunisia, Cote D'Ivoire, Cameroon, Morocco and Algeria.

The Hubert Bals Fund Award of 5000 €uros towards script and project development, for 'The Most Promising African Project', was presented to '**69 Messaha Square**' / Director Ayten Amin and Producer Wael Omar. The jury comprising Jane Williams (UK / Head of Dubai Film Connection), Pedro Pimenta (Mozambican filmmaker and producer) and Iwana Chronis (Hubert Bals Fund / Netherlands), were full of praise for the 'high standard and versatility' of the subject matter presented in the submissions.

Of the winning project Chronis says: "The director has taken what would normally be seen as a very sad subject (death) and transformed it into something that is alive, vital, and beautiful and at times, humorous. It is a universal story that can cross global borders and most significantly, the film is ready to be made!"

In addition, three projects were chosen to attend the CineMart Rotterdam Lab. These are: James Taylor and Donald Mugisha's **Boda Boda Thieves**, David Max-Brown and Kyle Lewis' **This Boy** and Joel Karekezi's **Imbabazi/ The Pardon**. These were presented by Jacobine van der Vloed of CineMart and The Rotterdam Lab.

The grant given by the International Documentary Festival of Amsterdam (IDFA) and Jan Vrijman Fund for the 'Most Promising Documentary Projects', enables the winning filmmakers and producers to attend the IDFA festival in November, where they will receive accreditation and accommodation. The jury comprising Bruni Burres (USA), Kate Townsend (UK) and Cynthia Kane (USA) chose two projects, both from South Africa; '**Homage to the Buddha**' and '**Ndiyindoda/I am Man**'.

IDFA representative, Adriek van Nieuwenhuijzen says: "IDFA is incredibly proud of the process that allowed us to put 10 documentary projects in the spotlight for the inaugural 'DOC Circle' event. We are thrilled that our partners (DFM and DIFF) believe in the strength of documentary film and are committed to finding opportunities for African filmmakers to tell their own unique stories to the world."

Leading South African media and entertainment entity Videovision Entertainment, presented an award valued at R75 000 for the 'Best South African Film Project', to Kyle Lewis (director) and David Max Brown (producer) for '**This Boy**'. The prize includes a commitment in terms of local distribution, a cash commitment towards P&A and guidance on the films potential for international release.

PUMA.Creative, a new contributor to the Durban FilmMart, gave two prizes with the PUMA.Creative Catalyst Awards (seed grants for ambitious and creative documentary ideas) and the PUMA.Creative Mobility Awards (given to filmmakers to help





them cover the cost of their travel to locations during filming or after completion for audience engagement).

Two PUMA.Creative Catalyst Awards, with a R50,000 cash prize attached to each, were made to: **Femme a la Camera** from Karima Zoubir and Hicham Brini; and Eddie Edwards and Steven Markovitz's **Rollaball**.

Two R15,000 PUMA.Creative Mobility Awards recognized **The Flight Pilot**, from director Peggy Mbiyu and **I, Afrikaner** from director Annalet Steenkamp and producer, Lauren Groenewald. Previous Creative Catalyst awardee, Nonhlanhla Dlamini was given an additional contribution of R50,000, towards the development of the next part of her story, **Shattered Pieces of Peace**. The Flight Pilot and Shattered Pieces of Peace were special entrants from the Talent Campus Durban Doc Station which participated in the DFM DOC Circle.

Durban FilmMart is the largest co-production market on the African continent and this year attracted nearly 300 delegates from around Africa and the rest of the world. The delegate programme, presented by local and international specialists, took the form of master classes, workshops and forums and covered industry-related issues, such as film financing and funding, new media and distribution strategies, digital and online developments.

"The DFM promises to be a further catalyst for growth in the region by becoming one of the key events of the South African and African film industry and a focal point to interface with global parties and stimulate interest and activity in the city," continues Toni Monty.

"In addition, it has given African film-makers the opportunity to pitch film projects and network with financiers, funding organisations, sales agents and internationally-reputed directors and producers and network in order to form alliances for future collaborations. We hope that as a result of these partnerships DFM will become a 'feeder' of African product to other international festivals and markets. We trust that the number of fundable African projects will ultimately find their way to the big screen," Monty says.

"The success of DFM this year and its close relationship with the Durban International Film Festival, contributes enormously to the business component of the festival. Running a film festival and co-production market in tandem is essential to the longevity of a market of this nature," Peter Rorvik comments.

Monty says: "Without the support, in cash and in kind and co-operation of local role players, partners and sponsors, we could never dream of enjoying such success so quickly for the Durban FilmMart and we are most grateful, as it gives impetus to the growth of the DFM for the years ahead."

Partners this year were eThekweni Municipality (Durban Film Office), CineMart and the Hubert Bals Fund of the International Film Festival Rotterdam, Tourism Durban, University of KZN / Centre for Creative Arts, Dubai Film Connection, Media Mundus, The National Film and Video Foundation (NFVF) and IDFA. With sponsorship coming from The Cape Film Commission, Microsoft, Videovision Entertainment, COA Group, CHANNEL4 BRITDOC Foundation, PUMA.Creative, Film & Event Publishing and Goethe Institut.

The commitment of the eThekweni Municipality to the growth of Durban's film industry was summarised in the words of Speaker, Councillor Logie Naidoo who said: "The eThekweni Municipality remains committed to the South African film industry and to creating a platform for local films, both in South Africa and abroad. We really need to support the growth of African film projects; let us celebrate and endorse our own locally produced films, and let us nurture the vast amount of talent that our artists possess."





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DURBAN FILMMART 2012

The third Durban FilmMart 2012 will be held in Durban, South Africa, from 20 to 23 July 2012 during the 33rd Durban International Film Festival (19-29 July). We extend a warm invitation to industry professionals, producers, funders and financiers to the third edition of the Durban FilmMart and look forward to your participation and support on this not to be missed event in the film industry calendar.

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Durban FilmMart

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