

SOFA



School of Film Advancement

CALL FOR PROPOSALS

*A unique training initiative is looking for
experienced film /AV managers who want to
become cultural entrepreneurs*

▶ ***Submit your project until
June 10, 2020***



Don't sit on your couch: join SOFA from

August 16 – 21, 2020 in Warsaw

April 2021 in Tbilisi

June 2021 in Vilnius

www.joinsofa.org

WHAT WE DO

For its 8th edition, **SOFA – School of Film Advancement** invites up to eight participants to intense workshops that will take place in Warsaw (August 16 – 21, 2020)*, Tbilisi (April 2021)* and Vilnius (June 2021)*. We support film initiators, cultural managers, entrepreneurs, facilitators and catalysts with unique project ideas in the audiovisual world. Selected participants will be trained in various creative fashions to reach local and international cinema-goers and will be given the opportunity to make ties beyond borders. With the help of experienced lecturers SOFA-participants will receive a tailor-made coaching which enables them to efficiently realise their dream project. Our workshops connect the participants with decision-makers and high-level professionals in the audiovisual industry. The rest is up to you – make your dream come true!

All participants are coached on-the-scene by experts and mentors, among others: **Oliver Baumgarten** (artistic director, Filmfestival Max Ophüls Preis, Saarbrücken), **Ewa Puszczynska** (producer, Ida/Cold War), **Christine von Fragstein** (pitching expert), **Renaud Redien-Collet** (marketing expert) and **Nikolaj Nikitin** (SOFA Head of Studies). Among last editions' experts were **Roberto Olla** (Eurimages), **Sonja Heinen** (European Film Promotion), **Rainer Rother** (Deutsche Kinemathek), **Funa Maduka** (former Netflix), **Anna Serner** (Swedish Film Institute), **Juliane Schulze** (Media Deals), **Vitalijus Žukas** (Lithuanian virtual reality creator) and **Tamara Tatishvili** (Georgian film agent).

WHAT WE LOOK FOR

- ▶ Audiovisual professionals with previous experience in cultural management (studies, business etc.) from Central or Eastern Europe / Central Asia / republics of Caucasus / Greece / Israel / Germany / MENA region
- ▶ Project proposals could include establishing a film festival, film fund, film commission, digital distribution platform, a cinema theatre, film museum / archive, a project connected to copyright law, a print or online film magazine, VoD platform, a training initiative or another creative and highly innovative project in the field of film culture management.
- ▶ This year we will open our workshops for projects from the gaming sector, for solutions for traditional video games or immersive experiences like XR, for example.
- ▶ We at SOFA care for ecological sustainability, therefore in our call for proposals we ask applicants to include a statement describing in what way their proposed project is environmentally friendly. Preference will be given to papers with such descriptions.

HOW TO BE PART OF IT

If we caught your interest, submit the following documents (in English) to office@joinsofa.org until June 10, 2020:

- ▶ project description (max. 2 pages): What's your project idea about? What's your motivation? Tell us about your objectives and what's so new and unique about your project! Why is it you who can make it?
- ▶ budget (1 page) – a one-pager financing plan
- ▶ professional biography and background info on how you got involved working in the AV sector

For selected participants there is an exceptionally reduced administration fee of 250€. Scholarships are available upon request.



* Or due to COVID-19 an alternative digital option if travelling to the workshop destination is not possible.