

## Press Release

# **Doha Film Institute introduces new programming elements for 3rd edition of Qumra from March 3 to 8**

- *Announces new 'Accredited Delegate Programme' for local and regional media professionals and students to access more opportunities; applications open now*
- *Inaugural Qumra Talks in Partnership with Northwestern University in Qatar to provide insights on the role of technology in digital storytelling and distribution*

**Doha, Qatar: February 1, 2017:** The Doha Film Institute today announced new programming elements for the third edition of Qumra to be held in Doha, Qatar from March 3-8 at Souq Waqif and the Museum of Islamic Art.

Qumra 2017 programming will continue to include industry meetings designed to assist in propelling selected projects to the next stages of development, through master classes, work-in-progress screenings, bespoke matchmaking sessions and tailored workshops with industry experts. This creative exchange will take place alongside a programme of public screenings of a highly engaging selection of movies by the Qumra Masters and New Voices in Cinema strand, that includes compelling works by emerging Qatari and international talents.

Doha Film Institute CEO Fatma Al Remaihi said: "We are proud to present the third edition of Qumra by building on the success of the first two editions, that has been so warmly received by all stakeholders of the film industry. A truly unique event that places the spotlight on nurturing emerging talents through comprehensive support, Qumra further contributes to supporting the local film industry and in positioning the role of Qatar to empower the next generation of film professionals."

She added: "With this edition we are presenting an enhanced Accredited Delegate Programme that will allow local and regional media professionals and students to access new opportunities designed to inspire them creatively and support their professional development. I look forward to welcoming each delegate to Qumra for what promises to be a productive exchange of ideas, knowledge and creativity."

New to Qumra this year is the Accredited Delegates Programme, developed for professionals from diverse backgrounds which will allow 100 local and regional delegates to access more opportunities and be a part of the platform for discovery, networking, and inspiration. Members of the local and regional film and creative industries, the educational community and the general public can now apply to be an Accredited Delegate, that is aimed at advancing knowledge about, and promoting discussion around media and filmmaking.

The Accredited Delegate application is open to interested participants who are based in Qatar and the Gulf region. Benefits include access to Qumra Master Classes; daily film screenings of the Modern Masters and New Voices in Cinema; Qumra Talks in partnership with Northwestern University in Qatar; select networking opportunities and inclusion in the Accredited Delegates Guide, which is distributed to all Qumra participants.

Accredited Delegates have been a crucial part of the Qumra experience and have contributed to the rich diversity of participants. Being an Accredited Delegate at Qumra allows local and regional



filmmakers, students, film enthusiasts and professionals from relevant support industries to access key aspects of what Qumra has to offer.

Another new addition at Qumra this year is 'Qumra Talks', a series of three specially curated discussions that gathers leaders from the technology, film, TV and online worlds to share their insights on trending topics impacting the international film industry. The panel-style talks in partnership with Northwestern University in Qatar, are geared towards the evolution of technology in digital storytelling and distribution. Accredited Delegates will have the opportunity to attend three talks, taking place from 5 to 7 March.

Qumra Industry events are dedicated to the industry professionals and will include working breakfasts, script consultations, one-on-one and group tutorials, meet the masters, match maker meetings, rough cut consultations, work in progress screenings & feedbacks, industry screenings.

-ENDS-

#### **Note to Editors:**

##### **About Qumra**

Directors and Producers attached to projects in development and post-production are selected to participate in the event. They will include a number of emerging filmmakers from Qatar, as well as recipients of funding from the Institute's Grants Programme. The robust programme will feature industry meetings designed to assist with propelling projects to their next stages of development, including master classes, work-in-progress screenings, bespoke matchmaking sessions and tailored workshops with industry experts. This creative exchange will take place alongside a programme of public screenings curated with input from the Qumra Masters.

The event is organised in three main sections: The **Qumra Master Classes** are daily sessions; each led by one of the Masters. The participating filmmakers have full access to these sessions, which are also open to accredited industry guests to attend in an observational capacity.

The **Qumra Meetings** are a series of one-on-one meetings, workshops and tailored mentoring sessions between representatives from the selected projects and seasoned industry experts.

The **Qumra Screenings** are open to the public and feature projects funded by the Institute through its grants and co-financing initiatives, as well as a series of films chosen by the Qumra Masters accompanied by Q&A sessions.

The Arabic term 'qumra' is popularly said to be the origin of the word 'camera', and to have been used by the scientist, astronomer and mathematician Alhazen (Ibn al-Haytham, 965-c.1040 CE), whose work in optics laid out the principles of the camera obscura.

##### **About Doha Film Institute:**

Doha Film Institute is an independent, not-for-profit cultural organisation. It supports the growth of the local film community through cultivating film appreciation, enhancing industry knowledge and contributing to the development of sustainable creative industries in Qatar. The Institute's platforms include funding and production of local, regional and international films; skills-sharing and mentorship programmes; film screenings; the Ajyal Youth Film Festival; and Qumra. With culture, community, learning and entertainment at its foundation, the Institute is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy.

Doha Film Institute

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