

Doha Film Institute invites public to engage with industry experts on shifting trends in film at Qumra Talks

- *Qumra Talks will explore how technology, and culture have impacted film in recent years and the trajectory towards the future.*
- *In partnership with Northwestern University in Qatar (NUQ), speakers include development executive **Franklin Leonard** and **virtual reality producer and curator Michel Reilhac**.*
- *The Qumra VR Lounge powered by Diversion Cinema will debut at the Museum of Islamic Art (MIA).*

Doha, Qatar; March 11, 2019: The Doha Film Institute (DFI) has announced two industry leaders who will lead this year's Qumra Talks in partnership with Northwestern University in Qatar, that delve into varying perspectives on the fast-evolving industry.

Open to ticket holders and Qumra Pass delegates, guests can also enjoy an exploration of Virtual Reality through the *Qumra* VR lounge powered by Diversion Cinema at the Museum of Islamic Art (MIA) from 2-4 PM on March 16 and 18, and from 2-6 PM on 17 and 19 March.

Fatma Hassan Al-Remaihi, Chief Executive Officer of the Doha Film Institute, commented: "Qumra 2019 not only provides audiences with access to award-winning films but also offers a unique opportunity to discover emerging technologies and disruptive new trends shaping the global industry. Qumra Talks brings important topical industry conversations to Doha that connects Qatar's creative community to current issues and developments, and brings great value to the overall Qumra experience."

Qumra Talks 2019 will present two unique sessions with prominent voices and trend setters from the global industry. The Talks will open with, "The Black List: Revolutionising How Films Get Chosen" with Franklin Leonard on Saturday, 16th March. The renowned development executive and founder and CEO of The Black List, an innovative network that has connected more than 400 previously unproduced scripts with buyers and distributors, will focus on the ways that technology and culture has impacted the Hollywood film industry. Films produced by The Black List have grossed over \$26 billion dollars in box office worldwide and won an impressive 53 Academy Awards® from 262 nominations.

The second talk, "*Welcome to the new reality: How VR is changing our world*" on Monday, 18th March, with award-winning curator, producer and internationally renowned VR leader Michel

Reilhac, will focus on the increasing popularity of Virtual Reality and how the medium will become more utilised as a platform for communication, training, education, commerce and entertainment. In his fascinating talk, Michel will address the practical challenges that lie ahead for the growth of the immersive industry and the shift in our connection with reality. Attendees to this talk will be able to access the VR lounge on the same admission ticket.

Qumra 2019 will also present the Qumra VR lounge powered by Diversion Cinema which explores the world of virtual reality through two internationally acclaimed works, Grand Prix winners at Venice VR, *Arden's Wake/ Tide's Fall* by Eugene Chung and *Spheres* produced by Darren Aronofsky .

'Arden's Wake/Tide's Fall', a modern masterpiece directed by Eugene Chung, follows a young girl search for her missing father in the middle of an endless sea. This 'Spheres' produced by Darren Aranofsky and narrated by Jessica Chastain, Patti Smith and Milly Bobby Brown is the breakthrough interactive visualization exploring how the planets in our solar system generate their own magnetic fields into music.

Please visit website <https://www.dohafilminstitute.com/qumra/qumratalks> for more info.

-ENDS-

Note to Editors:

About Qumra

Directors and Producers attached to thirty-four 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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