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DOHA FILM INSTITUTE

3-8 March, 2017

Industry Programming Guide



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Welcome to Qumra

Doha Film Institute presents the third annual edition of Qumra, an initiative that seeks to provide mentorship, nurturing and hands-on development for emerging filmmakers from Qatar and around the world. The primary motive of this international gathering of creative film professionals is to contribute to the development of emerging filmmakers, with a special focus on first-and second-time directors. Twenty-five feature-length and nine short films at various stages of production have been selected to benefit from mentorship labs and business meetings with experts from 3 to 8 March, 2017.

Alongside this meeting of minds, the Institute presents five evenings of film screenings followed by question-and-answer periods with filmmakers and the Qumra Masters – acclaimed filmmakers Paulo Branco, Bruno Dumont, Asghar Farhadi, Lucrecia Martel and Rithy Panh.

Qumra in Brief

MEETINGS

Match Made Meetings

Pre-arranged one-on-one meetings in which participants present their projects to industry experts and discuss opportunities for collaboration.

Meet the Masters

Participants with projects in development engage in individual consultation sessions with one of the Qumra Masters.

One-on-One Tutorials

Individual advisory sessions tailored to the needs of the project at hand. Industry experts will cover a broad range of subjects, from financing strategies and legal considerations for co-productions, to festival strategies and sales.

Preparatory Meetings

Briefing meetings for project delegates with moderators and mentors to prepare for their screening and feedback sessions, and consultations with Qumra experts.

Rough Cut Consultations

Intensive sessions with industry experts offering individual consultation to grantees with projects in post-production, providing bespoke advice for post-production, editing and seeking finishing funds.

Script Consultations

Intensive individual consultations with expert script advisors for projects in the early stages of development. Sessions include online follow-up.

Working Breakfasts

Moderated working sessions for participants and industry executives in an informal atmosphere. Producers, representatives of labs and festivals, sales agents, distributors and financiers share their expertise and discuss current industry trends.

PROJECT SCREENINGS

Industry Screenings

Exclusive preview screenings of 20-minute excerpts from the 12 narrative and documentary Qumra projects that are completed or in post-production, for selected broadcasters, market representatives, sales agents and distributors.

Picture Lock Screenings

Exclusive presentations of four feature-length Qumra projects in the final stages of post-production. Twenty-minute excerpts of projects are screened for selected festival programmers and industry experts.

Work-in-Progress Screenings and Feedback

Closed screenings of 20-minute excerpts from the four narrative and four documentary Qumra projects in post-production. A panel of selected industry experts provides immediate, individual feedback tailored to each project.

PUBLIC SCREENINGS

Modern Masters

Qumra Screenings include the Modern Masters series – a showcase of films presented by Qumra Masters Paulo Branco, Bruno Dumont, Asghar Farhadi, Lucrecia Martel and Rithy Panh.

New Voices in Cinema

Qumra Screenings also features a selection of critically acclaimed feature-length and short films supported by the Doha Film Institute.

MASTER CLASSES

Paulo Branco, Bruno Dumont, Asghar Farhadi, Lucrecia Martel and Rithy Panh share experiences from their acclaimed careers in dialogue with Qumra participants. Conversations are moderated by Violeta Bava and Richard Peña.

TUTORIALS

Digital Distribution and Marketing with Pierre-Alexandre Labelle

This session introduces the main aspects of digital distribution by providing a general overview of the Video on Demand industry (economic models, key players, etc.). The session will also focus on the role and limits of digital distributors and the different models offered to filmmakers. Finally, specific case studies will be presented for each of the different distribution models.

Identifying and Building and Audience with Thomas Mai

Individual Skype sessions focused on identifying and building an audience before, during and after the film is completed. How to crowdfund, use social media marketing and utilise audience demanded distribution. Each project's unique story, audience and marketing plan will be discussed.

International Sales and Markets with Nelleke Driessen

This session introduces the main aspects of international sales practices in order to provide an increased understanding of the current marketplace for internationally oriented, author-driven films. The session looks at common modes of sales agent involvement, the producer/sales agent relationship, key festivals and markets for launching films internationally, territories overview, and sales and recoupment practices.

Legal Aspects of Co-Production with Jovan Marjanović

An introduction to the main aspects of international co-production practice, covering the differences between official and non-official co-productions, the main provisions in co-production treaties, common clauses in co-production agreements and revenue-sharing models.

QUMRA SHORTS

An intensive workshop during which nine Qatar-based short film projects, currently in development, are presented to a group of international industry professionals, including script consultants, producers, lab representatives, programmers and buyers, all of whom are experts in the short form. The programme seeks to continue the Doha Film Institute's support for filmmaking talent in Qatar.

QUMRA SHORTS GROUP TUTORIALS

Each Short Film in Its Own Right with Irit Neidhardt

mec film is a Berlin-based company that exclusively distributes films by Arab directors. A fair number of the titles in the company's international catalogue are short films. Using the examples of Larissa Sansour and Soren Lind's 'In the Future They Ate from the Finest Porcelain', Bassem Breche's 'Free Range', Sherif Elbendary's 'Dry Hot Summers' and Annemarie Jacir's 'Like Twenty Impossibles', Irit Neidhardt discusses the challenges and potential of short film distribution.

The International Short Film Circuit with Alice Kharoubi

What do to once your film is ready, who your partners could be, which tools are available to assist you... This introduction to the international short film festival and market circuit sets the stage for understanding how to present your film and your next project to short film professionals.

Short Filmmaking: Find Your Own Voice with Maike Mia Hoehne

In order to find your place within the international film industry, you need a voice. Let's take a look at the history of cinema, and discover some of the most interesting voices in filmmaking today who have made great short films. Looking at some of the masterpieces of short filmmaking will help you understand the mechanisms of the art form, and deepen your feelings about your own work, your stories and images – to find your own voice!

To Show the Bottom of the Ocean with Kamal Al Jafari

Everywhere we look now we find ourselves caught in images, scenes, and films. So the question we might ask today more than ever before is: what is our role as filmmakers? What can we now contribute to this world? “To show the bottom of the ocean, and not to describe it”. I have always been drawn to this image. Being a director is a process of searching, venturing, diving to the bottom of the ocean. This means being everything one cannot be. It means remembering what one has forgotten and forgetting oneself. So we must attend to curiosity, to watching consciously, reminding ourselves why we want to make films. That we have something we want to express, that we have something to add. Filmmaking can allow a unique engagement with the lives of the people and places, we are filming. To be open to what the subject has to offer, be ready to give and take. Is cinema an improvement on life? Does it add something to it? It is an important question, but maybe not the only one. Cinema has its own life. We should consider what power we have, when we make a film, when we are creating lives, and to always remember to be a ghost.

Watch the Shorts from The Factory with Dominique Welinski

The Factory project supports talents who are emerging on the international scene, allowing young directors from around the world to meet and create together. The Directors' Fortnight is proud to showcase the result of these exchanges: four 15-minute films, each co-directed by

pairs of young directors. After Taipei Factory in 2013, Nordic Factory in 2014 and Chile Factory in 2015, the Factory's adventure continued with South Africa Factory in 2016 and looks forward to the Lebanon Factory in 2017. At Qumra, Dominique Welinski presents the films made at the South Africa Factory, focusing on how to present a project to industry professionals, how to produce short films in a multicultural environment, how to go from short to feature, and how to apply for funding.

QUMRA TALKS IN PARTNERSHIP WITH NORTHWESTERN UNIVERSITY IN QATAR

Qumra Talks gathers leaders from the film, television, technology and online worlds to weigh in on diverse topics.

International Digital Distribution and Marketing

Is the potential power of online distribution for independent filmmakers a hype or a much-needed reality? How can independent producers maximise online platforms for commercial viability, and what are the various models available? How does online distribution for even niche art-house films and television productions provide a long-term solution to reach wider and more engaged audiences in the MENA region? Under the Milky Way CEO Pierre Alexandre Labelle, Front Row Filmed Entertainment Managing Director Gianluca Chakra, and Iflix Head of Middle East and North Africa Nader Sobhan offer their take on the direction of the digital film distribution value chain and how independent producers can best use emerging platforms to finance productions and recoup their investment.

On Writing and Producing Animation with Mike Reiss ('The Simpsons')

Mike Reiss has won four Emmys during three decades of writing for 'The Simpsons'. He is also a contributing writer to two dozen animated films, including the 'Ice Age', 'King Fu Panda' and 'Despicable Me' films. In this two-hour class, Reiss takes the audience through his career, describing lessons learned along the way and demonstrating how all those skills come together in 'The Simpsons'. It's a lively class, featuring rare animated clips and plenty of time for questions and answers.

Al Jazeera's Strategic Pivot to Digital

As Al Jazeera Media Network neared its 20th anniversary, we realised that younger audiences, who were consuming their news and information on emerging digital and social platforms, represented both a major opportunity and a critical challenge. Our competencies in news production and distribution needed to evolve in order to ensure we continued to own the narrative for these increasingly important segments.

This panel explores how Al Jazeera conceived and implemented a long-term strategic pivot from traditional media organisation to digital-first media brand. We will discuss the strategic initiatives Al Jazeera pursued, including the launch of a digital division, the establishment of a product innovation and development practice, and the cultivation of a risk-taking culture. As well, we will present some digital products which were successfully incubated and launched by Al Jazeera to support this strategy, including AJ+ and Sadeem.

WEDNESDAY, 1 MARCH

8:00 PM

New Voices in Cinema Screening

'Tramontane'

d. Vatche Boulghourjian

MIA - Auditorium

THURSDAY, 2 MARCH

8:00 PM

New Voices in Cinema Screening

'Dogs'

d. Bogdan Florian Mirică

MIA - Auditorium

FRIDAY, 3 MARCH

1:30-3:00 PM

Qumra Shorts Group Tutorial

**Watch the Shorts from The Factory
with Dominique Welinski**

MIA - Classroom

3:00-4:30 PM

Meet and Greet

MIA - Central Courtyard

4:30-6:00 PM

Preparatory Meetings

(per personal schedules)

MIA - Seminar Room, Classroom and
Central Courtyard

4:30 PM

New Voices Shorts Programme

(Made in Qatar)

Screening

MIA - Auditorium

7:00 PM

Modern Masters Screening

'Lisbon Story'

d. Wim Wenders

Q&A with Paulo Branco

MIA - Auditorium

9:30 PM

Qumra Opening Night Dinner

Al Jasra Hotel

Daily Agenda

SATURDAY, 4 MARCH

9:00-10:30 AM

Working Breakfast

MIA - Central Courtyard

9:00-10:30 AM

Script Consultations

(per personal schedules)

MIA - Central Courtyard

9:00-10:30 AM

Rough Cut Consultations

(per personal schedules)

MIA - Seminar Room

10:30 AM-12:30 PM

Master Class: Paulo Branco

MIA - Auditorium

1:00-2:00 PM

Lunch

Souq Waqif - Damasca

2:30-4:00 PM

Qumra Shorts Group Tutorial: The International Short Film Circuit with Alice Kharoubi

Industry Hub - Al Jasra, Al Sanbouk

2:30-6:00 PM

Script Consultations

(per personal schedules)

Industry Hub - Al Jasra, Drawing Room

2:30-6:00 PM

Rough Cut consultations

(per personal schedules)

MIA - Seminar Room

2:30-6:00 PM

One-on-One Tutorials

(per personal schedules)

Industry Hub - Al Jasra, Drawing Room

2:30-7:00 PM

Work-in-Progress Screenings

MIA - Classroom (by invitation only)

4:00-6:00 PM

Qumra Shorts One-on-One Tutorials

(per personal schedules)

Industry Hub - Al Jasra, Argan (exterior)

4:00 PM

New Voices in Cinema Screening

'Holy Cow'

d. Imamaddin Hasanov

MIA - Auditorium

4:30-6:00 PM

Group Tutorial: Digital Distribution and Marketing with Pierre- Alexandre Labelle

Industry Hub - Al Jasra, Al Sanbouk

7:00 PM

Modern Masters Screening

'Li'l Quinquin' episode 1

d. Bruno Dumont

MIA - Auditorium

SUNDAY, 5 MARCH

9:00–10:30 AM

Working Breakfast

MIA – Central Courtyard

9:00–10:30 AM

Script Consultations

(per personal schedules)

MIA – Central Courtyard

9:00–10:30 AM

Rough Cut Consultations

(per personal schedules)

MIA – Seminar Room

10:30 AM–12:30 PM

Master Class: Bruno Dumont

MIA – Auditorium

1:00–2:00 PM

Festival Representatives Lunch

Souq Waqif – The Village

2:30–4:00 PM

Qumra Shorts Group Tutorial: Each Short Film in Its Own Right with Irit Neidhardt

Industry Hub – Al Jasra, Al Sanbouk

2:30–6:00 PM

One-on-One Tutorials Script Consultations

(per personal schedules)

Industry Hub – Al Jasra, Drawing Room

2:30–6:00 PM

Rough Cut Consultations

(per personal schedules)

MIA – Seminar Room and

Industry Hub – Al Jasra, Drawing Room

2:30–7:30 PM

Work-in-Progress Screenings Picture Lock Screenings

MIA – Classroom (by invitation only)

3:00–5:00 PM

Qumra Talks: International Digital Distribution and Marketing

MIA – Auditorium

4:00–6:00 PM

Qumra Shorts One-on-One Tutorials (per personal schedules)

Industry Hub – Al Jasra, Argan (exterior)

4:30–6:00 PM

Group Tutorial: International Sales and Markets with Nelleke Driessen

Industry Hub – Al Jasra, Al Sanbouk

5:00–6:00 PM

Qumra Talks Reception

MIA – West Courtyard

7:30 PM

Modern Masters Screening 'The Missing Picture' d. Rithy Panh

MIA – Auditorium

9:30 PM

Dinner

Four Seasons Hotel – Garden Terrace

Daily Agenda

MONDAY, 6 MARCH

9:00–10:30 AM

Working Breakfast

MIA – Central Courtyard

9:00–10:30 AM

Rough Cut Consultations

(per personal schedules)

MIA – Seminar Room

10:30 AM–12:30 PM

Master Class: Rithy Panh

MIA – Auditorium

1:00–2:00 PM

International Sales and Distributors' Lunch

Souq Waqif – Damasca

2:30–4:00 PM

Qumra Short Group Tutorial Short Filmmaking: Find Your Own Voice with Maïke Mia Hoehne

Industry Hub – Al Jasra, Al Sanbouk

2:30–6:00 PM

Match Made Meetings

(per personal schedules)

Industry Hub – Al Jasra, Drawing Room

2:30–6:00 PM

Industry Screenings

MIA – Classroom (by invitation only)

3:00–5:00 PM

Qumra Talks: On Writing and Producing Animation with Mike Reiss ('The Simpsons')

MIA – Auditorium

4:00 PM–6:00 PM

Qumra Shorts One-on-One Tutorials

(per personal schedules)

Industry Hub – Al Jasra, Argan (exterior)

5:00–6:00 PM

Qumra Talks Reception

MIA – West Courtyard

7:00 PM

Modern Masters Screening

'About Elly'

d. Asghar Farhadi

MIA – Auditorium

TUESDAY, 7 MARCH

9:00–10:30 AM

Working Breakfast

MIA – Central Courtyard

10:30 AM–12:30 PM

Master Class: Asghar Farhadi (via live video conferencing)

MIA – Auditorium

1:00–2:00 PM

Lunch

Souq Waqif – The Village

2:30 PM–4:00 PM

Qumra Shorts Group Tutorial: To Show the Bottom of the Ocean with Kamal Al Jafari

Industry Hub – Al Jasra, Al Sanbouk

2:30–6:00 PM

Match Made Meetings

(per personal schedules)

Industry Hub – Al Jasra, Drawing Room

2:30–6:00 PM

Rough Cut Consultations

(per personal schedules)

Industry Hub – Al Jasra, Drawing Room

2:30–6:30 PM

Industry Screenings

MIA – Classroom (by invitation only)

3:00–5:00 PM

Qumra Talks: Al Jazeera's Strategic Pivot to Digital

MIA – Auditorium

4:00 PM–6:00 PM PM

Qumra Shorts One-on-One Tutorials

(per personal schedules)

Industry Hub – Al Jasra, Argan (exterior)

5:00–6:00 PM

Qumra Talks Reception

MIA – West Courtyard

7:00 PM

Modern Masters Screening

'La Ciénaga'

d. Lucrecia Martel

MIA – Auditorium

Daily Agenda

WEDNESDAY, 8 MARCH

10:30 AM - 12:30 PM

Master Class: Lucrecia Martel

MIA - Auditorium

12:30 - 1:30 PM

Brunch

MIA - Central Courtyard

2:00 - 8:00 PM

Qumra Closing Event

Regency Sealine Camp

8:00 PM

New Voices in Cinema Screening

'Mimosas'

d. Oliver Laxe

MIA - Auditorium