

# **NORDISK PANORAMA FILM FESTIVAL 08**

## **BELGRAD**

### **Final Report**

**Chief organizer:** Balkankult Foundation, Belgrade.

**Project Partners:** Film Kontakt Nord, Norwegian Film Institute, Swedish Film Institute, Danish Film Institute, Icelandic Film Institute, Finnish Film Fund; ( inc. independent Nordic film producers) Belgrade Cultural Centre, "Student City" Community Centre.

**Time and Place:** The Film Venues in Belgrade.

- **Cinema Hall of the Belgrade Cultural Centre, 14-18 February**
- **"Student City" Community Centre, 16-19 February**

**General auspices for Belgrade :** Carlsberg Srbija d.o.o.

**Sponsorhip:** Zdravlje-Actavis

**Support:** Nordic council of ministers, Royal Norwegian Embassy, Embassy of Sweden, Embassy of Finland, Euroimages, Filmkontakt Nord. City of Belgrade (culture department)

**Background:** "Nordic Panorama 08" presents a summary of the latest Nordic short, animated and documentary film festival – NORDISK PANORAMA 07, which was held from 21st to 26th September, 2008 in the town of Oulu, Finland. At this year's NORDISK PANORAMA 08 premiere films from all Nordic countries were presented , including a reprise feature (The Danish Poet).

A special film selection was made for the screenings in Serbia by Mr. Anti Auttio, Nordisk Panorama 07 art director and Ms. Hanna Lahti, the festival director. The programme editor for the screenings in Serbia is a Serbian film director, Mr. Srdan Golubović. The Guest from Norden who opened " Nordisk panorama 08 , was Mr. Csaba Bene Perlenberg, (with courtesy of HEPP film, Malmo, Sweden) swedish director who was awarded in category "New Nordic Voices" at Nordisk Panorama 07, Oulu, Finland.

The opening night was on 14th of February at the Cinema Hall of Belgrade Cultural Centre. The film that opened "Nordisk panorama 08" - " Occupations" by Lars von Trier, was shown at 9 P.M.

The Second Opening night was held at "Student city" Community Centre, on February the 16th, at 9 p.m. The feature that opened the festival on this venue was " The Danish poet".

**Media coverage:** Press realizes, Press conference, Guest appearances in Media, reports in versatile media (press clipping), distribution of printed materials (posters, large placards, catalogues and invitation cards to the Launch ceremony), the TV campaign- TV ad.

- **Press realizes-** Starting from 10<sup>th</sup> of January, three Press realizes have been realized in media.

-The first wave on 10<sup>th</sup> of January included contacts with major information agencies, publishing houses in Belgrade, TV and Radio stations and web portals, as well. The second wave started on 5<sup>th</sup> of February. The final press realize was issued on 13<sup>th</sup> of February.

**Information agencies:** Fonet, Beta, Tanjug, Reuters, Finnish News agency, Srna and TV production Info Bureau.

**Publishing houses/newspapers and magazines:** Danas, Blic, Večernje novosti , Glas javnosti, Dometi, Železničke novine, Borba, Yellow cab, Singidunum weekly, Politika, Ilustrovana politika, Glorija, Cosmopolitan, Prestup, Novi filmograf, Pravda, Kurir, Foto-kino informator ,NCF Interfoto. Cphpost-online, Aftonbladet, Dagens nyheter, Iceland review, etc.

**TV stations:** National Broadcasting Service ( RTS), TV Studio B, TV Metropolis, TV B92, TV Pink TV Art, TV Enter, Happy TV.

**Radio stations:** National Broadcasting Service (RTS) Radio Belgrade I and Radio Belgrade II, Radio Studio B, Radio Index, Venus and Belgrade 202.

- **Press conference-** Movie bar, at 12 A.M. On 6<sup>th</sup> and 7<sup>th</sup> of February, two additional press realizes were issued, in order to inform the Media representatives on the incoming press conference. Please look up for the media types, contacted on this occasion

**Speakers:** Mr. Dimitrije Vijadinović, Foundation Balkankult-President, Mr. Srdan Golubović, the programme director, Ms. Davorka Tolić Milosavljević, Belgrade Cultural Centre, PR Manager

**Media representatives:**

**Information agencies:** Tanjug, Beta, TV production Info Bureau.

**Newspapers and magazines:** Blic, Danas, Politika, Singidunum weekly, Yellow cab, Železničke novine, NCF Interfoto, Borba, Novi filmograf, etc.

**TV stations:** National Broadcasting Service ( RTS), TV Studio B, TV Enter, Happy TV, TV production Info Bureau.

**Radio Stations:** Radio Belgrade I and II, Radio Index, Radio Studio B, Belgrade 202.

- **Guest appearances (TV/Radio) – following the agreement with BCC:**

- TV Enter ( DDK the daily cultural reports) – a five minute report on the occasion of press conference, shown throughout the 14<sup>th</sup> of February ( ap. 10 times)
- TV B92- morning TV show – "Getting up" 9.10-9.18 - eight minutes, including the festival trailer
- TV Studio B- ten minutes , 16.30-16.40-"Good Day, Belgrade", including the official TV ad (two times in a roll) and the festival trailer.
- TV Metropolis –"Start" 9.45-9.52, including the official TV ad (two times in a roll) and the festival trailer.
- Radio Belgrade II-five minutes- the report/interview was run during the programme " The path of culture". The programme was broadcasted during 14<sup>th</sup> of February.
- Radio Belgrade II- five minutes-the report/interview was run during the programme " The path of culture". Live broadcast. At 18<sup>th</sup> of february.

- **Reports in versatile media types (press/electronic clipping)-** please note-the present press clipping is **incomplete**. The complete one shall be received until **5<sup>th</sup> of March**.

**Newspapers:**

- Danas (February 9-10<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16-17<sup>th</sup>)
- Glas javnosti (January 12<sup>th</sup> and February 9<sup>th</sup>)
- Politika ( February 9<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup> and 16<sup>th</sup> )
- 24 sata (February 7<sup>th</sup>)
- Blic (February 13<sup>th</sup> )
- Borba (February 14<sup>th</sup>)
- Yellow cab ( February Issue)
- Singidunum weekly (week 4<sup>th</sup>-11<sup>th</sup>, February)

### **Web- portals:**

- www.pgportal.com (Montenegro)
- www.slowwwenia.com (Slovenia)
- www.b92.net
- www.naslovi.net
- www.naslovi.net
- www.trablmejker.com
- www.usrbiji.org
- www.danas.co.yu
- www.glas-javnosti.co.yu
- www.karika.com (RSS)
- www.infobiro.tv (TV feature-press conference)
- www.beograd.co.yu
- www.sinemagija.com
- www.filmofili.com
- www.seecult.org

### **TV stations:**

- RTS (newsflash looping continuously during " Belgrade daily report", 14<sup>th</sup> of February), Report on Press conference "Belgrade Daily Report", 8<sup>th</sup> of February.
- TV Studio B /guest appearance- TV ad, showing of a placard and catalogue, Report on Press conference, 14<sup>th</sup> of February.
- TV Metropolis/ guest appearance- TV ad, showing of a placard and catalogue
- TV Enter/ DDK the daily cultural report (DVD format)
- TV B92/guest appearance - showing of a placard and catalogue (newsflash looping continuously during "News at 7", 14<sup>th</sup> of February)
- Yellow cab –TV editon- TV B92, during week -11<sup>th</sup> -17<sup>th</sup>,of February

### **Radio stations:**

- Radio Belgrade I / guest appearances, reports on the event
- Radio Belgrade II / guest appearances, reports on the event (WMA format), February 14<sup>th</sup> and 18<sup>th</sup>.
- Radio Index -reports on the event
- Radio Studio B- reports on the event
- Radio Belgrade 202- reports on the event
- **Distribution of printed materials (posters, large placards, catalogues and invitation cards to the Launch ceremony)**

**Posters:** They were placed in "The Pillars of Culture" –bookshop, at the front of Belgrade Cultural Centre, " Student city" Community Centre, In front of The Cinema Hall of BCC, Inside Movie Bar, Inside BCC, In front of Billet Service, At Faculty of Humanities( first and fourth floor), At Faculty of Philology, At Academy of Dramatic Arts, Law school, Plato bookshop, Plato in Prince Mihajlova street, cafés , etc.

**Catalogues:** Belgrade Cultural Centre, "Student City" Community Centre, Press representatives, Students of University in Belgrade, the representatives of embassies and sponsors.

**Invitations:** They were distributed to BCC, Nordic embassies, sponsors and the rest went to friends of the Foundation.

➤ **The TV campaign- TV ad:**

Br.emit.	Channel	Date	Start Time	Copy	Programme	Spot Type	Duration
1	RTS 1	12.02.2008	19:26:50	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	DZINGL RTS	BETWEEN	17
1	RTS 1	13.02.2008	8:37:24	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	JUTARNJI PROGRAM RTS 1	INSIDE	17
1	RTS 1	13.02.2008	19:27:09	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	DZINGL RTS	BETWEEN	17
1	RTS 1	14.02.2008	17:44:38	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	BEOGRADSKA HRONIKA	BETWEEN	17
1	RTS 1	15.02.2008	7:43:08	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	JUTARNJI PROGRAM RTS 1	INSIDE	17
1	RTS 1	15.02.2008	17:40:28	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	BEOGRADSKA HRONIKA	BETWEEN	17
1	RTS 1	16.02.2008	19:02:46	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	KVIZ: SLAGALICA	BETWEEN	17
1	RTS 2	13.02.2008	20:27:18	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	BEOKULT	BETWEEN	17
1	RTS 2	14.02.2008	24:28:52	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	METROPOLIS	BETWEEN	17
1	RTS 2	15.02.2008	15:59:51	NORDIJSKA PANORAMA KRATKOG DOKUMENTARNOG FILMA: 17 120208	OVO JE SRBIJA	BETWEEN	17

## Cinema Audience Counter:

The Cinema Hall of Belgrade Cultural Centre: 14<sup>th</sup>-18<sup>th</sup>, February

Date	Time	Film	Visitors
14. 02.	21	Opening..	350
15. 02.	19	Alice and I..	250
	21	Ten days..	320
16. 02.	19	The Process..	226
	21	Mr Mustache...	261
17. 02.	19	Sami Nieda...	230
	21	Spandexman...	285
18. 02.	19	The Monastery..	284
	21	One Day...	340

NB! The Cinema Hall capacity-370 seats TOT: 2566

"Student city" Community Centre: 16<sup>th</sup> -19<sup>th</sup>, February

Date	Time	Film	Visitors
16. 02.	21	Opening..	150
17. 02.	19	Alice and I..	140
	21	Ten days..	120
18. 02.	19	The Process...	160
	21	Mr Mustache...	180
19. 02.	19	Sami Nieda Jojki...	130
	21	Spandexman...	180

NB! The Big Cinema Theatre capacity- 200 seats

TOT: NB! Preliminary number-over 1000

Final TOT: over 3 5666 visitor in six days

**Activities:** The cocktail party; The Launch ceremony

**The Cocktail Party:** The cocktail party, that was held at Movie Bar, starting from 8 p.m. at 14 th of February , was organized as a launch of "Nordisk Panorama 08"

At The Cocktail Party , we had had the honour of welcoming over 30 top journalists , active in the field of culture and film, numerous from the world of economy, culture, etc. we would especially like to highlight the presence of Nordic corps de diplomatie and amongst others, H.E. Krister Bringeus, Swedish Ambassador in Serbia and H.E. Kari Veijlainen, Finnish Ambassador. We have also the pleasure of welcoming the Swedish director, Mr. Csaba Bene Perlenberg, who opened the festival as well as Elizabeta Zemljić, renowned Serbian-Swedish director, living and working in Ireland. Amongst our dear friends of Foundation, we would like also to mention Mr. Miodrag Bogić, " Magma film".

**The Opening ceremony:** At the very opening ceremony, several speakers contributed to the Nordisk Panorama 08 launch.

**Speakers:** Ms. Danica Jovović- Prodanović, director of BCC , who acted also in the capacity of a Euroimages representative, Mr. Srdan Golubović, programme editor, Mr. Csaba Bene Perlenberg, Swedish director, winner of "New Nordic Voices" who was the final contributor. After The Launch ceremony, the " Nordisk panorama 08" was promoted once more , and afterwards, the audience was to see the latest achievement of Lars von Trrier" Occupations", and the remaining four other features from all Nordic countries.

