

NORDISK PANORAMA '11

Final Report



Organizer: Balkankult Foundation, Belgrade

Co-organizers: Belgrade Cultural Centre, Students City Cultural Center in Belgrade

Time and Place: The Film Venues in Belgrade *Cinema Hall of the Belgrade Cultural Centre*, 18-22 February; *Students City Cultural Center in Belgrade*, 19-23 February. After the Belgrade screenings, the festival program will be screened throughout the year 2011 in other Serbian cities: Niš, Novi Sad, Zrenjanin, Obrenovac, Čačak, Leskovac, Zaječar.

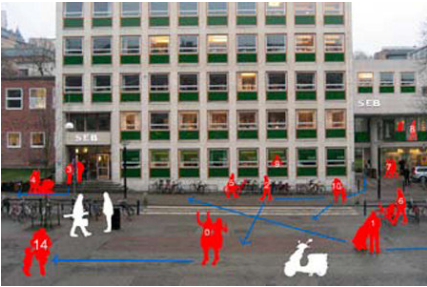
Sponsorship: Company ACTAVIS

Supporters: FilmKontakt Nord, Embassy of Denmark; Embassy of Finland; Embassy of Norway; Embassy of Sweden; Euroimages; City of Belgrade

Festival programme

The Festival Nordisk Panorama '11, is a unique international film festival and has been showing a selection of the best documentary, short and animated films from the newest Nordic production for seven years now. The festival is a result of inter-regional and international cooperation between Balkankult, the Belgrade Cultural Center and partners from the Nordic regions.

The festival program consists of **34** films which have received in total about hundred awards on national, regional and international festivalas (Berlin, Cannes, Bergen, Goeteberg, Locarno, Thessaloniki, Aspen, Calgary, San Francisco).



The Nordisk Panorama '11 enables viewers to get acquainted with the newest insights into the realities of young film artists, as well as works by established and experienced creators from the Nordic region.

The focus of this year's Nordisk Panorama is to offer viewers a buffet table full of enjoyable films, creating an opportunity for a meeting and dialogue with the creativity of Nordic authors.

The basic characteristics of the Nordisk Panorama '11 are artist maturity, seriously handled topics and high professionalism. The majority of films involve topics of questioning and conflicts, personal and collective, emotional and professional, within the value system of contemporary societies.

In the time of globalization and an increase in monotony, it is more important than ever to accept the world's diversity and surely many of these short and documentary films will deeply affect the audience. All the films are of artistic production and are not the product of the film industry.

The program has been put together by Ms. Karin Johansson-Mex, director of the Filmkontakt Nord from Copenhagen.

The festival Nordisk Panorama '11 is according to programme and content based on the 21st Nordisk Panorama - Film Festival of 5 Cities which is held in Bergen (Norway) from September 25-30, 2010.



The amplitude of Nordic film making never ceases to amaze and amuse and we are most happy to once again take you on a tour through the high quality production of the short and documentary community in the Nordic region.

The focal point for Nordisk Panorama is to expose you all to this smorgasbord of film treats while gathering our film community for some days of wonders, recognition, knowledge transfer and friendly celebrations.

Nordisk Panorama is the key platform to facilitate the connection between Nordic short and documentary film makers and the rest of the world, creating means for dialogue and cross pollination between producers, creators, directors and the facilitators for film making – financiers, buyers, festival programmers and distributors travelling from all over the world to meet and enjoy the creative pleasures being offered during the festival.



*Karin Johansson-Mex
Managing Director Filmkontakt Nord*

Target audience

The program is especially attractive to younger audiences (school and student youth), intellectuals and film fans. Seven-years experience has shown that the public, which follows these programs, is not very numerous

(compared to products of the entertainment industry) but is very educated, which is understandable since these programs tend to attract the interest of the creative potential of the society.



The opening ceremony

Inauguration organized on 18 February, at the Cinema Hall of the Belgrade Cultural Center, at 7 p.m. About the festival talked Nebojsa Popovic, film editor and Dimitrije Vujadinovic, director of the Balkankult Foundation. The festival was opened by prof. Ljubisa Rajic head of the department for Scandinavian languages at the Faculty of Philology in Belgrade. In his opening speech prof. Ljubisa Rajic, pointed out the seven specific character of this unique cultural manifestation.

The Second Opening night was held at Student City Cultural Centre, on February the 19th, at 7 p.m.



Results of the Nordisk Panorama `11 (Belgrade)

The Nordisk Panorama `11 proved to be **successfully** realized.

Cinema Audience Counter: Belgrade Cultural Centre about **1.600**; Students City Cultural Center about **350**.

Audience Research

The majority among the audience of the Nordisk Panorama '11 were young and educated people, students and pupils, as well as young college graduates, whose goal was to find out more about Nordic culture. The second most numerous group of visitors aged 40 - 60 are traditional visitors who follow this festival each year.

They are people with a higher education, regular visitors of the Belgrade Cultural Center and visitors of earlier Nordisk Panorama events. These are the results of a voluntary poll among visitors of the Nordisk Panorama '11,

We point out that the Nordisk Panorama now has its own specific, regular crowd which perhaps - compared to audiences at other film festivals - is not as numerous, but it does consist of fans of a new, non-commercial, film approach and fans of the Nordic culture. This is also supported by the fact that the festival takes place twice a year, which confirms the quality of the event and a well chosen film selection. (see **attachment**)



Distribution of printed materials



Posters placed at the front of Belgrade Cultural Centre, Students City Cultural Center in Belgrade, in front of The Cinema Hall of BCC, Inside Movie Bar, Inside BCC, In front of Billet Service, At Faculty of Philology (first and fourth floor), At Academy of Film and Drama, etc.

Catalogue: Distributed to audiences (Belgrade Cultural Centre, Students City Cultural Center in Belgrade), Press representatives, Students of University in Belgrade, the representatives of

embassies and sponsor.

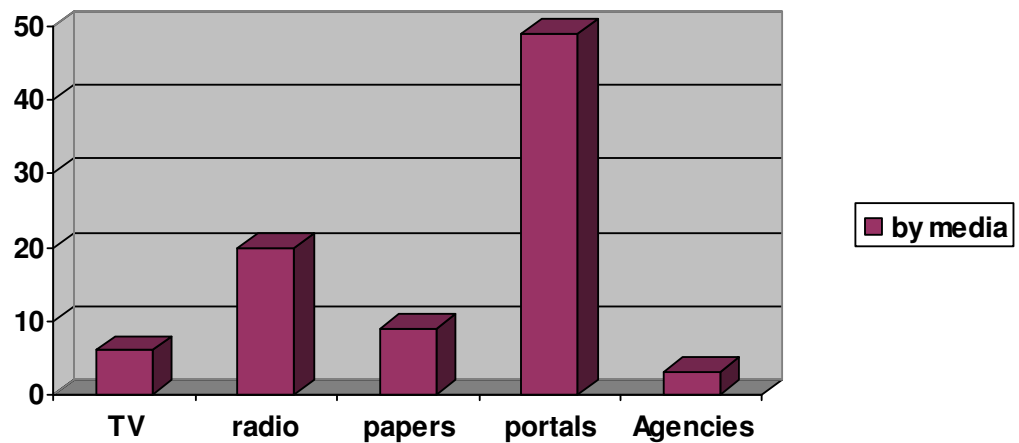
Invitation: Distributed to BCC, Nordic embassies, sponsor and the rest went to friends of the Foundation.

Media coverage

The festival has extraordinary communication with printed and electronic media

Press conference was held on Thursday, 16 February 2009, at the galery ARTGET (Belgrade Cultural Centre). The programme was presented by Mr. Dimitrije Vujadinović (Balkankult Foundation); Mr. Nebojsa Popovic, (film editor of the Belgrade Cultural Centre) and Maja Gedosev (communication manager of the company ACTAVIS).

Reports in Media Types



Information agencies: Beta, Tanjug, SEECULT

Publishing houses/newspapers and magazines: Danas, Blic, Večernje novosti, Yellow cab, Singidunum weekly, Politika, Ilustrovana politika, Pravda

TV stations: National Broadcasting Service (RTS), TV Studio B, TV Avala, TV B92

Radio stations: Radio Belgrade II, Radio Studio B, Radio Index, Belgrade 202.

Radio Belgrade II, advertisement broadcasted **six** times per day, between 10.00 and 17.00, from **14 -20** February.

Ilustrovana politika, 17. 02. 2011.

БИОСКОПИ НОРДИЈСКА ПАНОРАМА '11

У биоскопској дворани Културног центра Београда 18. фебруара почиње Нордијска панорама '11, јединствен међународни филмски фестивал, који као и претходних седам година представља селекцију најбољих документарних, кратких и анимираних филмова из најновије нордијске продукције.

Фестивал је резултат међурегионалне и међународне сарадње Балканкулта и Културног центра Београда са партнерима из нордијског региона.

Нордијска панорама '11 се програмски и садржајно ослања на 21. Нордијску панораму - Филмски фестивал 5 градова која је одржана у Бергену (Норвешка) од 25. до 30. септембра 2010. године.

Програм садржи 34 филма који су, веровали или не, добили укупно више од сто награда на националним, регионалним и међуна-



родним фестивалима (Берлин, Кан, Берген, Гетеборг, Локарно, Солун, Аспен, Калгари, Сан Франциско). Сви филмови су уметничке продукције и нису производ филмске индустрије. Програм је урадила Карин Јохансон-Меџ, директорка ФилмконтактНорд из Копенхагена.

Од суботе, 19. фебруара, исти филмови биће приказивани и у Дому културе "Студентски град", а током године фестивалски програм видеће и публика у педесетак градова широм Србије.

Nordijska panorama od 18. do 22. februara u Dvorani kulturnog centra

Topli i humani filmovi

Beograd - Festival kratkog, dokumentarnog i animiranog filma iz nordijskog regiona pod nazivom „Nordijska panorama“ biće održan od 18. do 22. februara u Dvorani kulturnog centra Beograda. Prema rečima direktora Fondacije „Balkan-kult“ i glavnog organizatora Dimitrija Vujadinovića, na ovogodišnjoj panorami biće prikazano 36 filmova, koji se bave temom preispitivanja i sukoba, ličnih i kolektivnih, emotivnih i profesionalnih, unutar vrednosnih sistema savremenog društva. „Selekciju filmova je radila Karen Johanson Meks, koja se bavi produkcijom i plasmanom nordijskih filmova u svetu. Filmovi su topli i humani, a govore o karakteru i životnom iskustvu ljudi iz srednje generacije. Osvojili su preko 100 nagrada na festivalima, što govori o njihovom kvalitetu, ali i o vrednostima za koje se zala-

žu. Oni nisu komercijalni, jer je cilj da našim gledaocima približimo filmove koji su malo drugačiji u ovoj poplavi industrijalizacije i komercijale. Nakon projekcija u Beogradu, biće prikazani i u drugim gradovima i manjim sredinama jer je to naš doprinos decentralizaciji“, objasnio je Vujadinović.

Selektor „Nordijske panorame“ Karin Johanson Meks istakla je da Festival povezuje autore nordijskih kratkih i dokumentarnih filmova s ostatkom sveta, stvarajući mogućnost za dijalog i saradnju između producenata, autora, reditelja i ostalih učesnika filmskog stvaralaštva.

S. Bujišić



VESTI 24/7

BE92 INFO

FILM/TV | PETAK 18.02.2011

Počinje 7. Nordijska panorama

Sedmi filmski festival **Nordijska panorama** počinje 18. februara u **Dvorani kulturnog centra Beograda** i do 22. februara predstaviće selekciju najboljih dokumentarnih, kratkih i animiranih filmova iz Danske, Finske, Islanda, Norveške i Švedske.



Manifestacija je rezultat međuregionalne i međunarodne saradnje **Balkankulta** i Kulturnog centra Beograda sa partnerima iz nordijskog regiona. Programski i sadržajno oslanja se na 21. "Nordijsku panoramu - filmski festival pet gradova" koji je održan u Bergenu u Norveškoj u septembru prošle godine.

Kako je najavio direktor Balkankult fondacije **Dimitrije Vujadinović**, pokretač beogradske "**Nordijske panorame**", gledaoce očekuju **34 filma** koji su osvojili više od 100 nagrada na nacionalnim, regionalnim i međunarodnim festivalima.

Sedma **Nordijska panorama** nudi "švedski sto" pun filmskih užitaka, ostvarenja koja se na jednostavan način bave temom preispitivanja i sukoba, ličnih i kolektivnih, emotivnih i profesionalnih unutar vrednosnih sistema savremenog društva, najavili su organizatori.

Svima je zajedničko to što imaju ideju, perspektivu, tačno se vidi za koji se sistem vrednosti autori zalažu, karakterišu ih autorska zrelost, ozbiljnost i delikatnost u obradi tema, toplina i fini humor, ocenio je Vujadinović, koji je u Norveškoj odgledao ove filmove.



Direktorka *Fimkontakt Norda* **Karin Johanson-Meks** (Karin Johansson-Mex) izabrala je za beogradsku Nordijsku panoramu 36 filmova koji će u Dvorani Kulturnog centra Beograda biti prikazivani od **18. do 22. februara** u terminima od **19h i 21h** a cena ulaznica je **200 dinara**