

Register for Durban FilmMart now

Registration for the sixth Durban FilmMart (DFM) has opened. The event will be held from 17 to 20 July 2015 at various venues in Durban. The DFM is a joint project of Durban Film Office, the City's industry development unit, and the Durban International Film Festival (DIFF), as an endeavour to raise the visibility of African cinema, stimulate production on the continent, and facilitate project collaboration between African filmmakers.



"The overall objective of the FilmMart is to support, facilitate and develop the growth of African film content and create viable opportunities for business within the sector to flourish," says Durban Film Office's Toni Monty. "The Mart, promises delegates access to influential experts, broadcasters and financiers in the film industry and creates a space for industry professionals to forge strategic relationships."

DFM is presented in three strategic pillars: the Finance Forum, Master Classes and Africa in Focus - a programme of workshops and offers a series of networking and social sessions with like-minded industry representatives.

Master class with Angus Finney

Delegates have access to Master classes held with leading industry experts in the areas of concept development, project packaging, co-production development, new media, finance, marketing, distribution and other themes.

This year's Master Class in Film Packaging and Finance, is titled '*New Film-Making Strategies; from South Africa to Pan-Africa and towards the Global Market*'. Sponsored by the National Film and Video Foundation (NFVF) and KwaZulu-Natal Film Commission (KZNFC), the master class will be presented by leading international film and creative industry specialist and published writer Angus Finney. Finney comes to the Mart having actively been involved as executive producer on many films including Neil Armfield's *Candy* with Heath Ledger, Roger Michell's *The Mother* with Anne Reid and Peter Vaughan and Rose Troche's *The Safety of Objects*, with Glenn Close and others.

"We are really pleased to be able to offer the delegates an opportunity to interact with and learn from someone of the calibre of Finney," says Vuyo Sokupa, NFVF's Head of production and Development. "Finney comes with years of academic and field experience in film packaging and finance, the cornerstone of developing a film project, and we believe his session will be incredibly valuable to those attending."

"Having such hands on experience adds real value to the experience of the delegates at the DFM, as they will be able to really come to grips with issues involving financing and packaging their projects for wider distribution," elaborates Jackie Motsepe, Chief Operating Officer of KZNFC.

Finney has spent the past three years working as a risk manager and media advisor for Octopus Media, a division of Octopus Investments, a City of London Fund Manager, and is Course Director for the Exeter University/London Film School MA in International Film Business. He holds a PHD in Business Strategy from Cass Business School in London, an MA in Film and Journalism from New York University and a BA from Sussex University in International Relations. His training includes working with Creative Skillset, Creative London and the Film Distributors Association, to mention a few. His professional work extends to South Africa, UAE, Ireland and New Zealand in the past five years.

Strong partners

The DFM's co-production market, for selected film projects from submissions made, sees roughly ten feature films and ten documentary films selected for mentorship, and presentation to industry experts during this time. Following rigorous

meetings and sessions with these experts, projects are awarded a number of relevant grants for further development.

Partners and supporters of the Durban FilmMart 2015 that will be represented in Durban, include:

- Afrinolly
- Berlinale Film Festival
- City of Durban
- French Embassy South Africa
- Goethe Institute
- HotDocs - Blue Ice Documentary Film Fund
- International Documentary Film Festival Amsterdam (IDFA)
- International Film Festival Rotterdam's (IFFR) CineMart
- KZNFC
- New Cinema Network Rome
- NFVF
- Organisation Internationale de la Francophonie
- Produire au Sud
- Restless Talent Management

- VideoVision Entertainment

There is an early bird registration discount for those booking before 27 June 2015. Fees are R1,485 for the four-day event which includes access to allocated sessions, lunch, access to DFM networking events, entrance into the Durban International Film Festival screenings (subject to ticket availability), listing in the DFM Industry Manual and access to Masterclasses and Africa in Focus programme.

After 27 June, fees are R2,035. Daily passes are R605 (but do not include tickets to the DIFF screenings or access into the opening and closing events.) For more information, go to www.durbanfilmmart.com.

For more, visit: <https://www.bizcommunity.com>