

# ASFF 2015 1<sup>st</sup> edition REPORT

AMSTERDAM  
**SPANISH**  
FILM  
FESTIVAL  
27 — 31  
**MAY**  
2015



Organised by:



In collaboration with:



Sponsorship:



[www.sinfincinema.com](http://www.sinfincinema.com)

*Any festival like ASFF's that showcases Spanish talent  
and films is incredibly important and something  
that needs to be supported.*

– Peter Greenaway –

## SIN FIN CINEMA

Sin Fin Cinema **(SFC)** is an Amsterdam based film company working across the film exhibition and distribution with a special focus on Spanish Cinema. We take the freshest and most distinctive independent films to wide and diverse audiences worldwide.

Sin Fin Cinema dedicated to the organization of cultural events, film programming and exhibiting, distributing and promoting Spanish Cinematic experiences. Formally engaged with research led projects exploring the legacies and potentialities of filmmakers and video artists around the world, we curate all types of film programs for different institutions such as cinemas, arts centres, museums and consortiums.

### Founder & Director

Virginia Pablos

### Contact

Silodam 311

1013 AW Amsterdam

[www.sinfincinema.com](http://www.sinfincinema.com)

[www.amsterdamspanishfilmfestival.com](http://www.amsterdamspanishfilmfestival.com)

### Registration

Chamber of Commerce 60698195

VAT 413157611B01



WATCH ASFF 2015 VIDEO REPORT!



<https://vimeo.com/134386902>



## EXECUTIVE SUMMARY

The 1st edition **Amsterdam Spanish Film Festival** (ASFF) took place from May 27th to 31st, 2015. The five-day event was filled with several record-breaking milestones, further enhancing our reputation as an emerging force on the film festival circuit. Business was done, audiences were enthusiastic and the many people from the industry that graced the festival's presence all gave very positive feedback on their experience.

The director, Virginia Pablos, put together a program to delight fans and critics alike across a broad spectrum of genres, including 12 films from Spain, South America, and The Netherlands, comprised of 9 features fiction films, and 3 documentaries. Festival screenings were organized in three categories ( Core Programme, Focus Latino and Spanish Cinema Without Fear) with several sell out films including both the Opening and Closing Gala.

We had the honor to count with the presence of some of the most talented actors and directors from Spain nowadays, such as **Nerea Barros** (winner of Best news actress Goya Awards 2015), **Jesús Castro** (nominated for the same category as an actor). **Natalia de Molina** who won the European shooting stars at Berlin International Film festival this year and **Curro Sánchez**, director and Paco de Lucía's son, who won de Goya for the best documentary this year 2015, among others. As a highlight, it is very important to mention the attendance of the international acclaim director **Peter Greenaway**, who attended to present his latest film: Eisenstein in Guanajuato.

ASFF surpassed all expectations and targets. After this first edition, the ASFF has already become a desired place for filmmakers to present their films, an essential place for the film industry and sponsors to meet and do business, and a desirable destination for film lovers alike.

### 1st edition of ASFF, a brilliant success of attendance.

**(.000** spectators visited Pathé Tuschinski and EYE in Amsterdam during the days the ASFF has been going on, in order to discover some of the best and most recently films in Spanish language. Films such as "Marshland", "Paco the Lucía: la búsqueda", "Living is easy with eyes closed" or "Easy sex, sad movies" filled the theaters until the "sold out" banner was hanged. "The reaction of the Dutch audience has been excellent". The festival had a second phase touring three films from the programme to **Den Haag** ( Pathé Buitenhof) and **Utrecht** ( Luois Hartlooper Complex) during the first two weekends of June 2015.

## ASFF HIGHLIGHTS

ASFF presented **12 films** from Spain, Latinoamerica and The Netherlands, comprised of 9 features fiction films and 3 documentaries.

Programme included: **8 Dutch Premieres** and **4 Amsterdam Premieres**.

5 films were presented as part of the core programme; 4 films as part of the Focus Latino; 3 features as part of the Spanish Cinema Without Fear.

There were a total of 13 screenings presented on the two most iconic cinemas in Amsterdam: **Pathé Tuschinski** and **Eye**.

Three films from the programme went on **tour to The Hague and Utrecht**. In total: **19 screenings**.

**3,000** people attended the First edition of the festival.

Festival sold out most of the screenings, reaching in some of them 450 people in the screening room.

ASFF confirmed **16 guests**: Peter Greenaway, Nerea Barros, Jesús Castro, Natalia de Molina, Curro Sánchez, Ignacio Gandarias, Alejo Flah, Alfonso Zarauza, Diego Martínez Vignatti, Eugenia Ramírez Miori, Ismael Sabah, Jordi Morató and Juan Daniel F. Molero.

There was more than **52 individual items** of media coverage (including articles, reviews, interviews and mentions).

**14 media** attended the festival representing different media outlets.

ASFF's advertising campaign value is estimated at **33.928 €**, reaching **2,701,388** people.

Opening Night Gala was LA ISLA MINIMA ( Dutch Premiere) Actors Nerea Barros and Jesús Castro attended.

Closing Night Gala was EISENSTEIN IN GUANAJUATO (Dutch Premiere), acclaimed internationally director, Peter Greenaway attended.

Tribute Honouree Paco de Lucía presented in collaboration with Flamenco Bienale. Director Curro Sánchez and producer attended.

## PERFORMANCE INDICATORS

The following quantitative performance indicators were established to measure Amsterdam Spanish Film festival's success in reaching its 2015 objectives:

Performance Indicator	2015
Number of films presented	<b>12</b>
Total Spanish films presented	<b>6</b>
Total Latino films presented	<b>4</b>
Total co-productions	<b>2</b>
Total screenings	<b>19</b>
Attendance at screening	<b>3126</b>
Number of Dutch Premiere	<b>8</b>
Number of Amsterdam Premiere	<b>4</b>
Total number of Industry attended	<b>42</b>
Number of accredited media	<b>14</b>
Number of volunteers	<b>12</b>

## AUDIENCE PROFILE

The **ASFF** is a destination event that appeals to those interested in Spanish Spoken Cinema.

Survey results conducted during the ASFF 2015 tell us that the overall audience includes individuals from the film community and public across a broad demographic.

### Audience Profile Summary

Attendees were **56% female** and **44% male**

**73% between 23 to 66 years of age**

Our prime prospects are people based in Amsterdam, women and men aged between 23 and 66 years old (56% women), young/mature professionals, ABCI socio- economic level, who are interested in other cultures, want to find out more about Spain and Spanish cinema, and enjoy a busy social life.

Secondary groups included graduate and postgraduate students, and Young Spanish and Latin American adults (aged 18 to 30 years old).

From SIN FIN CINEMA, we define our target as “Influencer” as it has the capability to create and generate opinion in their social environment due to its good knowledge on the medium. More specifically, our target groups were the following::

**40% Spanish spoken audience**

**40% Dutch audience**

**20% Expat audience**

- **Culture consumers in general**
- **Lovers and connoisseurs of Spanish culture**
- **Dutch people interested in Spanish culture**
- **Film-loving audiences**
- **Film industry professionals**
- **Spanish and Latin-American communities in the Netherlands**
- **Students learning Spanish language**

# MARKETING

## Objectives:

The main marketing objectives for 2015 ASFF were to:

- **Build awareness about the festival in Amsterdam, The Hague and Utrecht.**
- **Generate maximum media exposure through Dutch and Spanish Press, film industry and partners.**
- **Invite talented filmmakers and actors to the festival in order to position the festival in a high level.**
- **Collaborate with the most prestigious and iconic cinemas in Amsterdam: Pathé Tuschinski and Eye.**

## Marketing Campaign

The value of the advertising campaign is estimated at **33.928 €**, reaching **2,701,388** people.

Some examples:

Het Parool

Advertorial value: €4,080

Reach: 71,500

PS AGENDA, HET PAROOL

advertorial value: €11,000

reach: 77,750

For more info and media coverage please request Press clipping.



## Pre-event Campaign

Marketing Sin Fin Cinema has done before the festival, starting two months in advanced.

**Poster** and **Program** launched online 24 April , 2015.

**Trailer** played repeatedly at the festival cinemas in Amsterdam, The Hague and Utrecht ( Pathé Tuschinski, EYE, Pathé Buitenhof and Louis Hartlooper Complex) during one month before the festival reaching **55,200 people.**

ASFF trailer was extremely popular and secured us coverage in online magazines we might not have otherwise reached.

**#ASFF Social Media campaign** was launched through Twitter, Instagram, Pinterest and Facebook.

The film programme got **1239 likes on Facebook.** It is important to mention the powerful tool that has been Festival social channels in order to get viral our festival.

Facebook Event got more than **1500 "Going"**

**Poster** and **film brochures** were distributed across Amsterdam, Utrecht and The Hague one month before the festival ( thanks to Flyerman):

Posters **(500 printed)**

Film Festival Program Brochure **(10,000 printed)**

## NEWSLETTER

**5000 Sin Fin Cinema subscribers database**

**Dedicated ASFF newsletters sent 24 times during May and June 2015.**

**Dedicated newsletter to Eye subscribers (22,000 subscribers)**

**Dedicated newsletter to Pathé subscribers (100,000 subscribers)**

**Dedicated newsletter to Hartlooper Complex subscribers (2.100 subscribers)**

**Dedicated newsletter to Cineville subscribers (20,000 subscribers)**







Distribution: Flyerman

## OUTREACH

- Collateral at all ASFF outreach initiatives i.e. ASFF involvement in other festivals including World Amsterdam festival, International Rotterdam Film festival, Dutch Flamenco Biennale, IDFA etc.
- Industry outreach events at Eye, IDFA, World Amsterdam festival, International Rotterdam Film festival, Dutch Flamenco Biennale.
- Extensive outreach through partnership with all cinemas across Amsterdam: Rialto, The Movies, De Filmhallen among others.
- Extensive outreach through partnership with dutch distributors: Cineart, Cinemien among others.

## On-Line Presence

**Video Gallery** of daily Festival and Summit highlights, interviews with guests, filmmakers from the Festival.

**Social Media outlets** – Interacting and commenting on Tweets, Facebook comments and other comment opportunities (i.e. news sites, blogs, article posts)

**#ASFF** contests through Twitter and Facebook.

**Web** links with industry associations and other institutions (i.e.; cinemas, Embassies, Universities, private companies)

**Event listings** on Iamsterdam, Ps Agenda Het Parool, Amsterdaily, festivalinfo, whatsappwithamsterdam, evenementenkalender, artifex among others.



## COMPANY WEBSITE

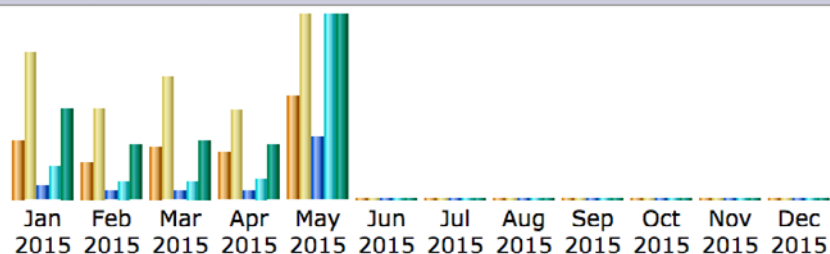
In 2015, Sin Fin Cinema continued to enhance and upgrade its website and homepage. The focus of that was to highlight various events, showcase various strategies for the festival (Tickets on Sale, Line Up Release, trailers of the films,) as well as increase interaction with the user.

URL: [www.sinfincinema.com](http://www.sinfincinema.com)

### Summary

<b>Reported period</b>	Month May 2015				
<b>First visit</b>	01 May 2015 - 00:01				
<b>Last visit</b>	31 May 2015 - 02:36				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>7,778</b>	<b>13,878</b> (1.78 visits/visitor)	<b>324,513</b> (23.38 Pages/Visit)	<b>951,368</b> (68.55 Hits/Visit)	<b>3.71 GB</b> (280.69 KB/Visit)
Not viewed traffic *			<b>56,383</b>	<b>96,517</b>	<b>1.11 GB</b>

### Monthly history



**May , 2015** (Month of ASFF)

Number of visits: **13, 878**

Page Views: **56,383**

Unique Visitors: **7778**

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2015	4,319	11,021	64,022	165,907	1.82 GB
Feb 2015	2,729	6,852	35,495	93,608	1.10 GB
Mar 2015	3,928	9,225	33,489	87,806	1.18 GB
Apr 2015	3,522	6,753	37,862	102,700	1.10 GB
May 2015	7,778	13,878	324,513	951,368	3.71 GB
Jun 2015	0	0	0	0	0
Jul 2015	0	0	0	0	0
Aug 2015	0	0	0	0	0
Sep 2015	0	0	0	0	0
Oct 2015	0	0	0	0	0
Nov 2015	0	0	0	0	0
Dec 2015	0	0	0	0	0
<b>Total</b>	<b>22,276</b>	<b>47,729</b>	<b>495,381</b>	<b>1,401,389</b>	<b>8.91 GB</b>



## SOCIAL MEDIA

[facebook.com/SinFinCinema](https://facebook.com/SinFinCinema) Fans: **3,021**

[twitter.com/SinFinCinema](https://twitter.com/SinFinCinema) Followers: **808**

[vimeo.com/sinfincinema](https://vimeo.com/sinfincinema) Views of ASFF's teaser: **1394**

[pinterest.com/sinfincinema](https://pinterest.com/sinfincinema) Followers: **135**

## PUBLICITY

The goal of ASFF's PR campaign was to develop a regional, national and international communications strategy to inform media and consumers about the event and offerings.

## TARGETS

**Media Target for this campaign focused on The Netherlands and Spain**

\* publications including: daily, weekly and monthly - **print media, radio, online and magazines** for: entertainment, lifestyle, business, culture, digital, human interest, trade, etc. The campaign was run on national stories with lots of regional and international hooks to gain column inches and airwaves. (I.e. International acclaimed director: Peter Greenaway, best known actors such as Nerea Barros and Jesús Castro. Documentary about the Paco de Lucia and the attendance of Curro Sánchez, previous Sin Fin Cinema project's success stories, Dutch premieres, Amsterdam premieres, etc).

## SPONSORS

The Festival was successful in securing support from government agencies, the private sector and industry organizations.

In this first edition, a total of **8 sponsors** supported the **ASFF 2015** through both cash and in-kind support.

### This includes support from:

**Spanish Embassy** in The Netherlands

**TourEspaña** ( Spanish tourism office in The Netherlands)

**AC/E** ( Spain ´s public agency for Cultural action)

**Instituto Cervantes** from Utrecht

**NH Hotels** - Accommodation Partner

**Pata Negra** - Restaurant/Bar Partners

**Iberia Express** - Airline Company

**Hacienda Zorita** - Spanish Wine

[www.exteriores.gob.es/Embajadas/LAHAYA/](http://www.exteriores.gob.es/Embajadas/LAHAYA/)

[www.spain.info/nl/](http://www.spain.info/nl/)

[www.accioncultural.es/](http://www.accioncultural.es/)

[www.utrecht.cervantes.es/nl/](http://www.utrecht.cervantes.es/nl/)

[www.nh-hotels.com](http://www.nh-hotels.com)

[www.pata-negra.nl/](http://www.pata-negra.nl/)

[www.iberiaexpress.com](http://www.iberiaexpress.com)

[www.unitedwineries.com](http://www.unitedwineries.com)

[www.the-haciendas.com/marques-de-la-concordia/hacienda-zorita.php](http://www.the-haciendas.com/marques-de-la-concordia/hacienda-zorita.php)

Sponsorship recognition and benefits included exposure on the **Sin Fin Cinema website**, **on-site digital signage** at associated sponsored **events** and **venues**, and corporate logo placement in **advertising** and **promotional materials**, including **Festival Program**, **Posters**, **trailer**, **newsletters**, and **social media**. There is a high level of satisfaction reported with the opportunities provided to sponsors for recognition, exposures and audience engagement. Partners also expressed praise for the Festival's ongoing enhancement of its programming, guests and events.

## OVERVIEW

**Amsterdam Spanish Film festival** First Edition, which places Spanish films at the heart of the event, presenting new discoveries along with the best of Spanish contemporary cinema. The Festival has grown significantly since previous project of Sin Fin Cinema: The Spanish Film of the Month (Oct 2014 - Feb 2015)

The Festival placed a high value on allowing people based in Amsterdam and broader audiences to discover and engage with Spanish film industry and cultural creative proposals in the cinematic field. Amsterdam Spanish Film Festival, launched, organised and solidly programmed by SIN FIN CINEMA, offered the most original drives and the most innovative film languages developing inside non-standard and narrative audiovisual formats. Pioneer and unique in its category, the Amsterdam Spanish Film festival has brought Spanish cinema to Amsterdam for the first time in a considered, cohesive and periodic manner.

The vision for ASFF is to be one of the top Spanish film festivals in the world and be renowned as a place of discovery for Spanish films. It will be a pre-eminent event that connects the film and business of film, by bringing together the Spanish, and dutch film industry in a unique setting. It will be a destination for filmmakers, a 'mustattend' event for showcasing the most popular Spanish films alongside with new talent filmmakers. We aim to grow to be a vital instrument in the global development of Spanish creative cinema on a long-term basis. Our goal is to bring our Spanish Film Festival Festival to Amsterdam and across Netherlands lacking a platform to promote Spanish film industry.

The ASFF will stand apart from other festivals by representing a bridge between Film companies from Spain and Dutch distributors in order to find distribution for Spanish films in The Netherlands. We believe in the strong artistic potential in Spanish cinema productions, and we firmly consider that they deserve to be known internationally.

## PRESENTATION AND PROMOTION OF SPANISH CINEMA

The ASFF is committed to fostering and developing Spanish filmmakers and providing opportunities for Spanish producers to get their projects distributed. The dutch industry and press recognizes innovative, dynamic, and exciting films from upcoming, best and brightest Spanish feature filmmakers. The ASFF will stand apart from other festivals by representing a bridge between Film companies from Spain and Dutch distributors in order to find distribution for Spanish films in The Netherlands. We believe in the strong artistic potential in Spanish cinema productions, and we firmly consider that they deserve to be known internationally.

## FILM PROGRAMME

**Amsterdam Spanish Film Festival** presented, alongside the **main core program of five recent Spanish films**, also a **program of Latin American cinema**, that includes films from **Argentina, Chile and Uruguay**. **Spanish Cinema Without Fear** section shown, spanish works that go **beyond the boundaries of the traditional narrative**.

Qualitative feedback from the team, audience, film industry and people from cultural industry mentioned that the selection of the films was very diverse and strong.

We counted with the support of the Dutch Film Distributors in The Netherlands, making wider our communication strategy. Most of the films have been selected at the most important Film festival worldwide, such us Toronto Film Festival, Cannes, Berlinale, Locarno Film Festival, International Rotterdam Film Festival, San Sebastian Film Festival among others.

**11 screenings had Q&A with the director or cast** after the film. We had a very active audience who made many questions to our guests.

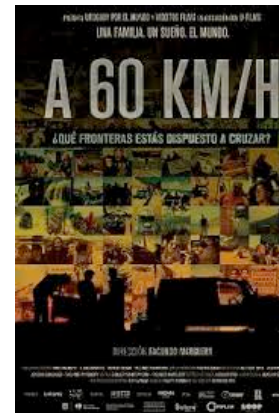
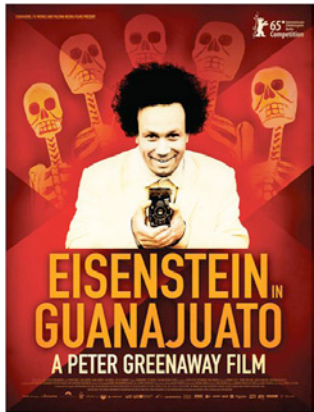
The **audience** has been **very grateful** to us. They had an amazing and **true Spanish cinema experience**.

**They can watch a film, have the opportunity to meet and talk with the director/cast and have complementary glass of Spanish wine afterwards in a really welcoming atmosphere.**

## CORE PROGRAMME



## FOCUS LATINO



## SPANISH CINEMA WITHOUT FEAR





## 2015 PROGRAMME HIGHLIGHTS

### OPENING NIGHT at PATHÉ TUSCHINSKI

Sin Fin Cinema launched the first edition Festival with the Dutch premiere of **LA ISLA MÍNIMA/ MARSHLAND**, directed by Alberto Rodríguez, one of the most talented Spanish Filmmakers nowadays. The Opening film selected is one of the most awarded films in Goya Award history, winning 10 statuettes at the annual Spanish Academy Award ceremony this year 2015.

The speech was delivered by the director of the festival, Virginia Pablos and the director of **TourEspaña** ( Spanish turism office in The Hague) Ana Roman, who introduced to the audience the great video: "Andalucía destino de Cine" which reflectes through a spectacular **tour in images some of its main tourist attractions so as to accommodate productions.**

Thus, a diverse territory in highlighting its variety of landscapes and scenery, its excellent climate and its infrastructure is shown, among other attractions. It also has the backing of the act Malaga Antonio Banderas, who moves in the video a message to national and international to know the possibilities of Andalusia producers.

**420 guests attended** :We felt truly pleased to see how our first screening raised such an interest and the positive feedback we got during the night, gave us the conviction and confidence that will push us forward. Audience shown a great interested in Spanish cinema productions.

**84 wine bottles** went down on the opening. The Pathé Tuschinski main folder Room offered us an exceptional atmosphere to relax and enjoy the company of our guests after the film. Tasting a great wines from Spain was a must and thanks to **Hacienda Zorita's** courtesy, we offered our audience a touch of quality and authenticity. We noticed some audience already aware about the brand thanks to our previous project and the distribution at Albert Heijn. A big group of audience shown their interested about the wine.

Our expectations were surpassed and our determination is to continue and keep on with the good work. Film industry representatives, critics and film reviewers, press media representatives, academics, art and film curators, members from The Spanish ambassador, Argentinean ambassador, Spaniards and and those interested in the Spanish culture in all its formats showed their unconditional support during the Opening.

\*pictures below









ASFF Opening Night at [Pathé Tuschinski - Hall](#)



# AMSTERDAM SPANISH FILM FESTIVAL



Jesús Castro y Nerea Barros – CAST – La Isla Mínima



LOUIS  
ARTLOOPER  
COMPLEX



AC/E  
Spain's Public Agency  
for Cultural Action

Sponsorship:

IBERIA EXPRESS

NH  
HOTELS



need  
Spain



Ana Román. Director of Tourespaña at [The Hague](#).



Collaboration with:



LOUIS  
HARTLOOPER  
COMPLEX



AC/E  
Spain's Public Agency  
for Cultural Action

Sponsorship:

IBERIA EXPRESS

NH  
HOTELS



I need  
Spain



www.si



Q&A with Nerea Barros and Jesús Castro moderated by Barend de Voogd. [Filmkrant](#).





Jesús Castro and Nerea Barros – CAST – La Isla Mínima





ASFF Opening Night Audience at Pathé Tuschinski





Interview with Jesús Castro and Nerea Barros – CAST – La Isla Mínima



## TRIBUTE TO PACO DE LUCIA

Film screening of the documentary **Paco de Lucía: La Búsqueda** directed by Curro Sánchez (Paco de Lucía's son). The screening was followed by a **Q&A** (questions and answers) **with the director**, who show his love about Amsterdam and **Live music** from the top of the **'Nederflamenco': Arturo Ramón & Johan Frauenfelder**.

The musicians pay an affectionate tribute to Paco de Lucía (1947-2014), the greatest flamenco guitar virtuoso of alltime. Johan Frauenfelder: "Every guitarist owes a debt to Paco de Lucía. In his playing he brought together everything that came before him and made it better, more beautiful, broader, more powerful."

The audience join a glass of Spanish wine, courtesy of **Hacienda Zorita** just before the Screening in order to immerse their self into a truly Spanish Experience.

We had **600** admissions for this awarded Documentary, which was the Goya winner this year 2015.

\*pictures below





Q&A with Curro Sánchez. Director of *Paco de Lucía: La Búsqueda* moderated by Ernestina van de Noort. [Director of Flamenco Biennale NL](#)



AC/E  
Spain's Public Agency  
for Cultural Action

IBERIA EXPRESS

NH  
HOTELS



CSNIA (I need Spain)

RESTAURANTE PATA NEGRA



Ernestina van de Noort and Curro Sánchez.





Sponsorship:



AC/E  
Spain's Public Agency  
for Cultural Action

IBERIA EXPRESS

NH  
HOTELS



I need  
Spain



Live music from the top of the 'Nederflamenco': Arturo Ramón & Johan Frauenfelder.





## CLOSING NIGHT: SURPRISE FILM

Just a few days before its official launching on cinemas all around the world, the audience of the Amsterdam Spanish Film Festival had the opportunity to enjoy the new and awaited film of the British director Peter Greenaway (Wales, 1942), in a dutch premiere also attended by him. The festival presented its closing screening as a “surprise film”, so no one in the theater knew what they were going to watch until Peter Greenaway appeared on the stage.

ASFF Closing Night event involved the Dutch Premiere of **Eisenstein in Guanajuato**, directed by the international acclaimed director **Peter Greenaway**. The director **attended the Premiere** and was on the stage answering the questions from our active audience. After the show, the audience had the opportunity to try the nice Spanish Wine at the V.I.P room in Tuschinski thanks to **Hacienda Zorita**.

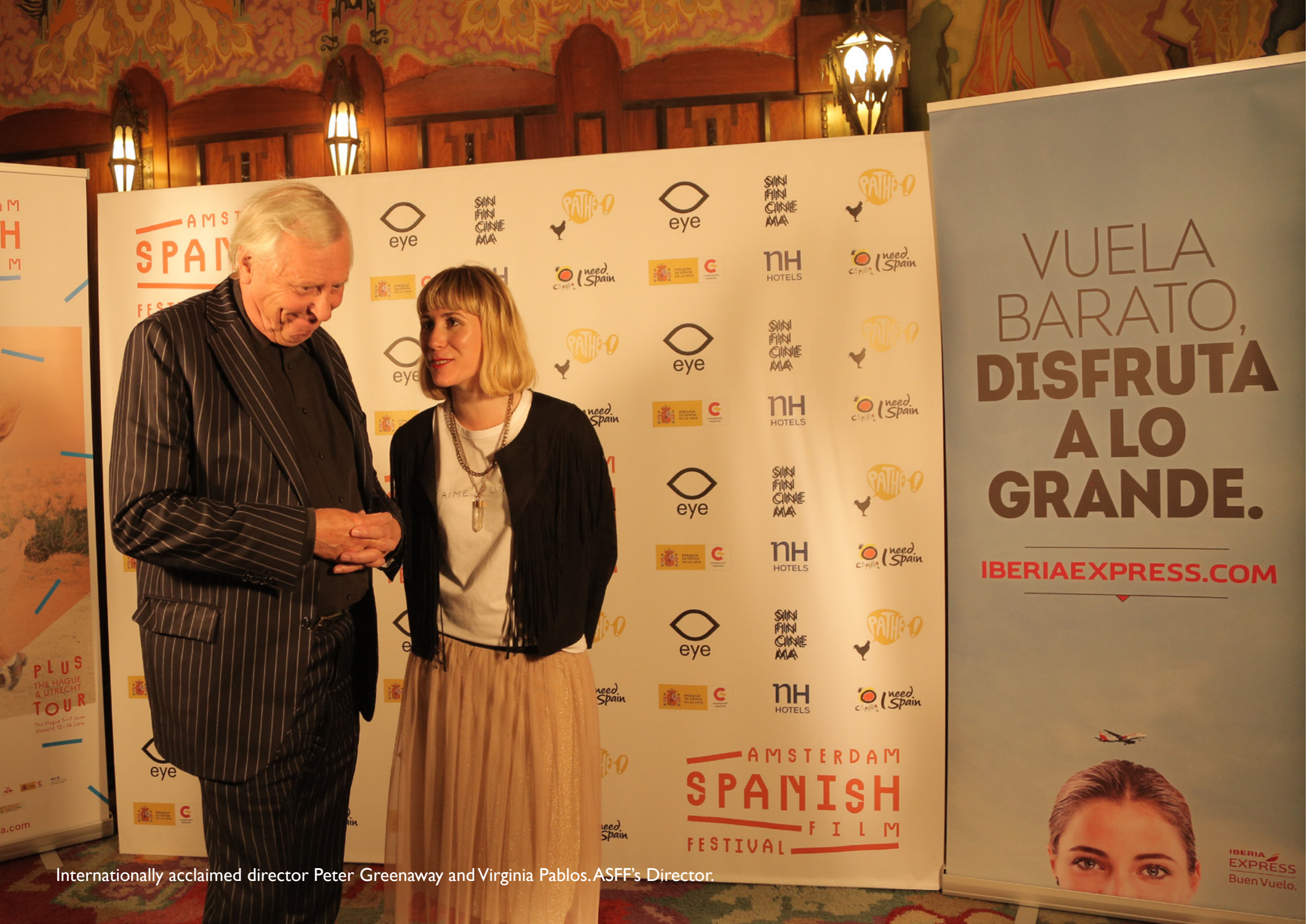
ASFF is really interested in the crossing borders, and the fact that the last project of Mr Greenaway went deep into Mexican culture from such a particular view as his own one, seemed to us a really enriching experience for the festival and for our audience, although the movie were in English.

Greenaway showed his interest about this approach from the very beginning and accepted the invitation of this young film festival. The acclaimed British director; meanwhile, emphasized how film festivals like this one are useful to help the spectators “to be in contact with different cinema proposals and to educate their visual capacity of reading images”. About the leading figure of Eisenstein, main character of his film, he said that “he was one of the few directors you can count with the fingers of one hand, that changed cinema language in some way” and that his view and way of creating cinema were deeply affected by the experiences he had in Mexico, which changed him “forever”.

The Dutch Premiere and closing surprise film of the festival was **SOLD OUT**.

The active audience had the opportunity to ask questions to the director Peter Greenaway and enjoy a complimentary Spanish Wine at the V.I.P room in Pathé Tuschinski in the closing event.





Internationally acclaimed director Peter Greenaway and Virginia Pablos. ASFF's Director.





Interview to Peter Greenaway.





Peter Greenaway presenting [Eisenstein in Guanajuato](#) and Alexia Rodrigues. [Director of Shortcutz](#).

## APPENDICES

### **ASFF TEAM**

### **FESTIVAL CINEMA PARTNERS**

### **GUESTS**

### **PRESS RELEASE SUMMARY**



## TEAM



Virginia  
ASFF Director



Aurora  
Guest Coordinator



Lorena  
Guest Coordinator



Hans  
Video



Belén  
Press Coordinator



María Eugenia  
Production Assistant



Carlota  
Production & Video Assistant



France  
Social Media Assistant



PARTNERS





EYE





## GUEST ATTENDED

**NEREA BARROS** (Winner of BEST NEW ACTRESS Goya Awards 2015)

**JESÚS CASTRO** (Nominated for BEST NEW ACTOR Goya Awards 2015)

Presenting film: **La Isla Mínima** by Alberto Rodríguez





## FILM CRITIC

**BAREND DE VOOGD**

from [Filmkrant](#)



## DIRECTOR

### FRANCISCO SÁNCHEZ

Director of [Paco de Lucía: La Búsqueda](#). Son of Paco de Lucía and winner of Goya Best Documentary 2015.





## FLAMENCO MUSICIANS

**ARTURO RAMÓN**

**JOHAN FRAUENFELDER**



## ERNESTINA VAN DE NOORT

Director of [Flamenco Biënnale NL](#)





## NATALIA DE MOLINA

Actress. Winner of the European shooting stars at Berlin International Film festival this year.

Presenting film: [Living is easy with eyes closed](#) by David Trueba



## DIRECTOR

**ALEJO FLAH**

Director of [Easy Sex, Sad Films](#).





## DIRECTOR

**ALFONSO ZARAUZA**

Director of [Los Fenómenos](#) / [Aces](#)



## DIRECTOR AND ACTRESS

### **DIEGO MARTINEZ VIGNATTI AND EUGENIA RAMÍREZ MIORI**

Director and actress of [La Tierra Roja](#).





## ISMAEL SABAH

Presenting as protagonist of documentary [60km/h.](#)



## DIRECTOR

### JUAN DANIEL MOLERO

Winner of the Tiger Award Competition at International Film Festival Rotterdam this year.

Director of [Videophilia \(and other viral syndromes\)](#).





DIRECTOR

**JORDI MORATÓ**

Director of [Sobre la Marxa / The Creator of the Jungle](#).



## DIRECTOR

### PETER GREENAWAY

Director of [Eisenstein in Guanajuato](#).





## GUEST HAVING FUN

### **NEREA BARROS & JESÚS CASTRO**

(Cycling around Amsterdam on **NH Hotels'** bikes)





**FRANCISCO SÁNCHEZ**

**CURRO SÁCHEZ, NATALIA DE MOLINA AND ALEJO FLAH**









# PRESS RELEASE – ASFF OPENING NIGHT



PERSBERICHT  
6 mei 2015

## Eerste editie Amsterdam Spanish Film Festival opent met *La Isla Minima*

27 tot en met 31 mei in Pathé Tuschinski en EYE Amsterdam

Tijdens de allereerste editie van het Amsterdam Spanish Film Festival (ASFF) staan Pathé Tuschinski en EYE in Amsterdam vijf dagen in het teken van Spaanse cinema met films, gasten, muziek en gratis Spaanse wijn bij iedere vertoning. Organisator Sin Fin Cinema (bekend van het succesvolle Spanish Film of the Month), wil met het festival recente, prijswinnende films uit Spanje en Latijns-Amerika laten zien. Het festival opent met *La Isla Minima* van Alberto Rodríguez, winnaar van maar liefst 10 Goya Awards (de Spaanse Gouden Kalveren) en vindt plaats van 27 tot en met 31 mei. Een gedeelte van het programma gaat daarna ook op tour naar Den Haag (Pathé Buitenhof) en Utrecht (Louis Hartlooper Complex).

### *La Isla Minima* (Marshland)

Een sfeervolle en intelligente thriller die zich afspeelt in 1980. Wanneer Spanje nog op zijn kop staat in de jaren na de dood van Franco, verdwijnen twee tienerzusjes onder verdachte omstandigheden. Twee rechercheurs worden op onderzoek uitgestuurd naar Guadalquivir, een afgelegen stad in de zuidelijke moerassen.

Bij de vertoning zijn de acteurs en Goya-winnaars Nerea Barros en Jesús Castro aanwezig. Cinéart brengt film op 9 juli uit in de Nederlandse bioscopen.



### Programma en gasten

Het Amsterdam Spanish Film Festival presenteert naast het hoofdprogramma van vijf recente Spaanse films ook een programma rondom Latijns-Amerikaanse cinema, met films als *Aurora* (Rodrigo Sepúlveda) uit Chili en *La Tierra Roja* (Diego Martínez Vignatti) uit Argentinië.

In EYE wordt een marathonprogramma vertoond onder de titel 'Spanish Cinema Without Fear'. Hierin zie je films die buiten de gebaande paden treden; zoals *Magical Girl*, van de jonge Spaanse regisseur Carlos Vermut die op het San Sebastian Film Festival in de prijzen viel en Tiger Award-winnaar *Videophilia (and other viral syndromes)* in aanwezigheid van de Peruaanse regisseur J. Daniel Molero.

Bijzonder is ook de muziekdocumentaire *Paco de Lucía: la Búsqueda* over flamencozanger Paco de Lucía, geregisseerd door zijn zoon Curro Sánchez. De film wordt afgesloten met een Q & A met de

regisseur en een live flamenco-optreden als ode aan Paco de Lucía door Arturo Ramón & Edsaert Udo de Haes.

Na afloop van van alle voorstellingen worden Q&A's gehouden met regisseur of een van de vele jonge en talentvolle acteurs. Voor kaartverkoop, het volledige programma en alle gasten:

<http://www.sinfincinema.com/portfolio/amsterdam-spanish-film-festival/>

Amsterdam Spanish Film Festival (Pathé Tuschinski and EYE Amsterdam): 27 t/m 31 Mei

On Tour Den Haag (Pathé Buitenhof): 5 t/m 7 juni

On Tour Utrecht (Louis Hartlooper Complex): 12 t/m 14 juni



### EINDE PERSBERICHT

Voor screeners, interviewverzoeken en meer informatie: (( ( HERRIE ) )) 020-4868212, [info@herrie.com](mailto:info@herrie.com)







## Peter Greenaway's Mexican adventure closes the Amsterdam Spanish Film Festival

**The festival closed its first edition with a surprise premiere of “Eisenstein in Guanajuato”**

Just a few days before its official launching on cinemas all around the world, the audience of the **Amsterdam Spanish Film Festival** had the opportunity to enjoy the new and awaited film of the British director **Peter Greenaway** (Wales, 1942), in a screening also attended by him. The festival presented its closing screening as a “surprise film”, so no one in the theater knew what they were going to watch until the film started.

“We were really interested in the crossing borders, and the fact that the last project of Mr Greenaway went deep into Mexican culture from such a particular view as his own one, seemed to us a really enriching experience for the festival and for our audience, although the movie were in English”, says Virginia Pablos, director of the ASFF. Greenaway showed his interest about this approach from the very beginning and accepted the invitation of this young film festival.

The acclaimed British director, meanwhile, emphasized how film festivals like this one are useful to help the spectators “to be in contact with different cinema proposals and to educate their visual capacity of reading images”. About the leading figure of **Eisenstein**, main character of his film, he said that “he was one of the few directors you can count with the fingers of one hand, that changed cinema language in some way” and that his view and way of creating cinema were deeply affected by the experiences he had in Mexico, which changed him “forever”.

“Eisenstein in Guanajuato”, distributed by Cinemien, **will be officially premiered on 4th of June in EYE** and, from the **18th of June**, will be **released in cinemas** of Amsterdam (Rialto, The Movies, EYE, Lab 111), Rotterdam (LantarenVenster), Utrecht (Filmtheater 't Hoogt), Groningen (Groninger Forum), Den Haag (Filmhuis), Maastrich (Lumière), Tilburg (Cinecitta) and Enschede (Concordia).

### **1st edition of ASAFF, a brilliant success of attendance**

Around **4.000 spectators** have visited Pathé Tuschinski and EYE Amsterdam during the days the ASAFF has been going on, in order to discover some of the best pictures in Spanish language that have been done during the last year. Films such as “Marshland”, “Paco the Lucía: la búsqueda” or “Living is easy with eyes closed” filled the theaters until the “**sold out**” banner was hanged. “The reaction of the Dutch audience has been excellent”, says Pablos, by now working in the preparation of the second phase of the festival: a **tour** that will bring three of the films already screened in Amsterdam to the Dutch cities of **Utrecht and Den Haag**. So the Spanish cinema will continue to be present in Dutch cinemas for two more weeks.

## CONCLUSION

The first edition of Amsterdam Spanish Film Festival was extremely successful in raising the profile of industry initiatives at the ASFF, by bringing new opportunities to Spanish and latinomeric filmmakers and content creators, and by offering beneficial networking initiatives and programs to facilitate business relationships.

Amsterdam Spanish Film Festival was a unique film exhibition initiative allowing people based in Amsterdam and broader audiences to discover and engage with Spanish film industry and cultural creative proposals in the cinematic field.

Pioneer and unique in its category, the Amsterdam Spanish Film festival brought Spanish cinema to Amsterdam for the first time in a considered, cohesive and periodic manner.

ASFF shown a consistent number of attendees proving awareness. We recognize the ongoing need to continue to develop increasingly stronger ties with filmmakers, content producers and industry professionals not only in Amsterdam but globally, while maintaining strong relationships with government agencies, industry associations and our corporate partners.

Moving forward from the success of the 2015 festival, we will continue to monitor development projects and strategic initiatives already created, while looking at ways to expand and improve on the ASFF's reputation and Summit programming. ASFF will continue to focus on establishing Amsterdam as an important place for Spanish and latino filmmakers to promote and distribute their works in The Netherlands.

Amsterdam Spanish Film Festival, launched, organised and solidly programmed by SIN FIN CINEMA, offered the most original drives and the most innovative film languages developing inside non-standard and narrative audiovisual formats. Amsterdam Spanish Film Festival provided the most updated map of new trends of mainstream Spanish cinema as well as focusing on independent and artistic Spanish films.



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