

AMSTERDAM SPANISH FILM FESTIVAL

25
30
MAY
2016

Organised by



In collaboration with



Funded by



Thanks to the sponsorship of



Amsterdam Spanish Film Festival 2nd Edition

Report (2016)



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

Peter Greenaway – ASFF 1st Edition

“I am so happy to be at ASFF. The fact that my film has been selected for this festival, it will be a great push for the release in the Netherlands.”

Julio Medem – ASFF 2nd Edition

SIN FIN CINEMA

.....

Sin Fin Cinema (SFC) is an Amsterdam based film company working in 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 is dedicated to the organisation of cultural events, film programming and exhibition and distributing and promoting Spanish Cinematic experiences.

Formally engaged with research led projects exploring the legacies and potential of filmmakers and video artists around the world, we curate all steps of film programmes for different institutions such as cinemas, art centres, museums and consortiums

THE
ENDLESS
PLATFORM
FOR
FILM

**SIN
FIN
CINEMA**

Founder & Director

Virginia Pablos

Contact

Silodam 311
1013AW Amsterdam

www.sinfincinema.com
www.amsterdamspanishfilmfestival.com

Registration

Chamber of Commerce 60698195
VAT 413157611B01

AMSTERDAM
SPANISH
FILM
FESTIVAL

ASFF VIDEO REPORT



<https://vimeo.com/178915297>



EXECUTIVE SUMMARY

The 2nd Edition of the Amsterdam Spanish Film Festival (ASFF) ran from Wednesday 25th to Monday 30 of May 2016, under direction of Virginia Pablos

The six-day event was made up of 5 sections: Spanish feature films (**Core**), Latin American films and documentaries (**Focus Latino**), experimental short films (**Spanish Cinema Without Fear**), and another two special sections called **Treasure from the Past** and **Vermouth Time**.

The ASFF 2nd Edition included a special **launch event** days before the festival begun (9th of May) and special **opening and closing galas**.

This year the festival featured a selection of films from various genres, demonstrating the compelling variety of Spanish and Latin American cinema in all its richness. From engaging thrillers to entertaining comedies, from moving dramas and action movies to documentaries and shorts, this selection demonstrated the dynamism and creativity of filmmaking at this point in time.

**2nd Edition: a brilliant success of attendance
3.200 people**

ASFF 2016 included the presence of acclaimed and honored filmmakers such as **Julio Medem** (nominated for the Palm d'Or in Cannes and winner of Best Director at the Goya Awards as well as being nominated on 9 other occasions); **Cesc Gay** (winner of Best Director and Best Original Screenplay at the Goya Awards 2016); **Dani de la Torre** (nominated for Best New Director at the Goya Awards 2016), **Marina Seresesky** (nominated for Best Director and Best Screenplay at several film festivals) and **Inés París** (nominated for Best New Director at the Goya Awards). Also presented were famous and terrific actors and actresses like **Inma Cuesta** and **Asier Etxeandía** (both nominated for Best Actor and Actress at the Goya Awards 2016), **Fele Martinez** (winner of Best Actor at the Goya Awards), and special guests like **Karin Lechner**, one of the most talented and famous pianist in the world.

In summary, not only were main business goals reached and the audience capture by the selection of films and the convivial atmosphere after screenings, but also the people of the film industry in the Netherlands and our Spanish guests all gave us positive feedback about their experience in the 2nd Edition of the Amsterdam Spanish Film Festival.

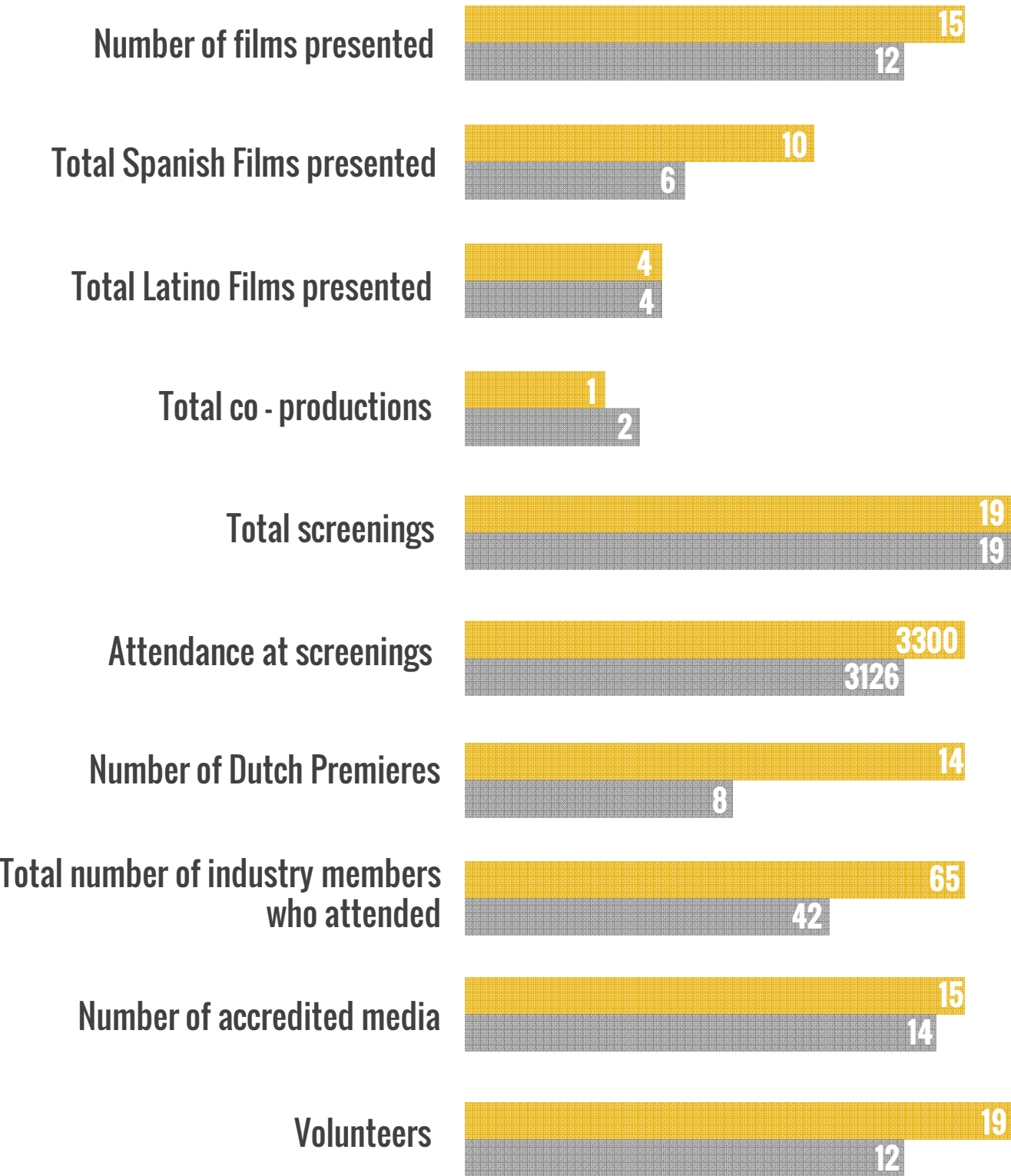


ASFF HIGHLIGHTS

- Our programme included **14** Dutch PREMIERES.
- **2 new sections:** Treasures of the past & Vermouth Time.
- **Launch Event** : TRUMAN (Dutch Premiere) with Cesc Gay.
- **€ 61,593** Advertorial Value.
- **15 media** representative attended the Festival from different media outlets.
- ASFF introduced 23 films from Spain and Latin America to the Dutch audience, composed of 13 feature fiction films, 8 short films and 2 documentaries.
- The Opening Night attracted **633 paying visitors** and featured Inma Cuesta as our guest.
- More than **64** individual items of **media coverage** (including articles, reviews, interviews and mentions).
- ASFF celebrated the Dutch Premiere of MA MA and it was followed by a **Q&A with Julio Medem** and Asier Etxeandía.
- Films such as “Truman”, “La Novia” and “Ma Ma” filled the room until the **sold out** banner was hung.
- Several collaborations with **IDFA**, **FilmKrant** and **FilmAgenda**.
- “PIANIST STREET” in collaboration with IDFA, included the presence of the acclaimed pianist, Karin Lechner.
- ASFF hosted **20** guests: Julio Medem, Cesc Gay, Marina Seresesky, Inma Cuesta, Asier Etxeandía and Inés París, among others.

PERFORMANCE INDICATORS

The following quantitative performance indicators were established to measure Amsterdam Spanish Film Festival's success in reaching its 2016 goals:



2016
2015

AUDIENCE PROFILE

Surveys taken during the screenings, insights from our website's visitors and the most engaged followers of our media sites and information gathered at the box office, tell us that our audience included a variety of cultures.

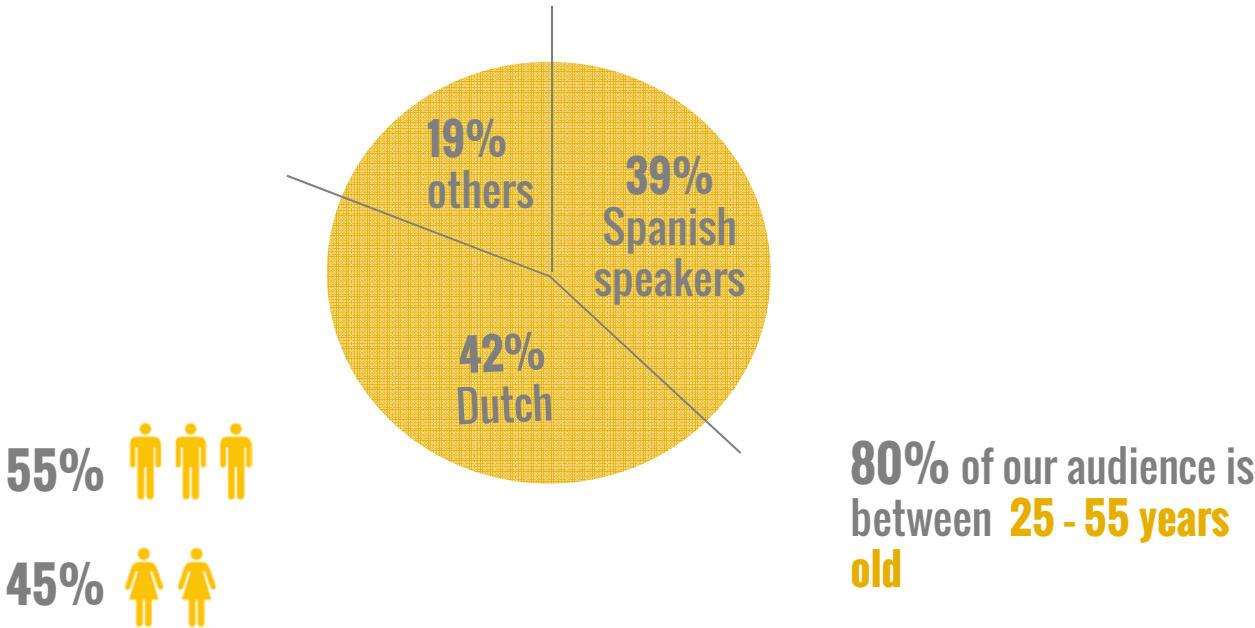
Our main segment is well-educated professionals, men and women aged between 25 to 55 years old, who are highly active cultural consumers or/and producers, interested in cinema and other cultures and (mostly) based in Amsterdam.

Our main target is an Influencer

At SIN FIN CINEMA, we define our target as an influencer, since they have the capability to create and generate opinion in their social environment thanks to their deep knowledge of the industry.

Secondary segments are graduate students, Spanish and Latin American youth and adults, and students of Spanish language.

- Culture consumers.
- Entertainment consumers.
- Dutch and foreign people interested in European Cinema
- Film Industry professionals.
- Spanish and Latin American communities in The Netherlands.
- Students of Spanish.



MARKETING STRATEGY

The main marketing goals for the 2nd Edition of Amsterdam Spanish Film Festival were to:

- Collaborate with Dutch distributors in order to create more awareness and distribution of Spanish language films in the cinemas of the Netherlands.
- Generate higher media exposure thanks to Dutch press, film industry collaborators, partners and sponsors.
- Host the hottest actors and actresses of the moment and the most talented Directors.

10K FESTIVAL PROGRAMME GUIDES

22K UNIQUE VISITORS

6,100 FOLLOWERS

36K NEWSLETTERS SENT
with a 27% open rate

€ 61,593 Advertorial Value

3,1MM people reached

DIGITAL

› Website

The 2016 website included new functionality and refreshed design, with a focus on mobile experience. Visitation grew with 22.341 unique visitors, up 78% on 2015. Total **visits were 31.463**, up 41% on 2015.

› Social Media

We believe in the power of social media to connect with audiences, and we produced tailored content throughout the campaign. In our 2nd Edition, every post we fired off throughout the whole period, shared a **#asff2016** hashtag—showcasing Festival moments during the days and nights and announcing the programme. We also encouraged to our audience to share their moments using the same hashtag.

Strong growth was enjoyed across all of the Festival's social media channels—through dedicated and content-driven strategies.

- [Facebook](#) (Sin Fin Cinema + new fan page ASFF): **4,617 Likes** (53% increase on 2015)
- [Twitter](#) (SFC + new ASFF profile): **1,214 followers** (50% increase on 2015)
- [Instagram](#) new ASFF profile: **274 followers**
- The Festival's videos were viewed on Facebook and [Vimeo](#): **1,730 times**.

Bol.com, Amsterdam Language Café, Espanja!, Cineart, Cinemien, Magazines as Zen, cinema blogs such as **Indebioscoop**, city blogs, The Eye, Pathe shared our events in their social channels.

In addition, ASFF's guests like Asier Etxeandía, Inma Cuesta or Marina Seresesky shared their experiences at the Festival too.

› Newsletters

Our newsletter remains one of the most effective ways of driving traffic through to our website, surpassing paid advertising. Over **36,000 emails** were sent during the 2016 campaign period (including an early programme announcement), accounting for nearly 60% of all website traffic.

Our number of subscribers climbed to 6,000 and the overall open rate remains steady at **27%**, surpassing industry benchmarks. Dedicated newsletters to Eye (25,000), Pathé (111,000) and Cineville (21,000) subscribers were sent prior to the Festival beginning.

The marketing campaign was from the Programme Launch on 20 March to the conclusion of the Festival on 30 May.

What is new in this edition is that a major festival event was held prior to the full Programme : TRUMAN's DUTCH PREMIERE on 9 May in collaboration with distributors Cinemien.

PUBLICATIONS

› Festival Program guide & Posters

The cornerstone of the Festival's promotions is the **32-page Program Guide**. 10,000 copies were printed and distributed throughout Amsterdam, in key cultural locations and a digital version was distributed online.

Complementing the Program Guide was a dedicated **poster** highlighting the Festival and its supporters. **500 copies** were distributed throughout Amsterdam and its cultural café network and at key Festival venues including Pathé and The Eye.

› Trailer

The ASFF [trailer](#) was played repeatedly at the Festival cinemas in Amsterdam for two months before the Festival, reaching **98,000 people**.

Additionally, it was shared in online magazines and blogs.

OUTREACH

ASFF outreach initiatives included our involvement in other festivals, such as World Amsterdam Festival, Dutch Flamenco Biennale, **IDFA**, as well as with media like **Filmkrant** and **FilmAgenda**.

We also carried out extensive outreach through partnership with cinemas across Amsterdam: The Movies, FilmHallen, and Dutch distributors like **Cineart, Cinemien, Fortissimo Films, Warner Bros. NL**.

PUBLICITY

The marketing strategy is underpinned by a vigorous publicity campaign, generating over **42 pieces of editorial across newspapers**, magazines, radio, TV and digital— representing a **€ 61,593 editorial value and reaching 2,900,000 people**.

- Het Parool

Advertorial value: € 1,860

Reach: 381,000

- NRC

Advertorial value: € 1,000























































































Reach: 375,000

Amsterdam Spanish FF @asffofficial · 26 may.
 Watch "La Tarara" live by
 @InmaCuestaWeb @ Opening Night
 #asff2016 - Dutch Premiere
 @lanoviapelicula on @Vimeo



10 11

Amsterdam Spanish Film Festival
 May 17 ·

Dont miss the Argentine thriller "Paulina" / "La patota" who won numerous awards at Festival de Cannes - Page Officielle, Festival de San Sebastián + Premio Iberoamericano de cine Fénix. This movie is part of our "FOCUS LATINO PROGRAMME"                                                                                      



Amsterdam Spanish Film Festival added 4 new photos.

May 27 · 🌐

JULIO MEDEM - www.juliojedem.org + Asier Etxeandia CFO Official Amigos Invisibles are here for the Dutch Premiere of "Ma Ma" starring Academy Award WINNER Penélope Cruz Official at 21.30h

Ask them anything during the Q&A afterwards led by Sasja Koetsier from www.filmkrant.nl Come early for the Mahou PHOTOCALL and WIN tickets for the Closing Night @ EYE this Monday

Tickets include tapas by Pikoteo and wine from Marques de la Concordia : <http://www.amsterdamspanishfilmfestival.com>... See More



271 people reached

[Boost Post](#)

11

1 Share

Love

Comment

Share

271 People Reached

19 Reactions, Comments & Shares

11 Like 8 On Post 3 On Shares

4 Love 3 On Post 1 On Shares

1 Comments 0 On Post 1 On Shares

3 Shares 3 On Post 0 On Shares

43 Post Clicks

6 Photo Views 4 Link Clicks 33 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam



Amsterdam Spanish Film Festival

May 21 · 🌐

Wondering what all this is about? Well, we put together a selection of the best moments from the launching event at Pathé Tuschinski to not let you stay at home and join us!

Movies, wine, tapas, music, guests, art, passion, from Spain all the way to Holland, 6 days, program here: www.amsterdamspanishfilmfestival.com

Brought to you thanks to Mahou Hacienda Zorita Wine·Hotel & Spa ROOM MATE HOTELS Air Europa EYE Pikoteo Acción Cultural Española Embajada de Países Bajos en España Embajada de España Instituto Cervantes Bol piano's en vleugels Molinos de Viento I Need Spain Spain.infoTurespaña



1,232 people reached

[Boost Post](#)

12

1 Comment 1 Share

Like

Comment

Share

An example of our posts

1,232 People Reached

34 Reactions, Comments & Shares

22 Like 10 On Post 12 On Shares

3 Love 2 On Post 1 On Shares

2 Comments 1 On Post 1 On Shares

7 Shares 4 On Post 3 On Shares

41 Post Clicks

0 Photo Views 24 Link Clicks 17 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Amsterdam Spanish Film Festival added 4 new photos.
May 30 · 🌐

We rated Roberto Ru Siete #asff2016 photocall pictures with the famous 5 Mahou stars!
Congrats Roberto Ru Siete we will contact you to give you your tickets for our Closing Event tonight at EYE!
C U THERE :D



751 people reached

Boost Post

20

3 Comments 1 Share

Love

Comment

Share

751 People Reached

83 Reactions, Comments & Shares

62 Like	16 On Post	46 On Shares
6 Love	4 On Post	2 On Shares
13 Comments	4 On Post	9 On Shares
2 Shares	1 On Post	1 On Shares


305 Post Clicks

121 Photo Views	0 Link Clicks	184 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Amsterdam Spanish Film Festival added 29 new photos to the album: El Desconocido with director Daniel de la Torre + Photocall — at Pathé Tuschinski.
May 31 · 🌐



658 people reached

Boost Post

20

1 Comment

Love

Comment

Share

An example of our posts

658 People Reached

21 Reactions, Comments & Shares

18 Like	18 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
2 Comments	1 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares

767 Post Clicks

750 Photo Views	0 Link Clicks	17 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Amsterdam Spanish FF @asffofficial · 28 may. Ver traducción

#AboutLastNight at #asff2016 📸 More
#photocalls + Q&As 2day! @JulioMedem
@asieretxeandia @MaMa_LaPelicula
@mahou_es



17

49

Amsterdam Spanish Film Festival added 2 new photos.
May 26 · 🌐

LIVE: Inma cuesta actriz Inma Cuesta World at Room Mate Altana #Amsterdam doing #interviews #opening #movie La Novia yesterday = #SoldOut !
Air Europa Mahou Mahou Nederland ROOM MATE HOTELS



175 people reached

Boost Post

10

Love

Comment

Share

175 People Reached

10 Reactions, Comments & Shares

7 Like	7 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

18 Post Clicks

4 Photo Views	0 Link Clicks	14 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



joselhuertas
Amsterdam, Netherla...

Seguir

108 Me gusta

9 sem

joselhuertas Ya en Madrid echando de menos #Amsterdam , el @asffofficial y a todo el equipo de lo gestiona, la pedazo de habitación que hemos tenido en el @roommatehotels Aitana, los paseos en bici que nos regaló @aireuropa y las @mahou_es que nos tomábamos en el photocall... Espero volver pronto 🐱

#Repost @virginiapablos

...

With our great guest Julio Medem, Asier



Añade un comentario...

...

An example of posts



asieretxeandia

Siguiendo

3.398 Me gusta

9 sem

asieretxeandia #Repost @joselhuertas

...

Ya estamos en el @asffofficial !! Gracias @aireuropa @roommatehotels @mahou_es @pathe

mjosedelvalle @asieretxeandia Acabamos de ver toda la temporada 8 de #lhdp...Eres un actorazo...increíble!!! Si eso era entonces, cómo será ahora?? 😊😊 Ojalá alguna vez podamos verte en directo. Un beso enorme!!!

flormartinnegrete Disfrutar mucho!!!! 🥰



Añade un comentario...

...

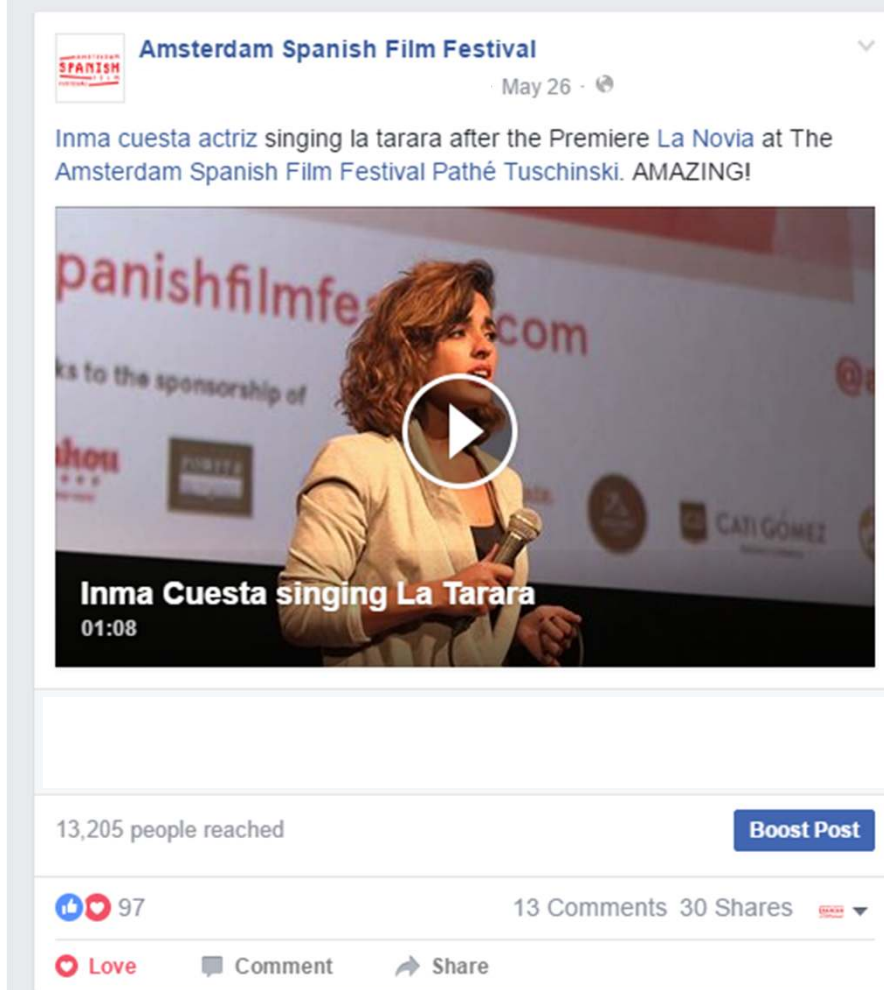
Social media Colaborators



Amsterdam Spanish FF retwitteó
Mariel Fernandez @FernandezMariV · 25 may.
Los cines holandeses hablan español con el II Amsterdam Spanish Film Festival yhoo.it/1YYKrpj

Amsterdam Spanish FF retwitteó
RMDVD @rmdvdbd · 25 may.
Los cines holandeses hablan español con el II Amsterdam Spanish Film Festival yhoo.it/1YYKrpj

Amsterdam Spanish FF retwitteó
Meridional @Meridionalpro · 25 may.
[@marinaseresky](https://twitter.com/marinaseresky) y [@asieretxeandia](https://twitter.com/asieretxeandia) presentarán [@LPAbiertaPeli](https://twitter.com/LPAbiertaPeli) en [@asffofficial](https://twitter.com/asffofficial) Mañana 18:30 en Pathé Tuschinski.



13,205 People Reached		
4,306 Video Views		
412 Reactions, Comments & Shares		
289 Like	86 On Post	203 On Shares
36 Love	11 On Post	25 On Shares
1 Haha	0 On Post	1 On Shares
4 Wow	0 On Post	4 On Shares
47 Comments	19 On Post	28 On Shares
35 Shares	30 On Post	5 On Shares
1,772 Post Clicks		
201 Clicks to Play	0 Link Clicks	1,571 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	1 Unlike Page	

Amsterdam Spanish FF retwitteó
Linda Duits @lalalalinder · 12 may.
Spaanstalige films voor de liefhebbers van cultuur en tapas op het Amsterdam Spanish Film Festival



Spaanstalige films voor de liefhebbers van cultuur en tapas op het ...
Bij Spanje denk je aan tapas, rode wijn en Penelope Cruz. Het Amsterdam Spanish Film Festival heeft het allemaal en meer. Naast de beste films u...
dieponderzoek.nl

2 reactions · 6 likes

Amsterdam Spanish FF @asffofficial · 27 may.
#live #performances keep coming
#asff2016 Dont miss! [@asieretxeandia](https://twitter.com/asieretxeandia)
[@marinaseresky](https://twitter.com/marinaseresky) [@lalalalinder](https://twitter.com/lalalalinder)
[@AsierAmigosInvi](https://twitter.com/AsierAmigosInvi)

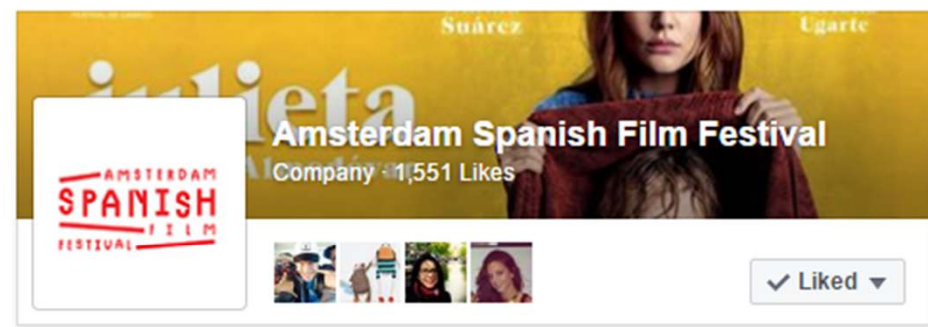


17 reactions · 44 likes

Colaborators & audience

Amsterdam Language Cafe shared a page.
April 22 · 🌐

For all you Spanish Language Lovers, the Amsterdam Spanish Film Festival will take place in Amsterdam from 25 to 30 May. For more info, please check here:
<https://www.facebook.com/amsterdamspanishfilmfestival/>... Enjoy!



Like Comment Share

137

View 8 more comments

Maria Mercedes Ayala Qué buen plan!!
Like · Reply · May 1 at 7:30pm

Nicky Wormhoudt Olivia Parra Parra en Sarah Marinussen idee? 🇪🇸
See Translation
Like · Reply · 1 · May 1 at 10:13pm

Amsterdam Spanish FF retwitteó

Amsterdam Travelogue @Bymaaik · 12 may.
The 2nd edition of **Amsterdam Spanish Film Festival** (ASFF) is coming up at Pathé Tuschinski and EYE . A new... fb.me/7f7QnGVJZ

JOSÉ ANTONIO FEMENÍA @quefueprimero · 28 may.
Wow, amazing thriller. Spectacular A Coruña & great acting performances! "El desconocido" of Dani de la Torre **#asff2016**

Joy B @Joyeuse_EE · 30 may.
Awesome start of the week with @maloupam & @CinemaSeb **#asff2016**
#eyeamsterdam **#beingaproperfilmstudent** **#moviegeek**

Tiago Teles @tiagomteles · 25 may.
Just watched La Novia at the Amsterdam Spanish Film Festival. What a film!!!
I'm blown away **#asff2016**

Linda Duits @lalalalinder · 28 may.
Het **#asff2016** is een bijzonder festival. Mooie films en ham :)

Andreea Tataru @Andreeatataru18 · 27 may.
Amsterdam spanish film festival now! A must see! **#asff2016**

Albertico @zape2014 · 25 may.
#ASFF2016 can't wait to watch **#thebride** **#lanovia** great atmosphere and lovely vibe!! @FrancinaCheco

Linda Duits @lalalalinder · 26 may.
Best Q&A ever. One of the actors was present and did a song! So come to the **#asff2016**!

Seguido por Royal Dutch Airlines

Nico Beuk @NicoBeuk · 28 may.
@lalalalinder I also really enjoyed. Amazing how **#ASFF2016** brings public, actors and filmcrew together!!

ICervantes Utrecht y 2 más indicaron que les gusta

ICervantes Utrecht @ICUtrecht · 11 may.
Cerca ya de disfrutar del mejor cine español en el **#Amsterdam Spanish Film Festival** **#films** **#premieres** **#Spaans**



indebioscoop.com @indebioscoop · 22 may.
Heerlijk Spaans sentiment op tweede **Amsterdam Spanish Film Festival** (ASFF). Blikvanger is Ma Ma met Penélope Cruz. indebioscoop.com/heerlijk-spaan...

Nuestra Holanda y 3 más retwittearon

EYE @EYE_film · 19 may.
Van 25 t/m 30 mei is het **Amsterdam Spanish Film Festival** en wij doen mee!
Check het programma: bit.ly/1XmHHD1 @asffofficial **#spanje**

Sin Fin Cinema presents ASFF

View this email in your browser



Sin Fin Cinema is very excited to announce the second edition of Amsterdam Spanish Film Festival (ASFF) with a carefully-honed selection of cinema from Spain and Spanish-speaking Latin America.

In a very special night, Two weeks before the festival kicks off, the festival program will be officially released, followed by the Premiere of the 2016 Goya Winner film TRUMAN, a delicate, intricate film by director Cesc Gay, in which a man from Madrid puts his affairs in order during his final days, offering a humorous and honest portrait of courage and acceptance in the face of death.

We invite you all to enjoy FREE wine after the film courtesy of Hacienda Zorita and raise your glass to celebrate the festival programme launch!

NEWSLETTERS

Sent to 5.000 subscribers from April to May 2016

Festival Launch Event



Monday —
09 May — 20:00
— Pathé Tuschinski 1
12 €
[BUY TICKETS](#)

TRUMAN

Director Cesc Gay

Cast — Ricardo Darín, Javier Cámara, Dolores Fonzi

Spain, Argentina - 2015 - 108 min

Spanish with English Subtitles

DUTCH PREMIERE

[TRAILER](#)

Julián receives an unexpected visit from his friend Tomás, who lives in Canada. The two men, accompanied by Julián's faithful dog, Truman, will share emotional and surprising moments prompted by Julián's complicated situation.

With the collaboration of acting greats Darín and Cámara, Gay brings humour and sensitivity to this private and personal story, creating a singular reflection on friendship at the end of life.

The film will be followed by a Q&A session with director Cesc Gay.

**Enjoy FREE wine after the film courtesy of Hacienda Zorita and raise your glass to celebrate the festival programme launch!*

How to get there

[Pathé Tuschinski](#)

Reguliersbreestraat 28-34

1017 CN Amsterdam

EARLY BOOKING IS RECOMMENDED



Organised by



In collaboration



Funded by



Thanks to the sponsorship of





ASFF's Poster displayed
in De Jaren, among
others.



POSTERS...

SPONSORS & PUBLIC SUPPORTERS

As always Amsterdam Spanish Film Festival partnered with key government and corporate organisations in 2015. Without these partnerships, the Festival simply would not be possible.

A sponsor of the Festival enjoys benefits such as brand exposure on our website (**32.000 visits** in May); on-site digital signage at associated events and venues ; the placement of their corporate logo in all of our publications and promotional materials (Festival guide Programme, Posters, Festival Trailer showcased at Pathé and The Eye throughout the two months preceding and six-days event itself, and the **36,000 emails sent**; and the mention of the profiles of our sponsors in all posts related to them.

Furthermore, there was a huge display of sponsors in the audience of the Festival and those interested in cultural events in the city, characterised by a high engagement and high social and cultural profile.

The sponsors showed satisfaction with the recognition received and praised the organisation of the Festival, careful programming and the list of top actors and directors invited .

Amsterdam Spanish Film Festival would like to thank the following for their support:





FESTIVAL PROGRAMME

ASFF wanted to create more space and consider the artistic quality of Spanish (language) cinema.

OVERVIEW

The cultural discourse in the commercial cinematic field in the Netherlands - too often dominated by hypes, American blockbusters and sequels - has little room for the various forms of Spanish and Spanish-language cinema (and other alternative cinema) in the programming of the big cinemas in Amsterdam. This is despite the fact that this kind of cinema was generally received well in the past by Dutch critics and visitors alike.

In this context, ASFF wanted to create more space to consider the (artistic) quality of fictional storytelling, documentary storytelling, experimental cinema and classical pieces in the Spanish (language) context on the stage. Our **goal** was to **convey the history, current status and the future of Spanish cinema** by combining a multicultural audience with the filmmakers, and incorporating aspects of Spanish culture at each of our events.

Under this structure, we wanted **to host an intercultural exchange** and further development since we believe it is important in today's society to make the unknown familiar. Also, to celebrate different cultures and bring them together. Cinema brings people together in a unique way through their common love and interest in seeing their own culture and those of others.

Amsterdam is characterised by the vast amount of different cultures present, therefore it seemed to us the ideal environment in which to reach our objectives. By bringing these beliefs and ideas together the ASFF came up with the celebration of the second edition.

After the success experienced by the ASFF in May 2015, the 2nd edition was held 25 - 30th May, 2016. It was a incredible and **high-quality programme** with **Q&As** where visitors had the chance to meet special guests and experience Spanish culture and cinema.

All of this took place in the City of Amsterdam. Given the success of the first edition, the second edition of the festival incorporated **an extra day**. The six-day programme brought a total of fifteen Spanish and Spanish-language films divided into three sections. The **festival is growing**, not only with regards to the length and the number of films (in 2015 there were twelve films), but also **in brand awareness** and as a respected institution in the **Dutch cultural field**.

FESTIVAL PROGRAMME

The **2nd edition of the Amsterdam Spanish Film Festival programme** consisted of several activities in which Spanish cinema, film art and culture came first.

All films premiered at our festival. **Ten of the fifteen** showings were followed by **a Q & A with directors, actors and artists**, all of them under the guidance of **professional moderators** who are well respected in their field, including Linda Duits, Gerlinda Heywegen, Raúl Niño Zambrano and Hedwig van Driel.

In this forum, the public had the chance to learn more about the deeper meaning of the films through the questions of the moderator. There was also room for the audience to ask questions to their favourite filmmakers. This created some special highlights, like the **live performance** of **Inma Cuesta** singing “La Tarara” or **Asier Etxeandía** singing too.

Moreover, the visitor was offered an extensive 'Spanish' experience during the festival evenings. After a number of movie nights, while enjoying **Spanish wine, tapas** and **jamon ibérico**, the public had the opportunity to have direct contact with international filmmakers, actors and other film professionals, which is increasingly difficult in larger film festivals. This intimate characteristic of ASFF sets it apart from other festivals.

The films were selected on the basis of a number of criteria and characteristics. The ASFF - in partnership with Dutch, Spanish and Latin-American distributors - used the following guidelines:

- > films demonstrate certain **social trends** and highlight a social theme.
- > films that offer an insight **into Spanish culture**.
- > films that have an **international impact** or have already had an international impact in other festivals in 2015 and / or 2016.
- > a diverse programme where **different genres** are covered, such as drama, comedy, thriller and documentary.

The programme consisted of the following components:

Launch event in Pathé Tuschinski theatre

A special press conference where the first film was shown and we officially launched the programme.

- **Truman (2015) and Q&A Cesc Gay (Dir.)** - a tragicomedy, also selected for the Festival of San Sebastian, Toronto International Film Festival, BFI London Film Festival and La Biennale di Venezia.

Core programme in Pathé Tuschinski theatre and Eye Film Institute.

A careful selection of some of the most exciting recent Spanish films from a variety of genres reflecting the dynamism and creativity of Spanish Cinema today.

- **La Novia (2015) and Q&A Inma Cuesta (actress)**, a drama, also selected for the Sevilla Festival de Cine Europeo, Festival de San Sebastián, Miami International Film Festival, International Film Festival Rotterdam.
- **Nadie Quiere La Noche (2015)**, drama, also selected for International Film Festival Berlin.
- **La Puerta Abierta (2016) and Q&A Marina Seresesky (D.) and Asier Atxeandia (actor)** a tragicomedy selected for Shanghai International Film Festival.
- **Ma Ma (2015) and Q&A Julio Medem (D.) And Asier Atxeandia (actor)**, a drama, also selected for Toronto International Film Festival and BFI London Film Festival.
- **A Cambio De Nada (2015)**, also selected for the Festival of San Sebastián and Festival of Málaga.
- **La Noche Que Mi Madre Mató Mi Padre (2016) and Q&A Inés París (D.) and Fele Martínez (actor)** , comedy selected for Festival de Málaga (2 screenings).
- **El Desconocido (2015) and Q&A Dani de la Torre (D.)**, thriller nominated to Best Film at the Goya Awards.

Focus Latino in Pathé Tuschinski theatre and Eye Film Institute

A showcase of the best and newest Latin America cinema from this year, with a selection of films that will give you a glimpse into Latin America cinema.

- > **La Calle De Los Pianistas (2015)** with live pianist concert **Karin Lechner** and a Q&A afterwards, also selected for the Festival of Malaga.
- > **Paulina (2015)**, Argentinian, Brazilian and French co-production selected for the Critics' weeks of Cannes Festival (2 performances)
- > **Los 33 (2015)** a co-production from Chile and Colombia.
- > **Las Plantas (2015)**, also selected for International Film Festival Berlin.

Vermouth Time in Pathé Tuschinski theatre

A chance in our programme to discover and revive an age-old Spanish tradition, one of the most important culinary moments as far as Spanish socialising around food is concerned.

There has been always a common phrase in Spanish: "Let's have a vermouth", which reflects the importance of this moment for Spaniards. It talks about an exact moment of the week (on weekends at noon), and involves a gathering among friends to have "El aperitivo" (a drink with tapas), always before lunch.

This year, ASFF aims to give back its old glory to this "midday oasis".

- > **Fuera De Carta**
- > **El Somni**

Spanish Cinema Without Fear in Eye Film Institute.

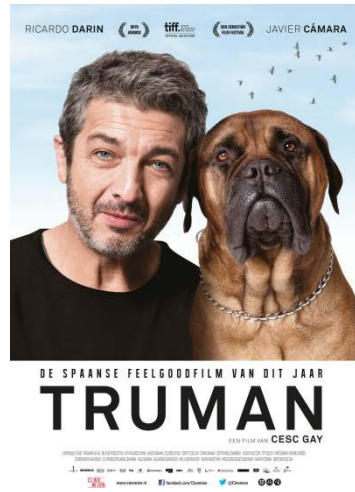
A special film section which shows Spanish works that defy tradition, that have the courage to experiment with something beyond and on the periphery of the Spanish cinematographic industry. Films that are concerned with artistic expression and that go beyond the boundaries of traditional narrative. Our main objective is to offer a space of knowledge and discussion around works that challenge forms of fictional narrative and documentary methods.

- > Out
- > Inausketa
- > Eusebio, El Americano
- > Tres Corderos
- > Si No Fuera El Ayer Hoy
- > Desierto Circular, Q&A Maya Watanabe (D.)
- > Yu Yu, Q&A Marc Johnson (D.)
- > Digital Trauma, Q&A María Molina (D.)

Treasures from the Past in Pathé Tuschinski Theatre.

A chance in our programme to re-discover forgotten gems of Spanish cinema. By adding one of Spain's most important film classics **“El Mundo Sigue” by Fernando Fernan Gómez (1963)**, ASFF included an art history context in its programming.

LAUNCH EVENT



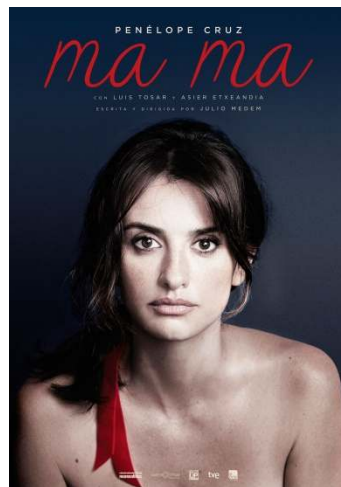
FOCUS LATINO



TREASURES FROM THE PAST



CORE



VERMOUTH TIME



HIGHLIGHTS: LAUNCH EVENT

The second edition of the Festival started with the **Dutch Premiere of TRUMAN on 9th of May.**

A comedy-drama film directed by the two time Goya-winning director Cesc Gay. It was the recipient of five Goya Awards (out of six nominations), including Best Film, Best Director, Best Original Screenplay, and Best Actor, as well as numerous other awards (including 2 San Sebastian International Film Festival Shells).

Cesc Gay wanted to enjoy the Festival and the beautiful city of Amsterdam with his family, so they came with two days before the launch event.

The **340 spectators** who were arriving at the wonderful Pathe Tuschinski had the opportunity to enjoy a cold Mahou in the **Mahou corner** close to the photocall.

Before the screening **Virginia Pablos** (ASFF Director), **Bas Visser** (ASFF Communication Manager) and **Estrella Zapatero** (a talented Spanish actress) gave an introduction of the Festival's Program to the audience.

The **trailer** of the festival was screened for the first time in our Festival and was greeted **with loud applause**. Following that, our sponsors' trailers and the movie were screened.

After the movie the audience had the chance to ask any questions to the Director Cesc Gay, assisted by the fun and dynamic moderator **Linda Duits**. The movie really reached and inspired the public, **extending the 30-minute Q&A to 45 minutes.**

To finish the event, movie viewers enjoyed white and red wine from **68 bottles provied by Hacienda Zorita**, and were able to talk to the director in person.



HIGHLIGHTS: OPENING NIGHT

The ASFF Opening Night Film was **The Bride/La novia**.

A drama film directed by Paula Ortiz. The screenplay is based on Blood Wedding, the 1933 tragedy by Federico García Lorca and was nominated for 12 Goya Awards, winning two of them.

Spectators arriving at the wonderful Pathe Tuschinski had the opportunity to enjoy a cold Mahou in the **Mahou corner** next to the photocall.

The Festival was graced with the presence of the Bride, played by the three-time Goya nominee for Best Actress **Inma Cuesta**, who surprised the audience during the Q&A **by singing La Tarara**, the main song from the soundtrack of the movie and Festival Trailer. **She also gifted us with beautiful words about our trailer.**

The opening night screening attracted a record audience. **655 attendants** came to watch La Novia and enjoy the amazing atmosphere afterwards.

After the movie the attendees enjoyed incredible and high quality jamón ibérico offered by **Pata Negra** sliced by the expert hands of **Cati Gómez, maestra cortadora**.

People also enjoyed delicious **red and white wine 126 bottles** thanks to **Hacienda Zorita** as well as fabulous Spanish Tapas from **Pikoteo** and Spanish beer thanks to **Mahou in our photocall**.



HIGHLIGHTS: OPENING NIGHT



HIGHLIGHTS: PIANIST STREET

This documentary has been one of the few exceptions of the Pathé Tuschinski, **screening a documentary in the main theater room.**

Pianists Street tells a story about a little street in Brussels named Rue Bosquet, where two identical buildings stand together. In one of these buildings lives the famous concert pianist Martha Argerich, the Argentine who is recognized as one of the most original and temperamental pianists of her time. Next door we find the Tiempo-Lechner family, renowned for their lineage of piano prodigies, all of whom have performed upon the most prominent stages in the world. The matriarch and pedagogue Lyl Tiempo, her renowned children Sergio Tiempo and Karin Lechner; and Karin's very young daughter Natasha, only thirteen years old. Natasha, the last promise of the "pianists street", has to bear the legacy of four generations of great musicians.

After the screening the audience was surprised by an incredible **performance by Karin Lechner, the protagonist**, on a beautiful grand piano, thanks to BolPianos.com

Afterwards, the audience had the chance to ask any questions to Karin Lechner, assisted by the hand of the dynamic moderator **Raúl Niño Zambrano**. The movie really reached and inspired the public, **extending the Q&A over the time scheduled.**

A representative of the **Argentinian Embassy gave a speech** on stage to congratulate the artist and the Festival.

To close the event, movie viewers could enjoyed Argentinian wine gifted by Argentinian Embassy, and were able to talk to Karin in person.



HIGHLIGHTS: MA MA PREMIERE

The Dutch Premiere of Ma Ma, the latest film of award winning director Julio Medem, starring Penélope Cruz, took place on the third day of our Festival.

The screening was attended by the Goya-winning director Julio Medem and the young and talented actor Asier Etxeandia.

Spectators arriving at the wonderful Pathe Tuschinski had the opportunity to enjoy a cold Mahou in the Mahou corner, next to the photocall, before and after the film.

The Ma Ma screening attracted a record audience. **400 attendants** came to watch Ma Ma and enjoy the Q&A with Julio Medem and Asier Etxeandía, moderated by [Sasja Koetsier](#) afterwards.

After the movie the attendees enjoyed incredible and high quality jamón ibérico offered by **Pata Negra** and sliced by the expert hands of **Cati Gómez, maestra cortadora**.

People also enjoyed delicious red and **white wine from 80 bottles** by **Hacienda Zorita** and fabulous Spanish tapas (tortilla de patata, ensaladilla and gazpacho andaluz) from **Pikoteo**, as well as cold **Mahou** beers at our photocall.



HIGHLIGHTS: EL DESCONOCIDO

The Dutch Premiere of *El Desconocido* (Retribution), the latest film of award nominated director Dani de la Torre, starring Luis Tosar, took place at the Festival.

The screening was attended by the Goya-nominated director Dani de la Torre and a special banner and touristic information of Galicia and Tour España was displayed in the hall of Pathé Tuschinski.

Spectators arriving at the wonderful Pathe Tuschinski had the opportunity to enjoy the film, filmed in A Coruña, in the main room of the theatre and a second screening the day after. First screening was presented by Carmen Pita Urgoiti from Xunta de Galicia.

Retribution screening attracted a record audience that came to watch Retribution and enjoy the Q&A with Dani de la Torre, moderated by Linda Duits afterwards..

After the movie the attendees enjoyed incredible and high quality wine offered by Hacienda Zorita..



HIGHLIGHTS: CLOSING NIGHT

The closing night took place in the beautiful Film Museum Eye, in its largest room, with a large public audience.

At the end of the screening, the director of the Festival Virginia Pablos said goodbye to the second edition of the Spanish Film Festival by the side of her complete team, giving a short speech thanking all sponsors for their support.

To close the Amsterdam Spanish Film Festival, After the movie the attendees enjoyed incredible and high quality jamón ibérico offered by **Pata Negra** and sliced by the expert hands of **Cati Gómez, maestra cortadora**.

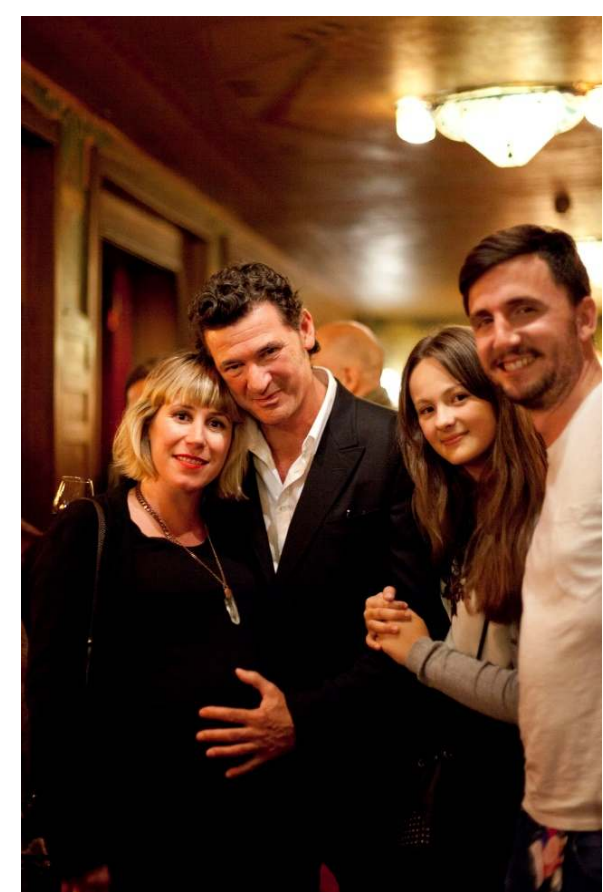
People also enjoyed a delicious red and **white wine from 70 bottles** by **Hacienda Zorita**, in the beautiful **main hall of Dutch Filmoteque The Eye**.



FESTIVAL GUESTS

Julio Medem

31 wins and 19 nominations: Cannes Film Festival, Goya Awards, British Film Institute and the European Film Awards, among others.



FESTIVAL GUESTS

Inma Cuesta

Goya Awards: Nominated as Best Lead Actress for La Novia



FESTIVAL GUESTS

Asier Etxeandía

Goya Awards: Nominated as Best Lead Actor for La Novia



FESTIVAL GUESTS

Karin Lechner

Karin Lechner has performed in major concert halls all over the world.



FESTIVAL GUESTS

Raul Niño Zambrano

Programmer at International Documentary Film Festival Amsterdam (IDFA). Presenter and moderator for La Calle de los Pianistas



FESTIVAL GUESTS

Sasja Koetsier

Filmkrant Journalist. Presentor and moderator for Ma Ma



FESTIVAL GUESTS

[Gerlinda Heywegen](#)

Film Journalist. Moderator for La Novia



FESTIVAL GUESTS

Marina Seresesky

La Puerta Abierta won the Audiece Award at the Transylvania International Film Festival in 2016



FESTIVAL GUESTS

Dani de la Torre

Goya Awards: Nominated as Best New Director



FESTIVAL GUESTS

Inés París

Goya Awards: Nominated as Best New Director



FESTIVAL GUESTS

Fele Martínez

Goya Awards: Best New Actor. Nominated for Best European Actor at European Film Awards



GUESTS HAVING FUN



DUTCH ASFF PRESS RELEASE

AMSTERDAM
SPANISH
FESTIVAL FILM

SIN
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MA

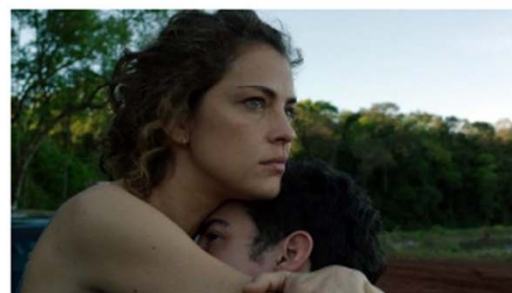
PERSBERICHT

26 februari 2016

Tweede editie Amsterdam Spanish Film Festival: 25 t/m 30 mei 2016

Films, gasten, muziek en gratis Spaanse wijn, tapas en Iberico ham.

Na een succesvolle eerste editie van het Amsterdam Spanish Film Festival (ASFF) volgt nu een tweede editie. Het festival brengt in Pathé Tuschinski en EYE vijf dagen lang de Spaanse cinema naar Amsterdam met films, gasten en muziek. Gratis Spaanse wijn, tapas en Iberico ham ontbreken natuurlijk niet. Organisator Sin Fin Cinema (ook bekend van de Spanish Film of the Month), selecteert voor het ASFF weer de meest recente, prijswinnende films uit Spanje en Latijns-Amerika.



Programma en gasten

Het Amsterdam Spanish Film Festival presenteert in Pathé Tuschinski het hoofdprogramma met onder

andere *MA MA* van Julio Medem met in de hoofdrol Penelope Cruz en *La Novia* van Paula Ortiz. De Latijns-Amerikaanse cinema staat centraal in het programma Focus Latino, waarin *THE 33* te zien is van de Mexicaanse regisseur Patricia Riggen met hoofdrollen voor Antonio Banderas en Juliette Binoche. In EYE wordt een selectie van artistieke en experimentele Spaanse korte films vertoond in het programma Spanish Cinema Without Fear, Meer informatie over het programma en de gasten volgt binnenkort.

Amsterdam Spanish Film Festival (Pathé Tuschinski en EYE Amsterdam): 25 t/m 30 mei



In collaboration with



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ENGLISH ASFF PRESS RELEASE



25 – 30 May 2016

Amsterdam Spanish Film Festival gets even bigger

18 screenings, 13 premieres, 8 short films, first row actors and directors, almost 1000 seats and free Spanish food and wine will complete the 6-day experience offered by the 2nd edition of ASFF.

After a successful edition last year, **Amsterdam Spanish Film festival (ASFF)** gets ready for its 2nd one with yet another extraordinary line-up of recent Spanish-language films. Organised by Sin Fin Cinema and held from **25 to 30 May** in its already classic venues, **cinemas Tuschinski and Eye**, ASFF aims to connect Dutch audiences to the compelling variety of Spanish cinema in all its richness. To do so, a selection of films from varying genres will be featured: from engaging thrillers to entertaining comedies; from moving dramas and action movies to documentaries and shorts.

ASFF will double its seats offer in comparison to its 1st edition, allowing almost **10.000 spectators** to attend 18 screenings, 13 of which will be Premieres in The Netherlands. More than 1600 hours of cinema in the form of 12 long films and 2 documentaries which will be distributed in the sections Core programme, Latin Focus, Vermouth Time and Treasures from the past, plus a selection of some of the most artistic and experimental short films of 2015/16 included in the fifth section, Spanish Cinema Without Fear.

Notorious guests

Filmmakers and actors will join us at the festival to present their work and bring some extra background and insight to our screenings. We are very happy to welcome **Inma Cuesta** and **Asier Etxeandia**, who will present the opening film: **LA NOVIA** (The Bride), a sizzling adaptation of the play Blood Wedding by Federico García Lorca. Audiences will also have the privilege of sharing questions and answers with directors and cast of **LA PUERTA ABIERTA** (The open door), preceded by Q&A with director **Marina Seresesky** and actor **Asier Etxeandia**. The Festival is also delighted to welcome award-winning filmmaker **Julio Medem** to this year's edition, presenting his new film **MA MA**, starring the sensational Penélope Cruz.

Other names that stand out from our director's guest list: **Dani de la Torre**, best new director finalist in the last Goya awards, who will join us to introduce his multi Goya award nomination film **EL DESCONOCIDO** (Retribution), an excellent thriller proposal which immerses the spectator into a frenetic urban adventure with an underlying social message; and **Inés París**, director but also writer of the hilarious **LA NOCHE QUE MI MADRE MATÓ A MI PADRE** (The night my mother killed my father). The actor **Fele Martínez** will join Inés París on the stage.

Like in our previous edition, the festival will also offer live music this year. The extraordinary documentary **LA CALLE DE LOS PIANISTAS** (Pianist Street) will be followed by a piano concert by the protagonist Karin Lechner, currently one of the most talented pianists in the world.

Awarded & renowned films

The ASFF 2nd edition will also feature some of the most successful Spanish and Latin American recent films such as **PAULINA**, directed by Santiago Mitre, which won the Critics' Week Grand Prix at the 2015 Cannes Film Festival and will be Premiered in ASFF, and **LAS PLANTAS** by Roberto Doveris, which won the Grand Jury Prize for Best Film and Special Mention by the Young Jury in Berlinale Generation 14+.

The festival will Premiere two international big productions: **LOS 33**, a film directed by Mexican Patricia Riggen, will close the Focus Latino section with its touching storyline based on the true experience of a group of miners who became trapped in a Chilean mine.

The film, shot amidst impressive landscapes in Colombia and Chile, features some well-known Spanish and International actors, such as Antonio Banderas, Juliette Binoche and Mario Casas.

And **NOBODY WANTS THE NIGHT**, a superb Premiere as our closing film of the festival: **NOBODY WANTS THE NIGHT**, an impressive and perceptive portrait of two women faced with extreme conditions, directed by Isabel Coixet. The film opened the Berlinale last year participating in the international competition and will be our **closing film** this year.

News & special events

The 2nd edition of ASFF comes with several novelties: more days, more sections, more films and many more food and drinks. Some of all new features happen to meet in one of its new sections, "**Vermouth Time**" (La hora del vermut), a chance in our programme to discover and revive an age-old Spanish tradition, which brings together gezelligheid, socialising and tasty food on weekends at noon. An important culinary moment if we talk about Spanish socialising around food.

"**Vermouth time**" has been conceived to offer the chance to enjoy Spanish culture using two senses: sight and taste. Firstly, through the screening of two delicious films that deal with the topic of food: the fresh comedy - **FUERA DE CARTA** (Chef's Special) -, and - **EL SOMNI** (The dream), a remarkable documentary which reveals the creative process of over 40 international artists who participated in a dinner put together as an opera in twelve dishes, with gastronomic creations by the Roca brothers. It will then be time for tasting, and our audiences will be able to relish in a variety of Spanish nibbles.



Yet another new section will be presented this year: "**Treasures from the past**", an unmissable opportunity to re-discover some of the forgotten gems of Spanish cinematography. This section will be opened by the unparalleled **LA VIDA SIGUE** (Life goes on), considered one of the best films ever made in Spain. Directed and written by Spanish director and actor Fernando Femenía Gómez in 1963, who also stars in the film, it was banned by the dictatorship and only screened clandestinely. As an unearthed treasure, this outstanding production unavoidably breaks the hearts of those who discover it.

This year, ASFF will go a step further with the inclusion of tasty food following screenings: *jamón Ibérico* and other Spanish nibbles will accompany Spanish drinks after most of the sessions in order to offer our audiences both added value and an unforgettable Spanish culture experience.

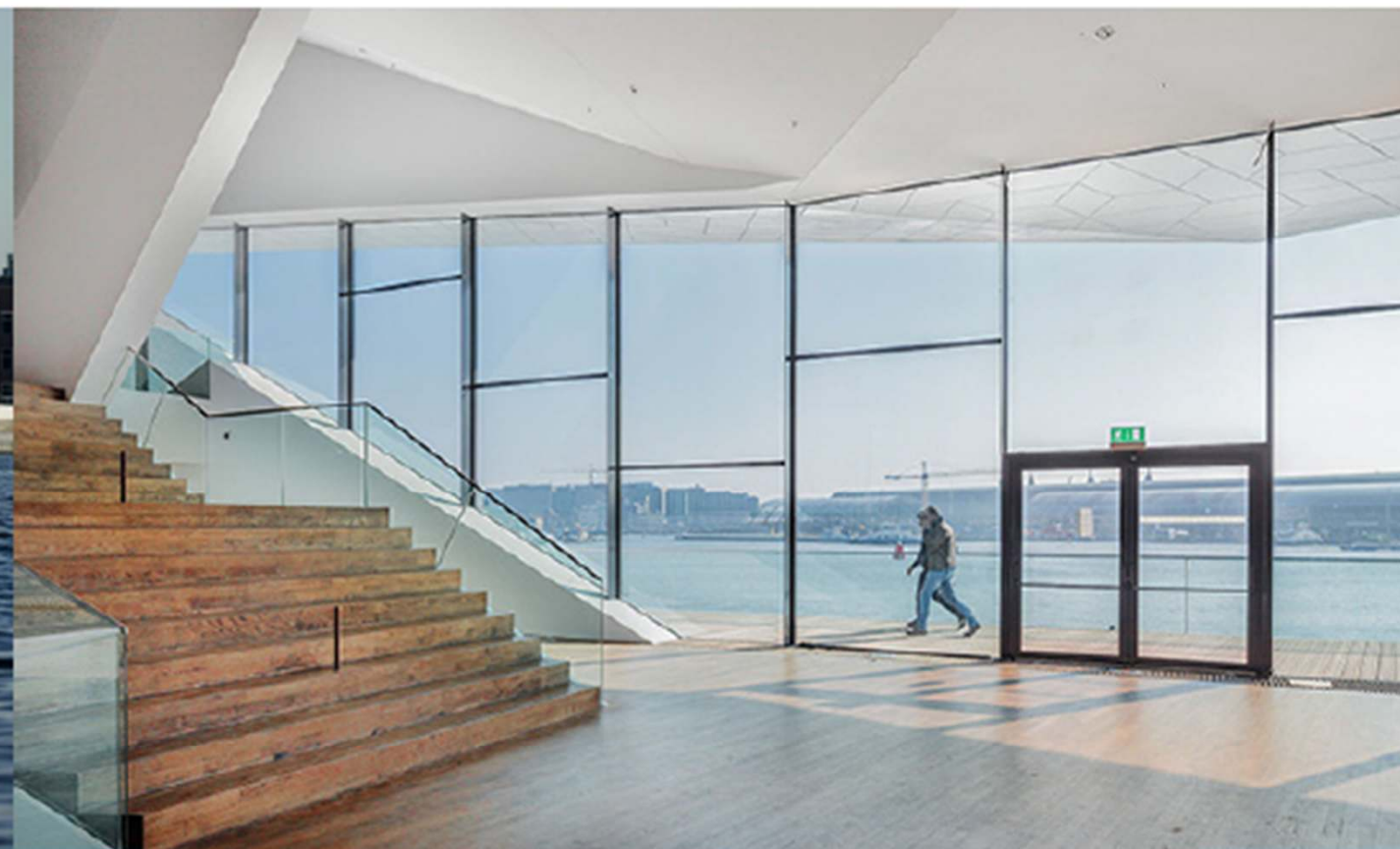
For more info: amsterdamspanishfilmfestival.com

Herrie Film & Tv 020-4868212 | info@herrie.com | www.herrie.com

CINEMA PARTNERS.....



CINEMA PARTNERS



ASFF TEAM



Virginia Pablos
Director & Programmer



Sebastian Visser
Communications



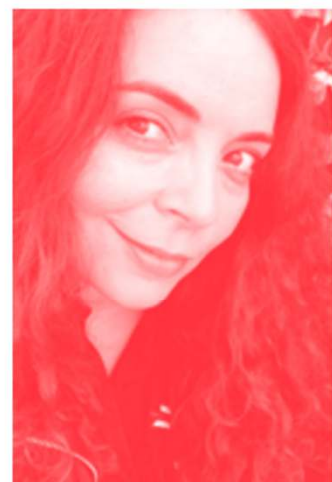
Ana Castan
Events assistant



Estrella Zapatero
Presenter



Aurora Ponce
Hospitality & PR



Noemi Pascual
Hospitality & PR



Angela Visser
Fundraiser NL



Marta Veludo
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Liz Broom
Text editor



Belén Díaz
Production assistant



Irene Seara
Production assistant



Hans Schepp
Videographer



Carlota Varela
Video assistant



Lesly Alvaro
Camera assistant



Cecilia Diaz
Photo



Eugenia Alvarez
Hospitality & PR

CONCLUSION

The **Second Edition** of Amsterdam Spanish Film Festival was extremely **successful** in raising the profile of industry initiatives at the ASFF. It brought new opportunities to Spanish and Latin American filmmakers and content creators, and offered beneficial networking initiatives and programs to facilitate business relationships.

ASFF is a **unique film exhibition initiative** which allows people based in Amsterdam (as well as those further afield) to discover and engage with the Spanish film industry and cultural creative proposals in the cinematic field.

A pioneer, and one of a kind in its field, the ASFF brought Spanish cinema to Amsterdam for the first time in a considered, cohesive and consistent manner.

ASFF showed a **consistent number of attendees** - this proves awareness and a market. We recognize the ongoing need to continue growing and maturing. This means developing increasingly stronger ties with filmmakers, content producers and industry professionals; not only in Amsterdam but globally, whilst maintaining strong relationships with government agencies, industry associations and corporate partners.

Moving forward from the success of the 2016 festival, we will continue to monitor the projects and initiatives already created and in progress. We will also be looking at **ways to expand and improve further the ASFF's** reputation and programming. ASFF will continue to focus on establishing Amsterdam as a key location for Spanish and Latino filmmakers to promote and distribute their work in the Netherlands.

The ASFF - launched, coordinated and skillfully programmed by SIN FIN CINEMA - provided unique events and an insight into the most innovative film dialogues that are currently developing inside non-standard and narrative audiovisual formats. The ASFF programme exhibited the current trends and focus of mainstream Spanish cinema, and simultaneously shone a spotlight on independent and art house Spanish films.

