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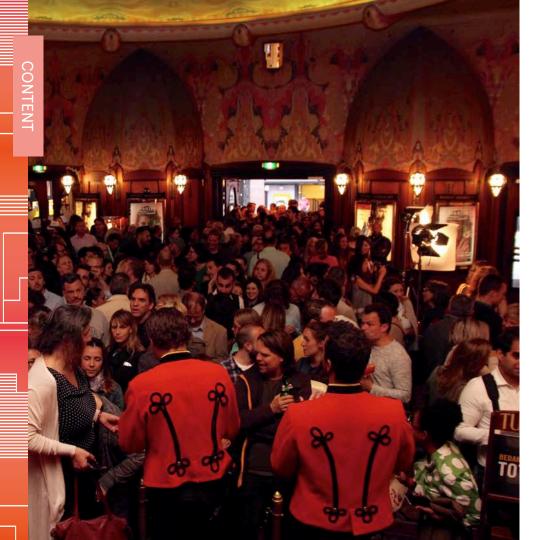






Amsterdam Spanish Film Festival 3rd Edition Report (2017)

www.amsterdamspanishfilmfestival.com



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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

"You should always come back to the Amsterdam Spanish Film Festival.
Thanks to events of this kind, our films get to be screenend in Europe, reason why we survive."

"I feel grateful to the Amsterdam Spanish Film Festival team. Their enthusiastic and confident attitude to deliver good results is very special."

Alex de la Iglesia – ASFF 3rd Edition

SIN FIN CINEMA

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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.





Founder & Director

Virginia Pablos

Contact

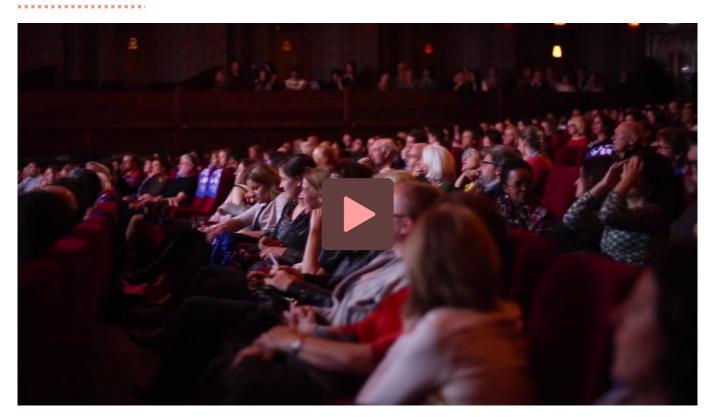
Silodam 311 1013AW Amsterdam

http://www.sinfincinema.com/www.amsterdamspanishfilmfestival.com

Registration

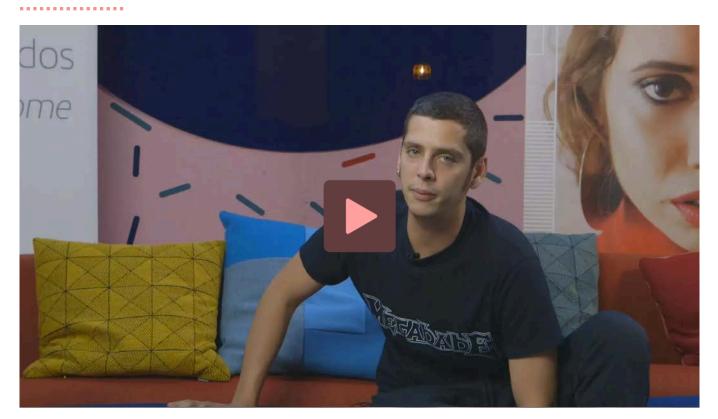
Chamber of Commerce 60698195 VAT 413157611B01

ASFF VIDEO REPORT



https://vimeo.com/230747514

THANKS TO AC/E



https://vimeo.com/224026975



EXECUTIVE SUMMARY

The 3rd edition of Amsterdam Spanish Film Festival (ASFF) ran from Tuesday May 30th to Sunday June 4th 2017, under direction of Virginia Pablos. The six-day event was made up of 6 sections: Spanish feature films (Core), documentaries accompanied by live performances related to the films (Music Documentary), films to raise awareness and promote debate on human rights and social issues across te globe (ASFF Cares), special screening of a Spanish classic on 35mm film (Treasures from the Past), experimental films (Spanish Cinema without Fear), and films for school audiences with workshops (Educational Programme).

The 3rd edition of ASFF included a special launch event to kick off the road to the festival on April 25th and exclusive opening and closing galas With this edition ASFF presented yet another extraordinary line-up of recent Spanish films that were screened throughout the entire city of Amsterdam in the wonderful and impressive Tuschinski theater, at Eye, in het Ketelhuis, Bimhuis, at Pathe de Munt and at the recently opened Het Parool Theatre.

The festival featured films from various genres, demonstrating the compelling variety of current and classic Spanish cinema in all its richness. From engaging thrillers to entertaining comedies, from moving dramas and exciting action movies to heartrending documentaries.

Audiences sank into their cinema seats and experience films in the company of others, and all around, before and afterwards, the conversations and discussions went on during the Q&A's, panel discussion and the Spanish drinks afterwards. Film and music lovers enjoyed the live music and flamenco performances, people let loose at premiere after parties and soaked up more culture at our art exhibition at Mokum Gallery.

ASFF 2017 included the presence of acclaimed and honored film director, screenwriter and producer Alex de La Iglesia who has been awarded numerous awards for his work including a Goya Award for Best Director; celebrated war correspondent and multinominated documentary filmmaker Hernán Zin; actress Ruth Diaz winner Best Actress at Venice Film Festival for Tarde Para La Ira (our opening film); first feature director and Spain's current wünderkind Eduardo Casanova; legendary flamenco superstar Antonia Santiago Amador; rock band Lagartija Nick and recording artist Soleá Morente (daughter of the famous Enrique Morente), and international DJ Stik Dokman.

3rd Edition: A brilliant success of attendance 4000 visitors

Our attendance was up once again from the previous edition with a total of approximately 4.000 visitors. Our media coverage has grown exponentially even making headlines with front page stories on two of Holland's leading daily newspapers. Twitter was buzzing about our live music and flamenco performances, Facebook exploded with hundreds of new followers, and audience posts on Instagram were ongoing during the festival. New collaborations with 4 new venues. 3 new festival partners, 1 new media partner, 1 new humanist institute, and a gallery partner expanded our reach enormously. Audiences enjoyed, students learned and film professionals networked in the now well-known ambiance that has become intrinsically linked to our festival.



ASFF HIGHLIGHTS

- Our programme included 17 Dutch Premieres.
- We included 3 new sections: Music Documentary, ASFF cares & Educational programme.
- Advertorial Value 61.593 €
- Representative from 15 media attended to the Festival
- ASFF introduced 18 films from Spain, 2 from Latin America to the Dutch audience. composed of 14 feature fiction films, 4 documentaries and 2 animation films.

- The Opening Night attracted 467 paying visitors and featured actress Ruth Díaz as our guest.
- More than 220 individual items of media coverage (including articles, reviews, interviews and mentions)
- Several collaborations with IDFA, FilmKrant, FilmAgenda, TSH Collab, IDFA, Movies that Matter, Roze Filmdagen, Pathe Gav Nights, Hivos, Mokum Gallery, Flamenco Biennale, Filmkrant Live and Spanje.
- First ever screening at the recently opened Het Parool Theatre at TSH Collab
- The educational programme with an attandancy of 266 students from different schools and lyceums.

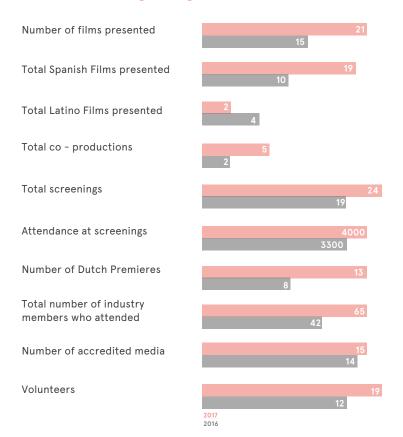
- The screening of *La Chana* had an attandancy of 262 visitors with flamenco superstar Antonia Santiago Amador (La Chana) giving an electrifying live performances which main Dutch newspapers called "a force of nature on the stage" and it was featured in front pages.
- ASFF hosted acclaimed guests such as Alex de la Iglesia, La Chana, Eduardo Casanova, Ruth Díaz, Hernán Zin, Soleá Morente, Antonio Arias, Carolina Bang.
- The screening of *Omega* had an attendancy of 224 at Bimhuis.
- The closing night had an attandancy of 495 visitors who were all impressed by famed director Alex de la Iglesia's beautiful, smart and enlightening words during the Q&A.





PERFORMANCE INDICATORS

The following quantitative performance indicators were established to measure Amsterdam Spanish Film Festival's success in reaching its 2017 goals:



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.

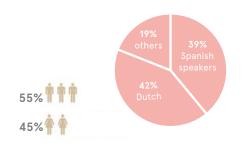
Our main segment is well-educated professionals, men and women aged between 25 to 55 years old, who are highly active cultural consumers or/and producers, interested in cinema and other cultures and (mostly) based in Amsterdam.

Our main target are Spanish Cinema and Culture Enthusiasts

At SIN FIN CINEMA, we define our target as an Spanish Cinema and Culture Entusiasts, 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 audience interested in European Cinema
- Film Industry professionals
- Spanish and Latin American communities in The Netherlands.
- Students of Spanish



80% of our audience is between **25 – 55 years old**

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The main marketing goals for the 3rd 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

€ 61,593 Advertorial Value

3,1MM people reached

DIGITAL

Website

In 2017, ASFF website was updated in functionality and design, with a focus on mobile experience. Visitation grew with 28.100 unique visitors.

> Social Media

We believe in the power of social media to connect with audiences, and we produced tailored content throughout the campaign. In our 3rd edition, every post we fired off throughout the entire period. shared a #asff2017 hashtag-showcasing festival moments during the days and nights and announcing the programme. We also encouraged 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): Total of 5619 followers
- Twitter (SFC + new ASFF profile): Total of 1.262 followers
- Instagram ASFF profile: 478 followers (56% increase from 2016)
- The Festival's videos were viewed on Facebook and Vimeo: 1.730 times.

Social media channels of IDFA, Imagine Film Festival, Cineville, Ravage, Hivos, NRC, Espanje!, Cineart, Amsterdam Language Café, Consentido, My Daily Shot of Culture, Découvriv Amsterdam, Filmkrant, Indebioscoop, Movie Addicts, I Heart Cinema, Film Nieuws, News in Amsterdam, Good2be Vibes, Eye Film Institute, Pathé, Ketelhuis, Bimhuis, Westergasfabriek, shared our events in their social channels (institutions, newspapers, magazines, city blogs, cultural bloggers).

In addition, ASFF's guests like Alex de la Iglesia, Ruth Diaz and Eduardo Casanova shared their experiences at the festival using their own profiles.

> 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 2017 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 Eve (25,000), Pathé (111,000) and Cineville (21,000) subscribers were sent prior to the Festival beginning.

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The marketing campaign started with the Programme Launch on April 26th and concluded with the closing of the festival on June 4th

What is new this edition is that we had better connections with the media, more festivals and media partners, and a specific social media team.

PUBLICATIONS

> Festival Program guide & Posters

The cornerstone of the Festival's promotions is the **35-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 <u>trailer</u> 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 with other festivals such as IDFA, Roze Filmdagen, Movies that Matter, Imagine Film Festival, Dutch Flamenco Biennale, IDFA, as well as with media like Filmkrant, Ketelhuiskrant, Espanje Magazine, Uitkrant, A-Mag and FilmAgenda.

We also carried out extensive outreach through partnership with film festivals: IDFA, Rozenfilmdag, Movies that matter, Flamenco Biennale and Dutch distributors like Cineart, Cherry Pickers, and September Films.

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.

Volkskrant front page **Advertorial value:** € 4.696

Reach: 638.000

Trouw from page
Advertorial value: € 4.696
Reach: 302.000

Het Parool Avertorial value: €1.888 Reach: 206.000

For further info on media coverage, please request our Press Clipping.

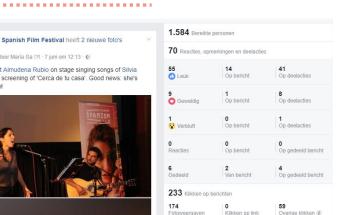
MARKETING











asffofficial

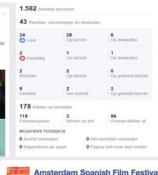
25 APRIL - VERTALING BEKLIKEN

NEGATIEVE FEEDBACK

O Rapporteren als spam

O Bericht verbergen







Chana, you are #big #glorious - we are so proud that you were with us today #dancewiththesoul #flamencolegend









Amsterdam Spanish Film Festival heeft 56 nieuwe foto's van 3 juni toegevoegd aan het album Pieles Q&A Eduardo Casanova + Spanish Party — met Lesty Alfaro en Victoria Soto Madrid bij O Het Ketelhuis.

Gepubliceerd door Maria Ga [2] 3 juni · ② · €

Photo credits Errol Jacobs



3.455 bereikte personen



iheartcinema.nl, magoasbil en 24 anderen vinden dit leuk asffofficial @idfafestival Audience Award 2016 - La Chana is opening the #musicdocumentary section of the festival and SHE IS COMING! We are sure that her passion, spontaneity and immense power will fill the room and your hearts! Come listen to her during the Q&A, co-moderated with #idfa.





1 Alle berichten verbergen

O Pagina niet meer leuk vinden

tripleppr, mepongodeverano en 26 anderen vinden dit leuk asffofficial Have you heard the good news? If you sign up to @greenwheels Nederland before the end of the festival, you can use the code "SpanishFilmFestival2017" to get €25 of FREE driving! 36

SPECIAL TIPIN We've hidden a couple of tickets inside some of these cars

O Bericht verbergen

O Rapporteren als spam

so... keep your eyes open! ... See you on the road!

#asff2017 #goodnews #voucher #discount #coupon #free #driving #carshare #contest #freetickets #hiddentickets #greenwheels #nederland #film #festival #spanish

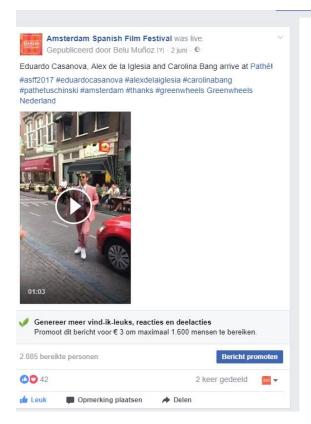






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mepongodeverano, ceciliadiazbetz en 23 anderen vinden dit leuk

asffofficial Surprise surprise

The coolest new venue in #amsterdam @tshcollab will host our surprise film + tropical party thanks to @stikdokman + drinks @mahou_es @hacienda_zorita 3 ALL #FREE 4 When?

THU 1st June at 7pm - Book your free ticket via @eventbrite or our website (link on the bio), early booking recommended. If you haven't checked this #hotspot, this is the moment! We can't wait to welcome you and your good mood #sthiffe @thestudenthotel #iamsterdam #hotamsterdam #hotspot #thester @kehparol *Burprises #ryi #agenda

astfofficial Pathé >







DOA

mepongodeverano, ceciliadiazbetz en 38 anderen vinden dit leuk

asffofficial @eduardocasanova #whereismymovie @pieles_lapelicula @pokeepsie_films #Pieles we loved having you here ## #sosadheisgone #endofthefestival









2 0



mepongodeverano, ceciliadiazbetz en 34 anderen vinden dit leuk

asffofficial Behind the scenes with director @hernanzin at @thestudenthotel! His documentary Born in Syria premieres this afternoon at @hetketelhuis, see you all there!

Complete interview online very soon 🞬

#asff2017 #behindthescenes #hernanzin #interview #tsh #iberiaexpress #borninsyria #nacidoensiria #documentary #premiere #amsterdam @iberiaexpress

1 reactie bekijken



ceciliadiazbetz, cepunto en 8 anderen vinden dit leuk asffofficial Almost there!

asffofficial Pathé >

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ALT SERVICE STATE OF THE PARTY OF THE PARTY





mepongodeverano, ceciliadiazbetz en 55 anderen vinden dit leuk

asffofficial Director Alex de la Iglesia is at Pathé Tuschinski tonight for the closing ceremony of #asff2017 & the explosive premiere of EL BAR!

...

SOCIAL MEDIA POST FROM PARTNERS



Leuk vinden als je pagina

¡Olé! Van 30 mei tot en met 4 juni vindt het Amsterdam Spanish Film Festival plaats. Als Cinevillepashouder bezoek je alle films in Het Ketelhuis en EYE Filmmuseum voor niks, en je kan er ook nog eens Spaans feesten en je honger naar tapas stillen 🚾 Bekijk het programma:



Met je pas naar het Amsterdam Spanish Film Festival

Bienvenidos to the 2nd edition of Amsterdam Spanish Film Festival (ASFF), After a successful edition last year, we are very excited to present a new edition

AMSTERDAMSPANISHFILMFESTIVAL COM



Leuk vinden als je pagina

Vanavond 19:00 uur op het Amsterdam Spanish Film Festival in Het Ketelhuis wordt de prachtige en aangrijpende documentaire 'Born in Syria' vertoond. Daarna is er een paneldiscussie met de regisseur, gehost door onze eigen Syrië-expert Jetteke Olivier. Ga dat zien!



Born in SyriaNacido en Siria - Amsterdam Spanish Film Festival

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Roze Filmdagen

ASFF: ÚLTIMOS DÍAS EN LA HABANA

(Fernando Pérez, Cuba/Spanie 2016, 93 min.) Pathé de Munt - woensdag 31 mei 19.00 u.

Tijdens het Amsterdam Spanish Film Festival

(www.amsterdamspanishfilmfestival.com) zal de Roze Filmdagen deze tragikomische film over vriendschap presenteren.

Diego en Miguel zijn twee veertigers die buren zijn in het centrum van Havana. Miguel is een vaatwasser in een restaurant, die er van droomt om zich in Amerika te vestigen en wacht op een visum dat nooit lijkt te komen. Diego is een homoseksuele man die aan aids lijdt. Hij is aan zijn bed gekluisterd en maakt gebruik van zijn dromen en vrolijkheid om de dagen door te komen. Miguel helpt en verzorgt Diego tegen wil en dank, ook als Diego hem op een dag vraagt of Miguel een leuke jongen voor hem regelt.



Últimos días en la Habana (trailer VO con subtítulos)

Tráiler de la película Estreno

YOUTUBE.COM



Opmerking plaatsen







Amsterdam Spanish Film Festival and Gallery Mokum are collaborating this year! For more info on the event in the gallery check this link:

http://www.amsterdamspanishfilmfestival.com/opening-exhibi.../

The award-winning film "El ciudadano ilustre" will festively kick-off the countdown to the third edition of the Amsterdam Spanish Film Festival TONIGHT, April 25th | 8.30pm at the prestigious Pathé Tuschinski theatrel





A SFF presents El Ciudadano Illustre



Vorig jaar won La Chana de IDFA Publieksprijs. Nu kun je de bejubelde documentaire zien tijdens het Amsterdam Spanish Film Festival op 31 mei om 21.00 uur in Pathé Tuschinski. Flamenco legende La Chana is er bij voor een Q&A en uiteraard een live optreden. Naderhand zijn er Spaanse happen en drankjes.

Check http://www.amsterdamspanishfilmfestival.com/#welcome of de Facebook pagina voor meer info over het Amsterdam Spanish Festival.



La Chana On Stage! - Amsterdam Spanish Film Festival 31 May

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SOCIAL MEDIA POST FROM PARTNERS





geselecteerd door Sin Fin Cinema ;kunt ontdekken. Zij zorgen voor een showcase met de nieuwste trends van de reguliere Spaanse film, alsmede de onafhankelijke, kunstzinnige en experimentele



AMSTERDAMSPANISHFILMFESTIVAL COM

Hivos Nederland @hivosNL · May 31

Prachtige docu @borninsyria! Vanavond 19:00 @SinFinCinema @hetketelhuis met Syrië expert @HivosNL @jetteke olivier bit.ly/2rjkpDx

Translate from Dutch

Imagine Film Festival

Q&A Eduardo Casanova and Álex de la Iglesia!

18 mel om 12:50 - € ○ Black Tulip winnaar Pieles (Skins) te zien ○

Tickets >> http://bit.ly/2r8hGiJ



Sin Fin Cinema, Het Ketelhuis, Born in Svria and schatte olivier

Als je de ontroerende en subversieve film Pieles hebt gemist tijdens Imagine: geen nood. Het Amsterdam Spanish Film Festival organiseert op vrijdag 2 juni in Pathé Tuschinski. Pieles / Sk

Waan je in Spaanse sferen en geniet na afloop van de film van een Spaans wijntje en Iberisch

IDFA heeft een evenement van Amsterdam Spanish Film

31 mei om 14:09 - €

Niet vergeten! Vanavond! In het bijzijn van hoofdrolspeler La Chana zelf.



La Chana - VPRO IDFA Audience Award 2...

Wo 21:00 - Pathé (Tuschinski) - Amsterdam Virginia, Lesly en 7 vrienden

✓ Gaat ▼

I leuk

Leuk vinden als ie p

Opmerking plaatsen



SOCIAL MEDIA POST FROM PARTNERS



Leuk vinden als je pagina

Absolutely loved the documentary Omega about the revolutionary work of Enrique Morente & Lagartija Nick inspired by Lorca and Leonard Cohen. Thanks to Amsterdam Spanish Film Festival for bringing this great story to Holland!







Leuk vinden als je pagina

La Chana in 2010 in Flamenco Empírico/ Ciutat Flamenco Festival Barcelona curated by Juan Carlos Lérida. Next week live Amsterdam Spanish Film Festival



PERET - LA CHANA

DALE A ME GUSTA LA CHANA EN FACEBOOK!!!

http://www.facebook.com/la.chana.bailaora Este vídeo es un evento que se hizo en la ciutat vella de barcelona en mayo...

YOUTUBE.COM



Leuk vinden als je pagina

THE FURY OF A PATIENT MAN (TARDE PARA LA IRA) opent dit jaar het Amsterdam Spanish Film Festival (30 mei t/m 4 juni)! Deze spannende thriller is het regiedebuut van acteur Raul Arévalo en heeft al vier Goya's in de wacht gesleept. Vanaf 8 juni in de bioscoop. bit.ly/2nlqiHa



ı∎ Leuk vinden als je pagina

Join us this friday for a drink in the gallery during the Spaanse kunst Mokum & ASFF event! <-- click the blue text to say you'll be there too! It's a collaboration between Galerie Mokum and Amsterdam Spanish Flim Festivall

http://www.amsterdamspanishfilmfestival.com/opening-exhibi.../



www.amsterdamspanishfilmfestival.com

AMSTERDAMSPANISHFILMFESTIVAL.COM



Bienvenidos to the third edition of the Amsterdam Spanish Film Festival. This year, we will be taking you on another exciting and heart-warming journey through the world of Spanish cinema, music and gastronomy; presenting the most powerful, thought provoking, original and enjoyable Spanish language films made over this past year.

Along the way, you will discover a hand-picked selection of films from various genres, demonstrating the compelling variety of Spanish cinema in all its richness. From engaging thrillers to entertaining comedies, from moving dramas and action movies to documentaries, this selection will once again demonstrate the dynamism and creativity of Spanish cinema today.

Tasty food will follow most of the screenings: Jamón Ibérico, and other Spanish nibbles will accompany Spanish drinks to offer our lovely audience a real Spanish Cinema experience!

NEWSLETTERS

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CORE PROGRAMME

- OPENING FILM -



TUESDAY

TUSCHINSKI 1

30.05.17 - 20:00 PRICE - €15.00

(buy ticket)

TARDE PARA LA IRA THE FURY OF A PATIENT MAN

Director - Raúl Arévalo Cast - Antonio de la Torre, Ruth Díaz, Luis Callejo. 2016 / Spain / 92 mins Spanish with English subt Drama - Thriller Trailer

Tarde para la ira is a riveting revenge thriller influenced by the great Westerns of the past. Refreshingly, Arévalo manages to create something authentically Spanish in this taut and impressive directorial debut, balancing art house aesthetics and enthralling action. The premiere will be followed by Q&A with the actress Ruth Diaz

- Best film winner Goya awards 2017

* SPECIAL EVENT : SPANISH WINE, JAMÓN IBÉRICO AND NIBBLES WILL BE SERVED AFTER THE PREMIERE TO WELCOME YOU TO THE FESTIVAL ON THE **OPENING NIGHT!**

Sent to 5.500 subscribers from April to May 2017

- CLOSING FILM -





SUNDAY

TUSCHINSKI 1

04.06.17 - 20:30PRICE - €15,00

EL BAR

THE BAR

Director - Alex de la Iglesia Cast - Mario Casas, Blanca Suárez, Carmen Machi, Terele Pávez. 2016 / Spain/ 125 mins Spanish with English subt Comedy-Thriller Trailer

The latest film by Álex de la Iglesia brings his trademark humour, chaos and furious style to an ordinary bar. It's mid-morning in downtown Madrid, inside a crowded bar, when the action kicks off after someone walks onto the crowded street outside and is killed by a mysterious bullet. When quickly another bystander is killed the violent mayhem starts rolling. What follows is a claustrophobic Spanish thriller about a group of people trapped inside a bar and its basement trying to survive a vicious attack which will determine the course of the subsequent hours. Director Álex de la Iglesia, protégé of Pedro Almodóvar, specializes in dark comedies, and he makes every scene and every moment for maximum intensity. El Bar joins this list because of its fast and furious freefall.

The premiere will be followed by Q&A with the director Álex de la Iglesia.







In collaboration with



Funded by













Thanks to the sponsorship of































Watch Festival Trailer



highlight

Our must-see film(-related) pick this issue...

Amsterdam Spanish Film Festival

he third edition of the Amsterdam Span-ish Film Festival, a celebration of fabuous Spanish film, food and culture, opens with Tarde Puru La Ira ('The Pury of a Patient Man'), an award-winning revenge thriller about a patient - man (Antonio de la Torre) with a plan Special focus will be on Argentina, from histori-cal thriller Köblic with Argentinian superstar Ricardo Darin (think a versatile George Clooney) to the quietly devastating documentary Algo-Mio - hosted by Movies that Matter - about two children who were kidnapped by the military junta, and their foster parents, who are now standing trial for 'appropriating' them. Speaking of social injustice, a special pro-gramme will highlight films with a main focus on human rights and social issues, from a social musical about a personal financial crisis (Cerou de tu Casa/At your Doorstep'), a documentary about seven young Syrian refugees (Nacido en Siria/Born in Syria'), and a non-fiction feature film focusing on the LGBT repression under the Spanish Franco regime (Bones of Contention). The festival also celebrates other Spanish culture, as with La Chana (winner of the audience award at IDFA 2016), a documentary about fiery gypsy flamenco dancer Antonia Santiago Amador, who returned to the stage 30 years after she quit dancing; and music documentary Owegu, about the making of Enrique Mor-ente's controversial album in which he dared to combine flamenco, music by Leonard Cohen, poetry by Federico Garcia Lorca and rock, Both screenings will be followed by performances by the protagonists themselves (or in the case of Omegu, with Solei Morente, Enrique's daughter). Also dancing on the lines between film and art will be Spanish Cinema without Fear, with film screenings and exhibitions by local Spanish artists, in collaboration with Galerie Mokum.

30 MAY 4 JUNE Pathe Tuschinski and other venues



deFILM KRANT ast song news reviews film blog



Focus: Warm Walk Amsterdam Spanish Film Festival

It will take some time for the third edition of the Amsterdam Spanish Film Festival kicks off (May 30), but the festival kicks off April 25 in advance Tuschinski with the premiere of El Ciudadano ilustre.

The black comedy by directors Gastón Duprat and Mariano Cohn performs forty years living in Barcelona Argentine writer who wins the Nobel Prize. Suddenly he is a celebrity, but he declines all invitations to literary events and tribute off. When he was five years later makes an exception for the invitation to become an honorary citizen of his hometown in Argentina, he is painfully out that he should have stayed in Spain. That all novels in his writing career is playing in his hometown has not escaped the people. It leads to collisions with those who recognize themselves in the unflattering characters. Who does the writer think he is for his former friends and acquaintances portray so negative? Also cites his coming of age love very upwards. The clash with the harsh reality shock writer harshly from its protective literary world. Incidentally calls El Ciudadano ilustre the perennial question of the relationship between writers and their environment: they can use everything and everyne put in their novels and their hand?

amsterdamspanishfilmfestival.com

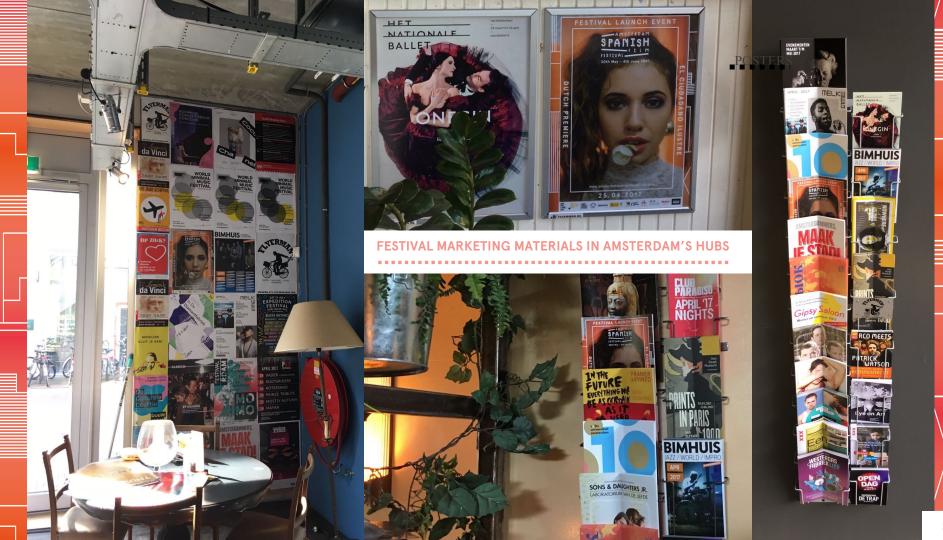




UITGELICHT SPANISH FESTIVAL

Het jaarlijks terugkerende Amsterdam Spanish Filmfestivals ist jaar van 30 mei fyn 4 jun. Met niet alleen krachtige Spaanse films, maar ook de mogelijkheid om het Isnd
proeven. Daar hoort muziek bij. Spaanse wijn en tapas. En
wel 24 films – van documentaires tot muzikale vertoningen – komen aan bod. Het festival trapt dit jaar af met de
openingsfilm Tarde para al ra (The fury of a patient man)
van Raul Arévalo. Een authentiek Spaanse film met westerninvloeden. En voor de regisseur zijn debuut, hij speelde hiervoor namelijk altijd zelf in films. De wraakthriller
sleept dit jaar vier Goya-awards in de wacht, de Spaanse
everknie van het Gouden Kalf.
Pathe Tuschinski dinsdag 20:00.





SPONSORS & PUBLIC INSTITUTIONS

Amsterdam Spanish Film Festival partnered again with key public and corporate organisations in 2017.

SPONSORS

Without these partnerships, the Festival simply would not be possible.

A sponsor of the Festival enjoys benefits such as brand exposure on our website (8.100 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 Tuschinski, Pathe de Munt, Ketelhuis, Bimhuis and Eye Film Institute throughout the two months preceding and six-days event itself, and the ... 36K 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 VIP rooms, audience rooms and entrances of the festival venues highly visible to those interested in cultural events in the city, all locations are 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, the careful programming and the list of top actors and directors invited.

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

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Thanks to the sponsorship of





















Other partners











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 2016. The 3nd edition was held 30th May to 4th June, 2017 and 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.

The six-day programme brought a total of 20 Spanish films to the City of Amsterdam, divided into six sections. The festival is growing, not only with regards to the length and the number of films, but also in brand awareness and as a respected institution in the Dutch cultural field.

FESTIVAL PROGRAMME

The 3rd edition of the Amsterdam Spanish Film Festival programme consisted of several activities in which Spanish cinema, film art and culture came first.

Seventeen films premiered at our festival. Five showings were followed by a Q & A with directors, actors, war correspondents, refugee experts, media professionals and artists, all of them under the guidance of professional moderators who are well respected in their field, including Gerlinda Heywegen, Raúl Niño Zambrano, Saskia Koetsier and Laura van Zuyl.

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 were also room for the audience to ask questions to their favourite filmmakers. This created some special highlights, like the live flamenco performance of La Chana, and the live music performances by Soleá Morente, Antonio Arias and Almudena Rubio.

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 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 2016 and 2017.
- > 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.

> El Ciudadano Ilustre (2016) - a tragicomedy, also selected for the Venice Film Festival and Havana Film Festival, and winner Best Film Goya Awards, Argentine Academy Awards and Platino Awards.

Core programme in Pathé Tuschinski theatre, Pathé de Munt theatre and Ketelhuis.

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.

- > Tarde para la ira (2016) and Q&A Ruth Diaz (actress) a thriller, also selected for Venice Film Festival, Toronto International Film Festival and Santa Barbara International Film Festival, and winner Best Film Goya Awards, Feroz Awards, Cinema Writers Circle Awards and Venice Film Festival
- > Amar (2016), romance drama.
- > Últimos días en la Habana (2016) a drama, also selected for Berlin International Film Festival , Havana Film Festival and Málaga Film Festival, winner Best Film at Málaga Film Festival.
- > Las Furias (2016), a comedy-drama, also selected for Valladolid International Film Festiva, and nominated Cinema Writers Circle Awards.
- > Que dios nos perdone (2016), a thriller, also selected for Miami Film Festival, San Sebastián Film Festival, Seattle International Film Festival, and winner Feroz Awards, Goya Awards and Cinema Writers Circle Awards.
- > El bar (2016) and Q&A Álex de la iglesia (director), thriller / dark comedy, selected for Berlin International Film Festival.
- > Señor dame paciencia (2017), a comedy.

Music Documentary in Pathé Tuschinski theatre and Bimhuis.

A showcase of highly acclaimed music documentaries accompanied by live performances related to the films..

- > La Chana (2016) with live performance by legendary flamenco dancer La Chana and a Q&A afterwards, documentary, also selected for and winner Audience Award at International Documentary Film Festival Amsterdam.
- > Omega (2016) with live performance by Soleá Morente and rock band Lagartija Nick, documentary.

ASFF Cares in Pathé Tuschinski theatre and Ketelhuis.

A section that aims to use film as an advocacy tool to raise awareness and promote debate on human rights & social issues across the globe.

- > Nacido en Siria (2016) with panel discussion including Hernán Zin (director and war correspondent), Syria expert from Hivos, Filmkrant Live and people who have live through the hardships, documentary, also selected for International Documentary Film Festival Amsterdam and nominated at Goya Awards and Platino Awards
- > Algo mio (2016), documentary, aso selected for Movies that Matter.
- > Gilda (2016), biography, winner of 5 Argentine Academy Awards, .
- > Cerca de tu casa (2016) with live performance by Almenuda Rubio, musical, also selected for Málaga Film Festival, Santa Barbara International Film Festival and Tallinn Black Nights Film Festival, and winner Goya Awards and Gaudí Awards.
- > Kóblic (2016), thriller / drama, also selected for Málaga Film Festival and Mannheim-Heidelberg International Film Festival.

Spanish Cinema Without Fear in Pathé Tuschinski theatre and Ketelhuis.

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.

- > Pieles (2017) and Q&A Eduardo Casanova (director), comedy / drama, selected for Berlin International Film Festival.
- > La próxima piel (2016), drama, also selected at Málaga Film Festival and Karlovy Vary Film Festival

Treasures from the Past in Eye Film Institute.

A chance in our programme to re-discover forgotten gems of Spanish cinema. By adding one of Spain's most important film classics and Academy Award winner for Best Film "Belle époque" by Fernando Trueba (1992), ASFF placed its programming within the context of film and art history. To celeberate the film's 25th anniversary the film was shown in 35mm.

Educational programme in Pathé Tuschinski theatre Ketelhuis

A section that introduces students, from elementary to high shools, to the language and cultures of Spain and Latin America. The films are accompanied by educational records which the teachers use during the workshops.

- > Arrugas (2011) and workshop, animation, selected for San Sebastián InternationalFilm Festival, winner Goya Awards and nominated for European Film Awards, Gaudí Awards and Satellite Awards.
- > Copito de nieve (2011) and workshop, animation, nominated for Gaudí Awards.

Link to the ASFF Programme overview

LAUNCH EVENT

ASFF CARES













CORE PROGRAMME











TREASURES

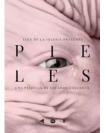




MUSIC DOCUMENTARIES

SPANISH CINEMA WITHOUT FEAR









EDUCATIONAL PROGRAMME











HIGHLIGHTS: LAUNCH EVENT

The third edition of the Festival started with the Dutch Premiere of El Ciudadano Ilustre on April 26th.

A comedy-drama film directed by the multiple Goya and Argentine Academy Award-winning duo Gastón Duprat and Mariano Cohn. It was the recipient of the Goya Award for Best Iberoamerican Film and of Best Film at the Venice Film Festival. It won for Best Screenplay at the Argentine Academy Awards, Havana Film Festival and Valladolid International Film Festival, and took home the Audience Award at Thessaloniki Film Festival; making the film an internationally acclaimed piece of cinema.

The launch event anually sets the tone for the upcoming edition of the film festival. During the event press, media, professionals, our loyal followers and new visitors join us for the release of the programme, launch of the new website and the premiere of the first film of ASFF in the prestigious Pathé Tuschinski theatre.

The 340 spectators who were arriving at the wonderful Pathé Tuschinski had the opportunity to enjoy a cold Mahou in the Mahou corner and delicious Spanish wines from Hacienda Zorita by the Hacienda Zorita stand close to the photocall.

Before the screening Virginia Pablos (ASFF Director) and Sebastian Visser (ASFF Communication Manager) welcomed the guests and gave an introduction of the Festival's Program to the audience.

The **trailer** of the festival was screened for the first time and the **response was amazing**. Following that, our sponsors' trailers and the movie were screened.

After the movie the audience gathered in the lobby of the theatre to get together, discuss the film and catch up. In the lobby the sponsors were represented through banners, stands, leaflets and brochures. The great weather, enthusiastic audience and nice atmosphere made for an exciting start of the festival.

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



HIGHLIGHTS: OPENING NIGHT

The ASFF Opening Night Film was The fury of a patient man

A drama thriller directed by famous Spanish actor Raul Arevalo. Arevalo makes his directorial debut with this authentically Spanish film that played at the Venice Film Festival and Toronto International. It has taken home an astounding number of awards worldwide after its release winning in the categories Best Film, Best New Director and Best Supporting Roles at not just the Goya Awards, but also at the Cinema Writers Circle Awards and at the Feroz Awards.

Spectators arriving at the wonderful Pathe Tuschinski had the opportunity to enjoy a cold Mahou in the **Mahou corner and delicious Spanish wines from Hacienda Zorita by the Hacienda Zorita stand** next to the photocall.

The Festival was graced with the presence of Ruth Diaz, who won Best Actress for her role in The Fury of a patient man at Venice Film Festival. Diaz was a pleasure for the audience informing them on the production of the film, her experience after the worldwide success and extending her gratitude to the festival for celebrating Spanish cinema.

The opening night screening attracted a record audience. 467 attendants came to watch The fury of a patient man 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 **La Buleria**.





HIGHLIGHTS: LA CHANA

After last year's success of our music documentary Pathe Tuschinski made another exception by screening a documentary in the main theater room.

La Chana shows the rise to international fame of legendary flamenco superstar Antonia Santiago Amador. In the 1960s and 1970s Amador, alias "La Chana," was a hugely popular flamenco dancer – until she suddenly vanished from the public eye, at the height of her career. After she played a role in the Peter Sellers film The Bobo (1967) the star invited her to Hollywood, but it wasn't to be. In her baroque boudoir in Barcelona, the frail and elderly dancer now reveals the reason her career came to such an abrupt end.

Expectations of the audience were high due to global acclaim of the film. Because of this the theatre was filled with cinema lovers, flamenco fans, documentary enthusiasts and film professionals. The audience fell in love with La Chana which was felt when she made her entrance directly after the end credits had rolled. The standing ovation went on for minutes, to be repeated even longer after her live performance on the stage.

Raul Niño Zambrano, programmer of IDFA, dynamically led the Q&A after the performance. It was a unique experience for the audience to see the legend live on stage and ask her questions directly after seeing her on the big screen. La Chana was warm, heartfelt and full of passion. Our event made headlines the next day on multiple prominent Dutch newspapers.

To close the event, movie viewers could enjoy a cold Mahou in the Mahou corner and delicious Spanish wines from Hacienda Zorita by the Hacienda Zorita stand next to the photocall.

HIGHLIGHTS: PIELES PREMIERE

The Dutch Premiere of Pieles, the controversial and artistic debut of first feature director and Spain's current wünderkind Eduardo Casanova, took place on the forth day of our Festival. Pieles has been applauded for pushing cinematic boundaries and attracting attention to current social matters.

The screening was attended by the director himself and producer and Goya nominated actress Carolina Bang, star of the film. Sasja Koetsier, journalist for Filmkrant (Holland's leading film magazine), led the Q&A afterwards and created a moment within the festival to ave a closer look at experimental Spanish cinema..

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 Pieles event attracted 267 attendants who were happy to see alternative cinema getting its rightful place in grand theatres such as Pathé Tuschinski and Ketelhuis..

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.







The Dutch Premiere of OMEGA meant our second entry of the Music Documentary section. An new collaboration with Amsterdam''s famous and vibrant music hub Bimhuis attracted, just like La Chana, a new audience that might not have discovered ASFF before. Music lovers from all sorts attended the premiere on Sunday due to our extensive promotion of the event in the live music field in Amsterdam.

The screening was attended by Soleá Morente, daugther of the famous flamenco singer and controversial figure Enrique Morente, and rockband Lagartija Nick member Antonio Arias, whom together gave an explosive live performance onstage after the film. This new section in the programme has been welcomed with so much joy and excitement that we feel contemporary audiences are more and more interested in a cinematic experience that incorporates high quality film, live performances related to the film and opportunities to mingle and discuss afterwards.

The screening and subsequent live performance 224 enthusiasts.

People also enjoyed delicious red and white wine from 80 bottles by Hacienda Zorita.



HIGHLIGHTS: BORN IN SYRIA PREMIERE

The screening of Nacido en Siria was the start of another new section of ASFF. Headlining ASFF Cares this heartrending documentary from war correspondent and documentary filmmaker Hernán Zin gave the audience an confronting report on the devastating situation in Syria.

Together with Hivos and Filmkrant Live we held a panel discussion after the film where the filmmaker and Amer Soufi also joined the discussion on stage. Soufi was so incredibly couragous to talk about his experiences as a refugee. Hivos, a humanist institute for social change and activism, talked about their work in Syria which Hernán Zin underlined with his experiences while making the film. Filmkrant Live moderated the conversation and made it possible for the audience to ask questions. The impressive documentary and the revealing panel discussion humbled everyone involved. We were overwhelmed with the responses and respect we got afterwards.

The attendancy came to 69 people, a number on which we are proud due to the sensitive nature of the film and the discussion.

HIGHLIGHTS: CLOSING NIGHT - EL BAR

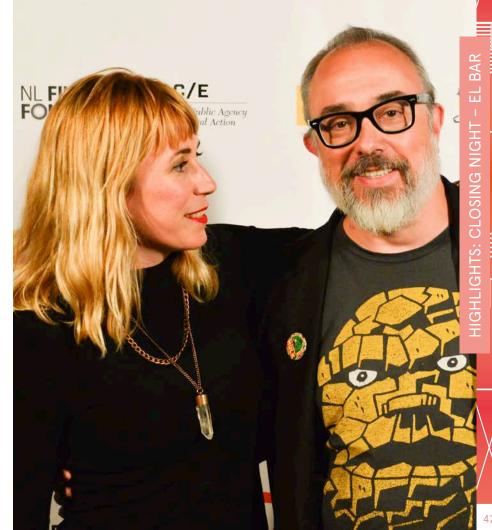
After screening the best, most important, exciting, provocative and appreciated Spanish and Spanish language films for 6 whole days throughout the entire city of Amsterdam we literally closed the third edition with a bang. That Sunday night we had an explosive film, a most interesting and funny Q&A and the highest closing night attendance than any previous edition.

The premiere of El Bar, coming fresh of the Berlinale, took place in the beautiful main room of the Pathé Tuschinksi, with a large public audience that couldn't wait to see and hear Alex de la Iglesia, who has been hailed the Quentin Tarantino from Spain, live on stage.

Before the screening, Virginia Pablos and Sebastian Visser talked about the success of the third edition, expressed their gratitude to the audience, the ASFF team and sponsors, and even shared the stage with the director who showed his humoristic side which et the perfect tone for his dark comedy that followed. De la Iglesia introduced his film shortly and took time to press the importance of festival like ours to keep European cinema alive. Without them films like his own couldn't exist. After the screening film journalist Laura Zuylen led the Q&A during which she dove further into the director's impressive track record as a director, screenwriter and producer as well as talk about El Bar and incorporate the many fan questions from the audience. Many were excited so have such a legendary director up close and personal. Former ASFF guests Eduardo Casanova and Carolina Bang also attended the event which made for an even bigger surprise to the audience. It was for sure another unique night to another exclusive edition.

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

People also enjoy a cold Mahou in the Mahou corner and delicious red and white wine from 70 bottles from Hacienda Zorita at their stand in the beautiful main foyer of Pathé Tuschinski.







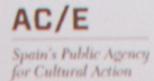




















RUTH DIAZ



49

collaboration with

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AC/E NL FILM FONDS **BIMHUIS** Spain's Public Agency for Cultural Action GERLINDA HEYWEGEN Film Journalist. Moderator for Tarde para la Ira.



PERSBERICHT 16 maart 2017

> Amsterdam Spanish Film Festival opent met The Fury of A Patient Man (Tarde para la ira)

De derde editie van het jaarlijkse Amsterdam Spanish Film Festival (ASFF) opent op 30 mei met The Euro, of A Patient, Man (Tarde para la iug.). Deze eigenzinnige, spannende en dramatische thriller, bekroond met onder andere vier Goya's, is het regiedebuur van de Spanas ecteur <u>Baul, Acksala</u>, die ook op het festival aanwezig is. Het ASFF vindt plaats van 30 mei tot en met 4 juni en breidt dit jaar nog verder uit met, naast de vertrouwde tapas, wijn en muziek, meer films, meer gasten en meer locaties, namelijk Pathé Luschhask, Pathé de Munt. Eve. het Kretelhuis en het <u>Bimbuis</u>.





Over Eury of A Patient Man (Tarde para la ira)

Curro wordt gearresteerd na de overval op een juweiler in Madrid. Na zijn vrijlating, acht jaar later, hoogt hij het leven met zijn vriendin Ana en hun zoontje weer op te pakken. Bij thuiskomst ontdekt hij dat er lets veranderd is. Een andere man is Ana's leven binnengekomen. De aanwezigheid van deze stille en mysterieuze José biljkt geen toeval. Curro wordt gedwongen zijn verieden onder ogen te zien. Terwijl de twee mannen samen op pad gaan, stilgt de spanning en wordt duidelijk wie José is. Distributeur Cinfort brengt The Furry of A Palent Man 8 juniul uit.

Launch event 25 april: Nederlandse première van El ciudadano ilustre

Het ASFF wordt op 25 april alvast feestelijk afgetrapt in Pathe Tuschinski met de Nederlandse première van El ciuddana llustre. In deze medeogenioze zwarte comedy hast de met een Nobelprijs bekroonde autheur (Oscar Martinez) Barcelona achter zich om in Salas, zijng eboortedorp, een illustere prijs op te halen. Het Argentijnse regisseursduo Gaston Quarat en Mardano Coba won de Goyga, Award, ontving op het filmfestival in Vengels, de Award voor Best Film en Best Actor en werd acht keer genomineerd voor de Argentina Academy Awards, Op 4 mei 2017 wordt El ciudadano illustre, uitgebrocht door September Film





Highlights van het komende ASFF

Na afloop van de vertoning van de documentaire Lo choop, winnaar publieksprijs IDFA 2016, over de legendarische flamencodanseres, geeft La Chana (ook bekend als Antonia Satiago Amador) persoonlijk een live flamenco-prestatie en een Q & A. Het publiek wordt bovendien getrakteerd op tapas, gratis wijn van Harjenda Zorita en bier door Mahou. Datum en locatie: 31 moort, 21 uur in Bathe Tuschloski.

Het programmaonderdeel Focus Latino richt zich dit jaar op Argentinië. Met de beste films van afgelopen jaar uit dit land, waaronder gobijc van regisseur Sebastian <u>Bocgoszte</u>, en een live muziekevenement in het <u>Bürpuis</u>. Ook het onderdeel Spanish cinema without <u>fear</u> is terug en vertoont meer experimentele Spaanse films.

Het ASF wil haar publiek kennis laten maken met het beste van de hedendaagse, experimentele en klassieke Spaanse cinema. Nieuw deze editie is daarom ook een educatief programma voor de bovenbouw van lagere scholen en middelbare scholen. Een andern nieuw orgezamma-ondecfdeel is ASFF Cares waarin films vertoond worden die aandacht vragen voor mensenrechten en sociale kwestles zoals Care de tu case (At your doorstep) van regisseur Eduard Cortés. Daarnaast is tijdens het festival in galeries in heel Amsterdam werk te zien van Spaanse beeldende kunstenaars die in Nederland wonen.

www.amsterdamspanishfilmfestival.com

De vroege persvoorstelling van *Tarde para la ira* vindt plaats op vrijdag 24 maart om 10.30 uur in <u>Bialto</u>. Aanmelden via julia@cineart.nl

De vroege persvoorstelling van El ciudedano ilustre vindt plaats op dinsdag 11 april om 10.30 uur en de landelijke persvoorstelling is op maandag 24 april om 10.30 uur, beiden in Het Ketelhuis. Aanmelden via melissa@septemberfilm.nl

EINDE PERSBERICHT

Voor meer informatie:

Sebastian Visser, Communication Manager ASFF | +31 (0) 617 94 11 75 | sebastian@sinfincinema.com

Amsterdam Spanish Film Festival gets bigger, better and even bolder

24 screenings, 17 premieres, first row actors and directors, Spanish food and drinks will complete the 6-day experience

After a successful edition last year, Amsterdam Spanish Film festival (ASFF) will take us on another exciting and heartwarming journey through the world of Spanish cinema, music and gastronomy; presenting the most powerful, thougher provoking, original and enjoyable Spanish language films made over this past year. The Amsterdam Spanish Film Festival that will run from May 30th till June 4th in Pathe Tuschinski, Pathe de Munt, Eye, het Ketelhuis and Bimhuis. In 2017 we will be bigger, better and even bolder with our film selection, stars, filmmakers, live music events, bites, wines, Q&A's, workshops and exhibitions.

Highlights

First of many highlights during this year's edition is the opening film Tarde para la ira/ The Fury of a Patiente man .Spanish actor Raul Arévalo makes his feauture debut with this gritty score-settling thriller that played at the Vernice Film Festival and Toronto International Film Festival. This beautifulty polished vergeance-laden move is authentically Spanish and took away four out of its eleven Goya nominations this year. It's a taut little story of devolving nastiness, uncompromising in its reientless, western-influenced linearity, and yet Arévalo still finds time for the most elusive attribute in the familiar territory of the lean revenge thriller. Actress Ruth Diaz will join the Dutch premiere at Amsterdam Spanish Film Festival for the Q&A onstage in Pathe Tuschinski after the screening.

The welcome award-winning filmmaker ALEX DE LA IGLESIA will close the 3rd edition Festival with EL BAR, his latest film. ASFF feels honored to have been able to host its third edition in Amsterdam once again and we couldn't have done it without our amazingly dedicated audience. Therefor we want to give you all a night to remember by going out with a bang in the form of Alex de la lelesia's latest intense thrill ride that premieres at our festival.



After La chana's enormous success and subsequent audience award win at IDFA 2016 newcomer Lucjia Stojevic's documentary on the legendary flamenco dancer will get a chance to wow even more film lovers during our festival. This documentary is a portrait of the eponymous living legend of Spanish flamenco dancing, La Chana is an admiring, even adoring portrait of a strong-willed female performer rising above the restrictions of the patriarchal society into which she was born. La Chana will join the Dutch premiere at Amsterdam Spanish Film Festival for a live flamenco performance and Q&A onstage in Pathe Tuschinski after the screening.

Audiences will have the privilege of attending a Q&A session with Eduardo Casanova, the director of PIELES, and actress Carolina Bang, producer of this provocative Im. Eduardo Casanova, an up-and-coming director who is well-known in Spain for his work as an actor, will also make us laugh as lead actor in SEÑOR DAME PACIENCIA, where inherent family tensions portray a clash between generations in Spanish society.

Two new festival venues for this edition. Another fantastic cinema house, Het Ketelhuis, joins the festival on this journey, located inside Westerpark and surrounded by nature. And for the first time and to continue beating the drum for Spanish culture, the festival introduce an emblematic music location in Amsterdam, Birmhuis, where one of their music documentaries OMEGA will prove that Cohen, Lorca, rock and flamenco are perfectly capable of being blended together. Soleá Morente and Antonio Arias from the rock band Lagartija Nick, both protagonists in this documentary, will burn the stage after the screening.

This year, ASFF wants to reflect some social issues that They believe are important. ASFF cares about and celebrates the power that film has to communicate, inspire and empower society. The war correspondent and documentary filmmaker Hernán Zin will join the festival to present his documentary NACIDO EN SIRIA/ Born in Syria with a panel discussion afterwards.

Tasty food will follow most of the screenings: Jamón Ibérico, and other Spanish nibbles will accompany Spanish drinks to offer the audience a real Spanish Crinema experience!

ASFF 2017

Spring is coming and with that of course the annual return of the most original Spanish focused film festival in Holland. ASFF not only treats its amazingly dedicated audience to the best in contemporary, experimental and classic Spanish cinema. Again we will be showcasing a wide selection of high quality Spanish spoken cinema that the public has come to expect from us. This edition we expand our film selection even more by including an educational programme for several schools, this year and raises awareness for human rights & social issues, a live music event after the related documentary at Amsterdam's music hub Bimhuis is new, and the more heterodox section under the name of Spanish cinema without fear will be returning. In collaboration with Roze Filmdagen and Gay Night at Pathé de Munt there will be a screening especially dedicated to LGTBQ awareness, and we have a new section that incorporates Spanish artists based in Holland by collaborating with Mokum Gallery. Like our previous editions we include professional introductions to the premieres, Q&A's with the filmmakers, actors and actresses, the possibility for the public to interact with them afterwards, and enjoy Spanish wines and Spanish food in a gezellig atmosphere.

#asff2017. For more info: amsterdamspanishfilmfestival.com.

Press: info@sinfincinema.com +31 (0) 638 30 66 44



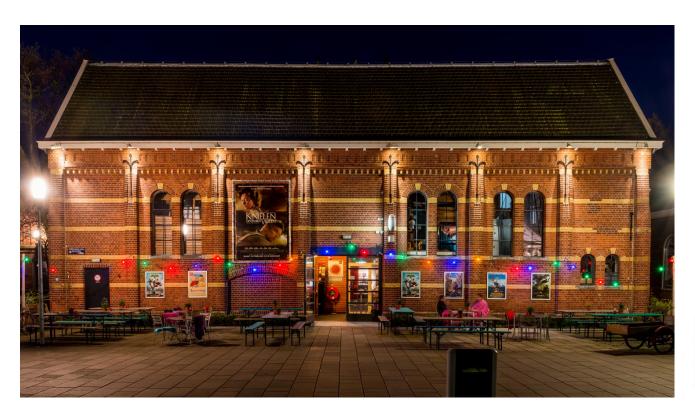


EYE FILM





HET KETELHUIS





BIMHUIS



BIMHUIS

PATHÈ DE MUNT









CINEMA PARTNERS





ASFF TEAM



Virginia Pablos Director & Programmer



Ana Castan General Coordinator



Sebastian Visser Communications



Belén Muñoz PR & Digital Media



Hans Schepp Videographer



Carlota Varela Video assistant



Lesly Alvaro Camera assistant



Photo



Javier López Production Assistant



Aurora Ponce Hospitality & PR



Eugenia Alvarez Hospitality & PR



Production



Silvia Cachafeiro Interviewer/Production



Production



Interpreter



Noemi Pascual Hospitality & PR



María Goirigolzarri

Community Manager

Elena Agulla **Production Assistent**



Design



Text editor



Jasper Jacobs Interpreter



Interpreter



The third edition of Amsterdam Spanish Film Festival build upon the already established name of our institution within the Dutch cultural field. Not only did we see our extremely dedicated base return but we also welcomed hundreds of new visitors coming from all corners of Holland as well as abroad.

A younger generation was introduced to our festival through our educational programme and a wider target audience was set up with our Music Documentary section that made music and flamenco lovers flock to our events. Through our art exhibition with Spanish artist at the renowned Mokum Gallery in Amsterdam art lovers and collectors got acquainted with our initiative as well. Once again we were 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. Because of an intense communication and marketing strategy that started early on we were able to attract many prominent press and media representatives to the festival which resulted in a higher media coverage than ever before. Social media influencers blogged, tweeted and posted about us on all the leading social media channels making our events trending in the Amsterdam scene every day of the festival.

ASFF has become 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 creatives in the cinematic field.

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

ASFF showed a consistent growing 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. Having been granted support from the Dutch Film Fund for the first with this edition, and for the second time from the Amsterdam Fund for the Arts, we are even more certain of and excited about our place in the field. It also validates our believes and our goals.

Moving forward from the success of the 2017 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.

