

# AMSTERDAM SPANISH FILM FESTIVAL

29 May –  
3 June 2018

#asff2018  
@asffofficial

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

Organized by  
**SIN  
FIN  
CINE  
MA**

In collaboration with



**CINECENTER**



Funded by



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**ACTIVITY REPORT 2018**

*“Thank you for supporting cinema and to make it possible that those of us who make films can come and tell it to the people”*

– Fernando León de Aranoa –

*“Thank you for bringing me to this awesome festival”*

*“I am delighted to bring a film to the Amsterdam Spanish Film Festival and meet fellow professionals. I want it to be the first of many more times that I come here”*

– Paco León –

*“It is always a pleasure to show our work and our cinema outside our own country”*

– Ramón Salazar –

*“Cinema is a very powerful weapon of cultural transmission. I love that AC/E makes it possible to bring Spanish Culture through cinema here in The Netherlands ”*

– Ernesto Alterio –









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WOORDT VERWACHT



AKKO







### Board Members

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Virginia Pablos

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

### Registration

Chamber of Commerce 70865191  
VAT 858490262B01

## STICHTING ASFF - ASFF FOUNDATION

Stichting ASFF is a foundation dedicated to the organisation of cultural events, film programming, promotion, exhibition and distribution of Cinematic experiences in The Netherlands with a special focus on Spanish and Latin American Cinema.

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

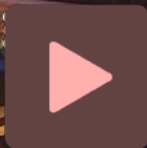
The main project of the foundation is the **Amsterdam Spanish Film Festival (ASFF)**, a unique film exhibition in The Netherlands that allows people based in Amsterdam and broader audiences to discover and engage with a carefully honed selection of Spanish Cinema from Spain and Spanish speaking Latin America.

ASFF, launched, organised and solidly programmed by **SIN FIN CINEMA**, provides with a showcase of new trends of mainstream Spanish Cinema as well as focusing on independent, artistic and experimental Spanish films. The Foundation aims to spread Spanish and Latin American art and culture across the Netherlands and to create a meeting place for film explorations and quests with its activities.

**ASFF foundation** wants also to introduce Spanish films to new and young Holland-based audiences, while approaching bigger Dutch audiences and national cultural institutions across its territory, particularly in the Dutch Universities and colleagues. The objective is to promote the Spanish language and encourage new and young audience's interest in Spanish Cinema and to increase its desire to explore and learn more about it.

**ASFF foundation** is especially looking for new perspectives and cross connections between Spanish and Dutch filmmakers in order to promote intercultural communication and dialogue. We would like to increase Dutch and academic population's understanding and knowledge of Spanish Cinematography and enable a space for discussion and knowledge around Spanish and Dutch filmmakers. ASFF has a mission to lead and spread a wide range of filmmakers and talented Spanish Cinema with strong structure and permanent guidance.

We want to provide and set a permanent networking platform within Academic organisations and Universities sharing interest or potential interest in Spanish Cinema (film production and distribution companies, cultural and educational institutions from both countries, Spain and the Netherlands )





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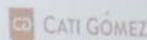
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**AK** amsterdams  
fonds voor de  
kunst

**NL FILM**  
**FONDS**



**AC/E**

Spain's Public Agency  
for Cultural Action  
[www.accioncultural.es](http://www.accioncultural.es)

Thanks to the sponsorship of

**Mahou**  
★★★★★







The 4th edition of Amsterdam Spanish Film Festival (ASFF) ran from Tuesday May 29th to Sunday June 3th 2018, under the direction of funder and curator Virginia Pablos.

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.

After the success experienced by the ASFF in the previous 3 editions, the 4th edition of ASFF was held from 29th of May to 3rd of June. This year's program included a total of 25 films within 8 different sections bringing a total of 20 Dutch premières, 4 co-productions, 17 feature-fiction films and 8 documentaries in a six-day showcase of Spanish Cinema representing the richness and variety of our cinematography.

A total of 8 films were followed by a Q&A with the directors, actors and screenwriters of the selected films in order to bring to the audience the chance to get more involved and dig into the creative process of these films at the hands of the creators.

Professional moderators, film festival programmers and representatives of the Dutch film scene such as Saskia Koetsier ( film critic/journalist) Raúl Niño Zambrano ( IDFA programmer) Maarten Dannenberg ( dutch actor), Guerlinda Heywegen ( Filkrant Live), Samuel Hubner ( Programer CinemAsia) were in charge of these engaging dialogues with the audience which helped to provide the viewer with that extra value that our festival seeks for its audience.

Live Music performances of Almudena Rubio and Davide Cristiani performing Lorca's poems or the music of rap singer David Ransanz aka "Niñato" accompanied by Ester Blanco in a fusion with classic dance from the south of India were some of the highlights of this edition's intertwinement of film and music.

The visitor was also offered with an extensive 'Spanish' experience after most of the screenings of the festival where they could enjoy Spanish wine, tapas and jamón ibérico and have this way the opportunity to extend the dialogue with the filmmakers, international film professionals and other visitors beyond the screening rooms. A trademark of ASFF that sets us apart from other festivals in a more intimate while festive and relaxed atmosphere.

During this six-day showcase of Spanish Cinema, the 4th edition of Amsterdam Spanish Film Festival included a total of 25 films within 8 different sections:

The Core Program with a selection of the most exciting recent Spanish films from a variety of genres, a Music Documentary section, an Educational Program accompanied by didactic records for teachers and students of Spanish, a special screening in 35mm to re-discover gems of Spanish Cinema in the section Treasure from the Past. And already a tradition in our program is the section Spanish Cinema Without Fear, a very special selection of Spanish works that defy tradition and have the courage to experiment on the periphery of the Spanish cinematographic industry.

*4th Edition: A total of 25 films, 3 new sections, 2 new festival venues*

We were also very pleased to present 3 new sections this year: a selection of the most eccentric, surrealist and funny moments of recent Spanish Cinema in Spain Laughs, and with the aim of promoting intercultural communication and dialogue bringing up again a special attention to Latin American Cinema, Focus Argentino this year, and Spain meets...! with an special focus on Japan through an exceptional culinary experience.

***A brilliant success of attendance with 4.344 visitors this years***

***A total of 11 guests to present their films***

***25 films screened in 6 different venues***

***First Rotterdam edition at LantarenVester***

ASFF 2018 included the presence of acclaimed and honoured filmmakers such as **Fernando León de Aranoa** (2 times Golden Seashell winner at San Sebastián International Film Festival and 3 times Best Director at the Goya Awards), **Ramón Salazar** (several nominations and prizes at International Festivals including a nomination for the Golden Bear at the Berlinale and winner of Best Directorial Debut at Stockholm Film Festival); **Elena Martín** (Silver Biznaga at Málaga Spanish Film Festival for her first feature film). Also present were representatives of Spanish Cinema such as well known and versatile actress **Carmen Machi**, actor, director and screenwriter **Paco León** (several times awarded for his first feature film at International Festivals), actor **Ernesto Alterio** (Silver Biznaga at Málaga Spanish Film Festival) and the octogenarian, eccentric and extraordinary debut actress **Julita Salmerón**.

The number of **visitors has increased again** from the previous edition, with a total attendance of **4.344 visitors**, a very positive indicator of the growing awareness of ASFF within the Amsterdam audience.

Our **media coverage** has also grown demanding interviews to our team and guests also on **Radio and TV**. Our **Social Media Channels**, particularly Facebook and Instagram, have exponentially **increased 59/%**.

Our audience has enjoyed the variety of films in the program and the opportunities provided to be in contact and share thoughts with the filmmakers and actors during the Q&As, students have learned and enjoyed the activities specially prepared for them, and film professionals networked in the now well-known ambiance that has become intrinsically linked to our festival.

As a tradition, this **4th edition of ASFF** included a **special Launch Event** to kick off the festival on May 1st with the première of ***El Presidente***, and two exclusive **opening and closing galas** with the Dutch premières of ***Loving Pablo*** and ***Perfect Strangers***, with the attendance of the acclaimed director **Fernando León de Aranoa** and the actor **Ernesto Alterio** as the main guests of the opening and closing films respectively.

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 Filmmuseum, het Ketelhuis, Pathé de Munt** and at our new venue this year **Cinecenter**.

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.

Furthermore, this year ASFF has been proud to present the first **Rotterdam Edition of the Festival**, in which new audiences manifested their wish to continue having the possibility to watch more Spanish Cinema in their city thanks to **LantarenVester**.



- Our program included **20 Dutch Premieres** from a **total of 25 films**
- 3 new sections:** Spain Laughs, Focus Argentino, Spain meets: Japan! And **2 new venues**
- Representatives from **19 media** covered the Festival
- Media Value** on printed media **47.940 €**
- A total of **9.583.015 visitors/followers/likes** via online coverage
- ASFF introduced to the Dutch audience **22 films from Spain** and **3 from Latin America** from which **17** were feature fiction films and **8** were documentaries.
- 280 students** from an age range between 8 and 18 years attended the **Educational Program**
- The **Opening Night** with the acclaimed director Fernando León de Aranoa as our guest attracted **487 visitors**



- 265** individual **items of media coverage** (including articles, reviews, interviews and mentions)
- Several **collaborations** with IDFA, Roze Filmdagen, CinemAsia, Pathé Gay Night FilmKrant, FilmAgenda,, ESPANJE and Instituto Cervantes.
- The **Q&A** after the screening of **La tribu** with Paco León and Carmen Machi **reached 2.1k people on Facebook Live** and **generated a traffic of 654 comments, shares and reactions.**
- ASFF 2018 hosted **acclaimed guests** such as Fernando León de Aranoa, Ramón Salazar, Ernesto Alterio, Paco León or Carmen Machi.
- The screening of Luna Grande, un tango por García Lorca followed by a **live performance** of **Almudena Rubio and Davide Cristiani** of some of Lorca's poems had an **attendance of 189 visitors.** Their live performance was also followed by **868 people on Facebook Live** and generated a traffic of 105 comments and reactions.
- All the screenings part of the **Cine Expat session** at our new venue Cinecenter were **sold out.**
- The **Closing Night** with the presence of actor Ernesto Alterio delighting the audience with an extended Q&A had an attendance of **363 visitors**

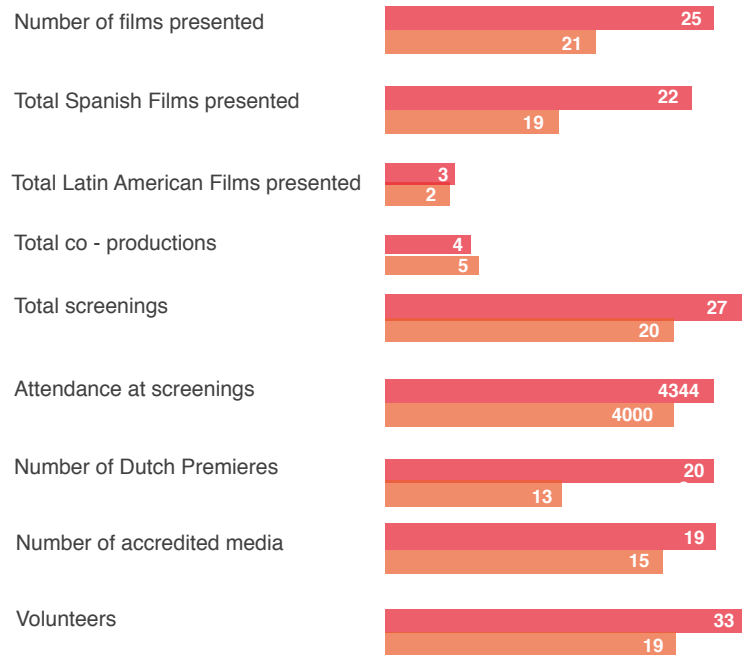




2018

2017

The following quantitative performance indicators were established to measure Amsterdam Spanish Film Festival's success in reaching its 2018 goals:



## AUDIENCE PROFILE

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 54 years old**, who are highly active cultural consumers and content producers on social media. They are interested in cinema and other cultures and (mostly) based in Amsterdam.

### Our main target are Spanish Cinema and Culture Enthusiasts

At **Stichting ASFF**, we define our target as a Spanish Cinema and Culture enthusiast, since they have the capability to create and generate opinion in their social environment thanks to their deep knowledge of the industry.

### A total of 8.698 followers on our Social Media channels

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

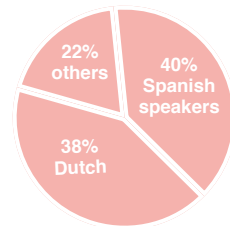
54 %



46 %



62% of our audience is between **25-54 years old**, increasing the percentage of younger people from 18-24 up to 27%







The main **marketing goals** for the 4th Edition of Amsterdam Spanish Film Festival were to:

- Collaborate with more Dutch institutions in order to create more awareness about the festival.
- Generate higher media & publicity exposure thanks to Dutch press, film industry collaborators, publicity companies, and partners and sponsors.
- Boost the number of followers on Social Media channels, visitors on our website and newsletters sent

**42K NEWSLETTERS SENT** with a 28% open rate

**28K UNIQUE VISITORS**

**10K FESTIVAL PROGRAMMES**

**8,700 followers on Social Media**

**€ 47.940 Media Value on Print Media**

The marketing campaign started with the Programme Launch on May 11th, and concluded with the launch of the Rotterdam Edition on June 5th 2018.

## OUTREACH

ASFF outreach initiatives included our involvement with other festivals such as **IDFA, Roze Filmdagen and CinemAsia**, Dutch film distributors like **Dutch Filmworks, Cinemien, Nuts & Bolts and September Films**, as well as with media such as **RTL Boulevard, NRC, AD Algemeen Dagblad, Telegraph, Het Parool, GraziaFilmkrant, Espanje Magazine, Uitkrant, A-Mag and FilmAgenda**.

We also carried out extensive outreach through partnerships with other cultural and social organisations such as **Instituto Cervantes** in Utrecht or **InterNations** with whom we are in constant contact in order to achieve and develop ongoing projects throughout the year.

For the first time this year, ASFF has been on **tour** to the number-one spot for the best arthouse cinema in **Rotterdam, LanterenVenster**, where the first **Rotterdam Edition** of ASFF has taken place the weekend after with 5 films from the program. This has allowed Stichting ASFF to reach a bigger audience that normally would not come to Amsterdam and realised that there is a great demand of Spanish Cinema in this bustling city in South Holland.

## PUBLICITY

The marketing strategy is underpinned by a vigorous publicity campaign, generating over **265 individual items on media coverage** across newspapers, magazines, radio, TV and online media— representing a **€ 47.940 media value** and **reaching 2.475.000 people** only in the case of printed media.

**NRC Handelsblad June 2nd**  
**Advertorial value:** € 3.925  
**Reach:** 145.339

**Telegraaf May 1st**  
**Advertorial value:** € 1.924  
**Reach:** 426.827

**AD Algemeen Dagblad May 17th**  
**Advertorial value:** €1.622  
**Reach:** 386.583

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

## PUBLICATIONS

### › Festival Program brochure & Posters

The cornerstone of the Festival's promotions is the **48-page Program brochure**. **10,000 copies** were printed and distributed throughout Amsterdam, in key cultural locations and a digital version was posted and distributed online.

Complementing the Program brochure there was a Launch event and a Festival **poster** highlighting the Festival and its supporters. **5000 copies** were distributed throughout Amsterdam and its cultural café network and at key Festival Venues including Pathé and Eye Fimmuseum.

### › Trailer

The ASFF **trailer** was played repeatedly at the Festival cinemas in Amsterdam during the two months prior to the Festival, reaching **20.000 people** only during the festival days. Additionally, it was shared on online magazines, blogs and social media channels.

## 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**, a **27% increase** from last edition

### › Newsletters

Our newsletter remains one of the most effective ways of driving traffic through to our website and our collaborators website through the embedded links, surpassing paid advertising. Over **42.100 emails** were sent during the 2018 campaign period.

Our number of **subscribers** this year **have raised** in 400 subscribers and the **overall open rate remains at 28%**, surpassing again industry benchmarks. **Dedicated newsletters** to Eye, Pathé, Cinecenter, Het Ketelhuis, LanterenVenster, Instituto Cervantes and Cineville were sent prior to the Festival days.



Save the date: Amsterdam Spanish Film Festival 4th edition is coming!

Amsterdam Spanish Film Festival is a unique film exhibition initiative allowing people based in Amsterdam and broader audiences to discover and engage with a carefully honed selection of cinema from Spain and Spanish speaking Latin America. ASFF launched, organised and solidly programmed by SIN FIN CINEMA, provides a showcase of new trends of mainstream Spanish cinema as well as focusing on independent, artistic and experimental Spanish films.

Video report 2017

LINE UP coming soon! Stay tuned!

Warm greetings!  
SIN FIN CINEMA

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DE CAVA KONING



**› Social Media**

As a society in rapid and constant change due to the new technologies and with an **80% of our audience between 25 and 55 years** old willing to create and generate opinion, we believe that the immediacy of social media is a powerful tool that we should use to spread immediate content and in an effective way. Most of this audience is **social media savvy** who regularly engage with friends and followers to share where they are, what they do and how they do it, and so we do.

This edition we have increased the number of followers in all of our social media channels and worth to mention is the increase in the number of people supporting ASFF via **Instagram**, which has **increased a 59%** from 2017.

We believe in the power of social media to connect with audiences, and therefore we continue tailoring content throughout the whole campaign. In our 4th edition, every post we fired off throughout the entire period, shared a **#asff2018** hashtag—showcasing festival moments during the days and nights and announcing the program. We also encouraged our audience to share their moments using the same hashtag together with our sponsor's hashtag and promoting its brands.

We experienced again a strong growth across all of the Festival's Social Media Channels—through dedicated and content-driven strategies such as promotion through different competitions.

- **Facebook** (Sin Fin Cinema + fan page ASFF): **Total of 6.325 followers**
- **Twitter** (SFC + ASFF profile): **Total of 1.300 followers**
- **Instagram** ASFF profile: **762 followers** (59% increase from 2017)
- The Festival's videos were viewed on **Vimeo: 1.693 times**
- **Facebook Live** videos were played **6.656 times**

**Social media channels** from our **partners and industry collaborators** such as IDFA, CinemAsia, Rozé Filmdagen, Cineville, NRC, Espanje!, Instituto Cervantes, Cinemien, Indebioscoop, Eye Filmmuseum, Pathé, Ketelhuis... shared our events on their social media channels (institutions, newspapers, magazines, city blogs, cultural bloggers).

In addition, ASFF's collaborators and **guests** like Maarten Dannenberg, Paco León, Carmen Machi or Ernesto Alterio, shared their experiences at the festival **using their own profiles**.

## FESTIVAL WEBSITE &amp; SOCIAL MEDIA



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



[www.facebook.com/amsterdamspanishfilmfestival/](https://www.facebook.com/amsterdamspanishfilmfestival/)



[www.instagram.com/asffofficial/](https://www.instagram.com/asffofficial/)



[twitter.com/asffofficial](https://twitter.com/asffofficial)



[vimeo.com/sinfincinema/](https://vimeo.com/sinfincinema/)





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Española

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www.agenciacultural.es



Ministerio de Educación, Juventud y Deporte

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sponsors








## SOCIAL MEDIA ACTIVITY

**Amsterdam Spanish Film Festival**  
Published by AmsterdamSpanishFilmFestival [?] · March 14 · 🌐

We are back soon! Save the date!



**Performance for Your Post**

**10,560** People Reached

**693** Reactions, Comments & Shares

480 Like	251 On Post	229 On Shares
53 Love	29 On Post	24 On Shares
3 Wow	1 On Post	2 On Shares
83 Comments	55 On Post	28 On Shares
75 Shares	71 On Post	4 On Shares

**640** Post Clicks

122 Photo Views	0 Link Clicks	518 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares  
Boost this post for \$5 to reach up to 3,700 people.

10,560 people reached


Boost Post

32 Comments 71 Shares

Like Comment Share

**Amsterdam Spanish Film Festival** is with Jordi Cussó Amat and 2 others.  
Published by AmsterdamSpanishFilmFestival [?] · April 3 · 🌐

HOLA AMSTERDAM! Are you ready?



**Performance for Your Post**

**3,168** People Reached

**1,475** Video Views

**119** Reactions, Comments & Shares

76 Like	0 On Post	76 On Shares
14 Love	0 On Post	14 On Shares
17 Comments	8 On Post	9 On Shares
12 Shares	10 On Post	2 On Shares

**358** Post Clicks

66 Clicks to Play	0 Link Clicks	292 Other Clicks
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**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares  
Boost this post for \$5 to reach up to 3,700 people.

3,168 people reached

Boost Post

55 5 Comments 10 Shares


Like Comment Share



## SOCIAL MEDIA ACTIVITY

**Amsterdam Spanish Film Festival**  
Published by AmsterdamSpanishFilmFestival (7) · June 1 · 🌐

They just arrived! Come to meet them tonight at Pathé 21:15h. FREE Spanish drinks and jamón after the Premiere of La Tribu! Tickets and info: <https://www.pathe.nl/film/23960/la-tribu-asff>



**Performance for Your Post**

**2,285** People Reached

**189** Reactions, Comments & Shares

135	118	17
Like	On Post	On Shares
31	31	0
Love	On Post	On Shares
1	1	0
Haha	On Post	On Shares
16	13	3
Comments	On Post	On Shares
6	5	1
Shares	On Post	On Shares

**228** Post Clicks

66	13	149
Photo Views	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

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

Reported stats may be delayed from what appears on posts

🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 3,700 people.


👤 **2,285** people reached

👍👎🗨️ 149      12 Comments 5 Shares

👍 Like      🗨️ Comment      ➦ Share

**Amsterdam Spanish Film Festival**  
Published by Maria Ga (7) · May 2 · 🌐

Hi Amsterdam, did you enjoy the launch event as much as we did? We are excited to share with you the trailer of the 4th edition of the festival: heartbreaking stories, eccentric characters, passion, drama, joy for life, music, food and lots of good humour is coming at the end of May. If you missed it yesterday, here it is, enjoy! #asff18 A big thanks to Sandra Álvarez Cid for this amazing trailer!



**Trailer 4th Edition ASFF**  
01:31

**Performance for Your Post**

**3,289** People Reached

**1,003** Video Views

**85** Reactions, Comments & Shares

53	28	25
Like	On Post	On Shares
14	5	9
Love	On Post	On Shares
4	2	2
Comments	On Post	On Shares
14	13	1
Shares	On Post	On Shares

**233** Post Clicks

36	0	197
Clicks to Play	Link Clicks	Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post      2 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

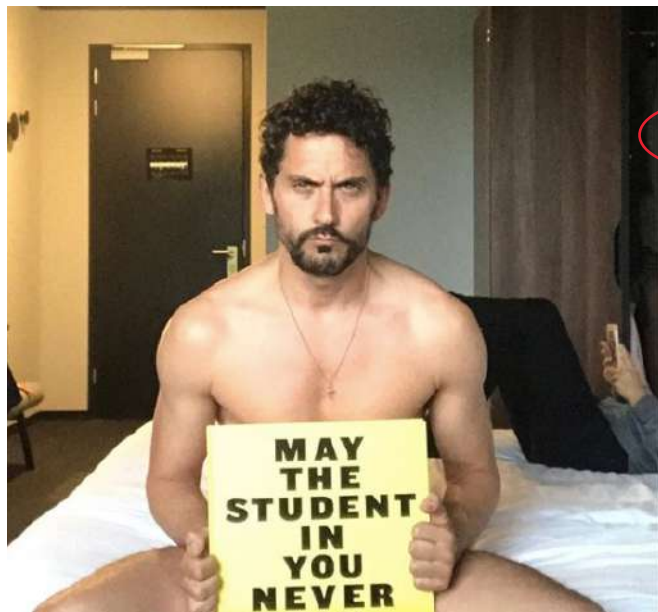
🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 3,700 people.

👤 **3,289** people reached

👍👎🗨️ 33      2 Comments 13 Shares

👍 Like      🗨️ Comment      ➦ Share

## SOCIAL MEDIA ACTIVITY



**pacoleon** • Following  
Amsterdam, Netherlands

**pacoleon** @thastudenthotel @asffofficiala  
#asff2018

Load more comments

**natxomania** @gaizko Paco León es mi  
perdición 🥰🥰🥰

**palomaglezpal** el día que dejemos de  
aprender, dejaremos de vivir

**mariacxavier\_** @julinha.nogueira o taxista  
do filme Toc Toc

**julinha.nogueira** @mariacxavier\_ ual 🤔

**creativictor** @anamartpar Que el  
estudiante que hay en ti nunca muera ;)

**espinosa5412** Yo foto con tigo vale,  
porfa , yo en restaurantes griego

**laura.arenasflores** Pero que guapo...

**grincheando** 🤔🤔🤔🤔🤔

**luella40** Con ese estudiante me dedico



33,569 likes



**Amsterdam Spanish Film Festival**

Published by Celia Peláez | 71 · May 30 · 🌐

Hi everyone! Thanks for being there yesterday night, it was amazing to see the theater sooo full! If you were not there, don't worry! There's a whole week full of spanish cinema! Tonight we have *El Autor*, thriller directed by Manuel Martín Cuenca, with Javier Gutierrez and Antonio de la Torre, are you coming? 🤔👤

Where: Pathé

When: 21:15h... [See More](#)



PATHE.NL

**El Autor (ASFF)**

Searching for literary  
inspiration, an aspiring novelist  
in Seville insinuates himself  
into the lives of his apartment-

[Book Now](#)



11,994 people reached

[Boost Again](#)



## INSTAGRAM PACO LEÓN







Amsterdam Spanish FF

@asffofficial

Impressions  
.....



Amsterdam Spanish FF @asffofficial · May 28

3,479

You really cannot miss this one! Muchos hijos, un mono y un castillo (@muchoshijospeli) was premiered in @idfa and will be screened at @Pathe Tuschinski on Saturday 2nd at 18:45h as part of our comedy section. The main character, Julita Salmerón will be here for a Q&A!!  
[pic.twitter.com/FdwPxTDXvB](https://pic.twitter.com/FdwPxTDXvB)

[View Tweet activity](#)



Amsterdam Spanish FF @asffofficial · May 30

2,512

Thanks @LeonAranoa for being with us yesterday night at the opening with his film #Escobar! It was great to have him and to have you all! Look how full the theatre was 😊 check out the rest of the program for this week, we are waiting for you 😊 [amsterdamspanishfilmfestival.com](http://amsterdamspanishfilmfestival.com)  
[pic.twitter.com/u5wCRRXDKV](https://pic.twitter.com/u5wCRRXDKV)

[View Tweet activity](#)



Amsterdam Spanish FF @asffofficial · May 28

1,191

Morning everyone! Our festival is starting today! At 20h #Escobar, Q&A with the director Fernando @LeonAranoa and afterwards ham and drinks!! @Mahou\_beer and wine from Marques de la Concordia. Don't miss it, at @Pathe Tuschinski tonight! 😊😊 #cinema #amsterdam #lovingpablo

[View Tweet activity](#)

**Top Tweet** earned 2,346 impressions

You really cannot miss this one! Muchos hijos, un mono y un castillo (@muchoshijospeli) was premiered in @idfa and will be screened at @Pathe Tuschinski on Saturday 2nd at 18:45h as part of our comedy section. The main character, Julita Salmerón will be here for a Q&A!! [pic.twitter.com/FdwPxTDXvB](https://pic.twitter.com/FdwPxTDXvB)



**Top media Tweet** earned 593 impressions

Also Ramón Salazar @Salazarhoo arrived to the city this afternoon! He will be answering your questions after his film La enfermedad del domingo in @CinecenterFilm! It's sold out today but tomorrow still free seats! Book here!! [cinecenter.nl/film/la-enferm...](http://cinecenter.nl/film/la-enferm...) #asff2018 #film #amsterdam  
[pic.twitter.com/KB8qL29tO7](https://pic.twitter.com/KB8qL29tO7)



## SOCIAL MEDIA POSTS FROM PARTNERS



Dutch FilmWorks

April 26 · 🌐

Escobar opent 29 mei het Amsterdam Spanish Film Festival in aanwezigheid van de Spaanse regisseur Fernando León de Aranoa. Ticket zijn nu te koop! 🍷🇪🇸

See Translation



AMSTERDAMSPANISHFILMFESTIVAL.COM

Escobar - Amsterdam Spanish Film Festival

29 May



Roze Filmdagen @rozeimdagen · May 29

FILM TIP: NADIE NOS MIRA (nobody's watching)

30-05-2018 18.45h at Pathe de Munt. (Gay Night Out!)

During the Amsterdam Spanish Film Festival we present a touching story about a gay Argentinian immigrant in New York.

A glass of Argentinian wine included.



## ASFF - Amsterdam Spanish Film Festival

Bienvenidos to the 4th edition of Amsterdam Spanish Film Festival (ASFF). After a successful edition last year, we are very excited to present a new edition

amsterdamspanishfilmfestival.com

You Retweeted



@laestrelladelajamon @estrellajamon · Jun 2

Segundo día ofreciendo una degustación de nuestro #jamondopteruel Sierra Lindón en el @asffofficial de la mano de @catigomez\_nl y @Jamon\_Lovers. #amsterdam #asff2018 #asff #spanisfood #spanishham #hamphrey

Translate Tweet



4




10





## SOCIAL MEDIA POSTS FROM PARTNERS



Imagine Film Festival  
@imaginefilmfestival

About  
Events  
Photos  
Videos  
Nieuwsbrief  
Reviews  
Instagram feed  
Posts  
Community

Create a Page

Imagine Film Festival shared an event.  
May 27 at 9:49 AM · 🌐

The Amsterdam Spanish Film Festival is about to start! An exciting and heartwarming journey through the world of Spanish Cinema, music and gastronomy; presenting the most powerful, thoughtprovoking, original and enjoyable Spanish language films made over this past year.


'El Aviso' (The Warning) is especially recommended for all Imagine-fans. This breathtaking supernatural thriller is about Nico, a ten-year-old kid, who receives a letter with a death threat.

'El Aviso' has its Dutch premiere Saturday the 2nd of June and along with this film, you can enjoy Spanish wine, beer & jamón. Go see! <http://www.amsterdamspanishfilmfestival.com/.../the-warning-.../>

THU, MAY 31  
**Amsterdam Spanish Film Festival**  
Pathé (Tuschinski) · Amsterdam  
👤 You've checked in to Pathé (Tuschinski) before

Like Comment


15



Cinemien  
May 1 · 🌐

Wil jij als eerste El Presidente (die in juli uitkomt) op het grote doek zien? Koop dan één van de aller-allerlaaste kaarten voor het launch event van Amsterdam Spanish Film Festival via <http://bit.ly/ElPresidenteASFF> en bekijk 'm vanavond al in Pathé Tuschinski. ¡Hasta la noche!

See Translation



Launch event Amsterdam Spanish Film Festival ASFF '18



cinecenter • Following  
Filmtheater Cinecenter

cinecenter @asffofficial has kicked off! El futuro que viene was sold out. Tomorrow we screen La enfermedad del domingo at 9.15PM.

sanazbarzanie That was a good one ! I liked it 🍷 and the 🍷



Jamón Lovers  
@Jamon\_Lovers

Following

Próximo destino Amsterdam Spanish Film Festival 🍷🎬🌐 Junto a @estrellajamon y @catigomez\_nl @asffofficial #asff #film #amsterdam #cinema #spanish #spanishha

Translate Tweet




CATI GÓMEZ  
Cortadora Profesional  
The Netherlands

LA ESTRELLA DEL JAMÓN

4:30 AM - 29 May 2018



## SOCIAL MEDIA POSTS FROM PARTNERS



cineville.nl Olé! Vanaf woensdag waan je je in Spaanse en Latijns-Amerikaanse sferen tijdens het Amsterdam Spanish Film Festival (ASFF). Met je Cinevillepas kun je voor niks naar alle voorstellingen in @cinecenter, @eye\_film en @hetketelhuis én @lantarenvenster, waar dit jaar het ASFF voor het eerst ook te zien is.

#cineville #amsterdamspanishfilmfestival  
#ole #spanje #latijnsamerika



Op 8, 9 en 10 juni kun je bij ons terecht voor vijf prachtige films tijdens de eerste Rotterdamse editie van het Amsterdam Spanish Film Festival. Afgelopen weekend berichtte NRC ook al over het festival. Alle info en kaarten >>> <https://bit.ly/2k6ryo2>  
See Translation

## Spaanse films in LanterenVenster

© 2 juni 2018



Het Spanish Film Festival komt dit jaar voor het eerst met een speciale 'Rotterdam Edition'. In LantarenVenster worden op 5, 8, 9 en 10 juni bijzondere Spaanse films getoond. Onder meer de film *Le Enfermedad del Domingo* van Ramón Salazar, een van de ontdekkingen tijdens het filmfestival in Berlijn. Het is een film over een familieconflict tussen een moeder en een dochter die elkaar na 30 jaar weer terug zien. In *Perfectos desconocidos* maakt Álex de la Iglesia een variant op de Italiaanse hit *Perfetti sconosciuti*: een etentje met drie stellen en een geschieden vriend begint lacherig maar de sfeer slaat al snel om.

Lantaren Venster, 5 tot en met 10 juni, zie voor tijden en prijzen [lantarenvenster.nl](http://lantarenvenster.nl)

Opmerkingen? Mail ons

## SOCIAL MEDIA POSTS FROM PARTNERS



**Het Ketelhuis**  
June 2 · 🌐

Vanavond de slotfilm en vooral het slotfeest van het Amsterdam Spanish Film Festival. Er zijn nog kaarten, inclusief gratis drankje!  
See Translation



KETELHUIS.NL  
**ASFF: Thi Mai & Closing Party**  
Spaanse komedie ihkv Amsterdam Spanish Film Festival

Love Comment Share

2 Most Relevant

ASff Write a comment...

Adriana Ozores Internacional CFO Enjoy the film and the party!!! 🍷 🍷 🍷

Like · Reply · 5w



**Nederlands Filmfonds**  
April 18 · 🌐

De volgende 6 festivals zijn geselecteerd voor een Projectsubsidie F  
• Amsterdam Spanish Film Festival (29 mei-3 juni 2018)  
• Roffa Mon Amour (18-29 juli 2018)  
• Pluk de Nacht - Open Air Film Festival Amsterdam (7-25 augustus)  
• World Cinema Amsterdam (16-25 augustus 2018)... See More  
See Translation

FILMFONDS.NL  
**Toekenningen Filmfestivals**

De volgende 6 festivals zijn geselecteerd voor een Projectsubsidie F

31



**Movies that Matter**  
May 28 · 🌐

Toe aan wat zon deze week? Amsterdam staat morgen t/m zondag volledig in het teken van de Spaanse film. Met de nadruk op onafhankelijke films, spijkert het Amsterdam Spanish Film Festival je bij over de nieuwste ontwikkelingen in de Spaanse filmindustrie.  
See Translation



Love Comment Share



**roze\_filmdagen** · Following

roze\_filmdagen Excited to be a guest at the festival launch event of the wonderful Amsterdam Spanish Film Festival starting May 29 - June 3. Check their diverse program on [www.amsterdamspanishfilmfestival.com](http://www.amsterdamspanishfilmfestival.com)  
Roze Filmdagen will present a Gay Night Out film on Wednesday May 30: Nobody's Watching (Nadie nos mira) at Pathe de Munt. More info soon.  
#asff18 #asff2018 #amsterdam  
#rozefilmdagen #rfd2018 #rfd2019 #tapas  
#gaypenguin #penguinogay #tuschinski  
#winebeerjamon





## MEDIA &amp; PRESS

## I amsterdam.



**AMSTERDAM SPANISH FILM FESTIVAL**  
The clue's in the name, but this film festival highlights and promotes cinema not just from Spain but also from Spanish-speaking Latin America. As well as mainstream Spanish cinema, get ready for some truly experimental and artistic films from the regions.  
29 MAY - 3 JUNE,  
PATHE TUSCHINSKI



Voor in je agenda...  
**SPANISH FILM FESTIVAL**

De vierde editie alweer, van dit Amsterdamse festival. Je kunt er kijken naar een zorgvuldig samengesteld programma van de mooiste Latijns-Amerikaanse en Spaanse films, verdeeld over verschillende Amsterdamse bioscopen. Zie [amsterdam-spanishfilmfestival.com](http://amsterdam-spanishfilmfestival.com) voor meer details. Van 29 mei tot 3 juni.

GRAZIA

**AD ROTTERDAMS DAGBLAD**

**SPAANS**

**Filmfestival breidt uit naar Rotterdam**

Het Amsterdam Spanish Film Festival breidt uit naar Rotterdam. De speciale Rotterdam-editie is op 5, 8, 9 en 10 juni in LantarenVenster. Daar worden recente films uit Spanje en Spaans sprekend Latijns-Amerika vertoond die in het Engels worden ondertiteld. Kaarten zijn te bestellen bij het film- en muziektheater aan de Otto Reuchlinweg op de Wilhelminapier en via de website.

**NRC**  
HANDELSBLAD



**FILM**

**Spaanse films in LanterenVenster**

Het Spanish Film Festival komt dit jaar voor het eerst met een speciale 'Rotterdam Edition'. In LantarenVenster worden op 5, 8, 9 en 10 juni bijzondere Spaanse films gedraaid. Onder meer de film *La Enfermedad del Domingo* van Ramón Salazar, een van de ontdekkingen tijdens het filmfestival in Berlijn. Het is een film over een familieconflict tussen een moeder en een dochter die elkaar na 30 jaar weer terug zien. In *Perfectos Desconocidos* maakt Alex de la Iglesia een variant op de Italiaanse hit *Perfetti Sconosciuti*: een etentje met drie stellen en een gescheiden vriend begint lacherig maar de sfeer slaat al snel om.  
Lantaren Venster, 5 tot en met 10 juni, zie voor tijden en prijzen [lantarenvenster.nl](http://lantarenvenster.nl)



## MEDIA &amp; PRESS

# Het Parool

Wij, Overveerd

## KUNST & MEDIA 17

### Tips



#### SPAANS FILMFESTIVAL

Wie denkt aan Spaanse film, denkt al snel aan grote namen als Pedro Almodóvar of acteur Javier Bardem. De Spaanse cinema heeft meer te bieden en is ook experimenteel, dynamisch en creatief. Dat wil het *Amsterdam Spanish Film Festival* graag tonen. Het festival draait een keur aan Spaanse en Spaanstalige films uit Latijns-Amerika om de diversiteit van deze verzameling films te weerspiegelen. Het festival is van 29 mei tot en met 3 juni op vier locaties: Pathé Tuschinski en De Munt, het Ketelhuis en Cinecenter. Op het programma staat onder meer *La enfermedad del domingo*, waarin **een dame uit de bovenklasse bezoek krijgt van haar dochter, die ze dertig jaar geleden heeft verlaten**. Na de vertoning is er een Q&A met regisseur Ramón Salazar, een van de vele Q&A's tijdens het festival. In totaal worden zo'n 25 speelfilms getoond, maar er is ook live-muziek en er zijn workshops.

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



# de FILM KRANT

laatste nummer

nieuws

recensies

filmagenda



Verano

### nieuws

## Focus: Amsterdam Spanish Film Festival

Schoorvoetend organiseerde Spaanse cinemakenner Virginia Pablos drie jaar geleden de eerste editie van het Amsterdam Spanish Film Festival. Zou er genoeg belangstelling zijn voor een uitsluitend op Spaanstalige films gericht festival? Dat naast opmerkelijke Spaanse mainstreamfilms onafhankelijke en experimentele films vertoont? Ja, die belangstelling was er, zodat van 29 mei t/m 3 juni de vierde editie van het festival plaats vindt. Met de groeiende belangstelling is ook het aantal locaties gestegen, want dat zijn er nu vier: Tuschinski, Ketelhuis, Eye en Cinecenter.

## PROMOTION FROM PARTNERS



**Cineville** Agenda  

**Amsterdam Spanish Film Festival**

**Festival**

Locatie EYE, Cinecenter, LantarenVenster, Het Ketelhuis  
 Datum 30 mei - 10 juni 2018  
 Website [Amsterdam Spanish Film Festival](#)  
 Cinevillepashoudersbonus Gratuito naar alle voorstellingen in de Cinevilletheaters!

Ontdek de beste Spaanstalige cinema tijdens de vierde editie van het Amsterdam Spanish Film Festival (ASFF). Voor het eerst maakt ASFF een uitstapje naar Rotterdam, voor een lang Spaans weekend in LantarenVenster (8 t/m 10 juni).

movies**that**matter 



NL EN

Home > Nieuws > Nieuwsbericht: Amsterdam Spanish Film Festival



## Amsterdam Spanish Film Festival

29 mei 2018

Amsterdam staat dinsdag 29 mei t/m zondag 3 juni volledig in het teken van de Spaanse film. Met de nadruk op onafhankelijke films, spijkt het [Amsterdam Spanish Film Festival](#) (ASFF) je bij over de nieuwste ontwikkelingen in de Spaanse filmindustrie. Naast meer gasten en meer locaties komen dit jaar ook verschillende filmsterren en regisseurs een bezoek brengen aan Amsterdam.



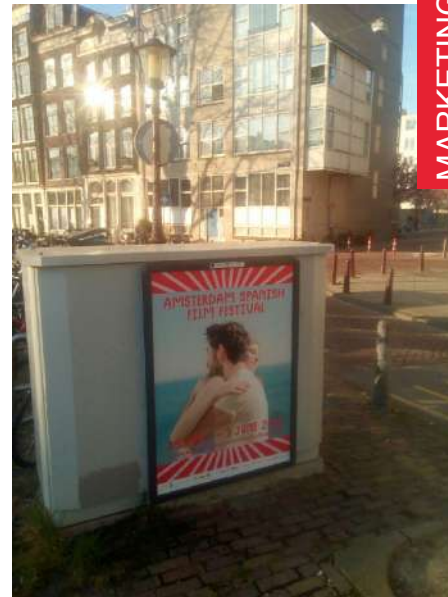


## MAGAZINES, POSTERS AND FESTIVAL GUIDES





## MAGAZINES, POSTERS AND FESTIVAL GUIDES



## SPONSORS & PUBLIC INSTITUTIONS

Amsterdam Spanish Film Festival partnered again with key public and corporate organisations in 2018.

A sponsor of the Festival enjoys benefits such as strong brand exposure through the placement of their **corporate logo** in the different **online and offline publications** as well as in on-site display of photo-calls and banners and other promotional materials such as flyers and the word-of-mouth promotions that the ASFF team does in the different venues and events throughout the festival days together with a strong social media promotion where the profiles of our sponsors and photos where they appear are mentioned in all posts related to them.

Website: 26.650 visits in May  
Newsletter: 42K emails sent  
Programme Brochures: 10K

600 posters and 5.000 flyers  
Social Media: 8.698 users  
ASFF visitors: 4.344

The **placement of the corporate logos** in the **festival trailer** also entails a very strong brand awareness. A total of **20k visitors** have at least watch the trailer in which these logos are embedded. 4.180 visitors have been able to watch it **on the big screen** before each of the 27 screenings and 15.903 visitors played it on our **social media channels**.

This **strong brand awareness** is enhanced by the display of posters, flyers, brochures and **banners** at the entrance of the venues, VIP rooms and theatre rooms being highly visible for each of the attendees and people interested in the cultural and cinema hubs in the city centre of Amsterdam (Pathé Tuschinski, Pathe de Munt, Het Ketelhuis, Cinecenter and Eye Filmmuseum). and the mention of the profiles of our sponsors in all posts related to them

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

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

### Funded by

NL FILM FONDS



AE amsterdamse  
fonds voor de  
kunst



AC/E  
Spain's Public Agency  
for Cultural Action  
www.ac-e.es

### Thanks to the sponsorship of

Mahou



THE STUDENT HOTEL

CATÍ GÓMEZ



DE CAVA KONING

### Media partners

FILM

ESPANJE!

FILM KRANT

### Festival partners



ROZE FILMDAGEN  
AMSTERDAM CINEMA FESTIVAL

CINEMASIA  
FILM FESTIVAL





## OVERVIEW

The cultural discourse in the commercial cinematic field in the Netherlands - too often dominated by hypes, American blockbusters and sequels – has a room for the various forms of Spanish and Spanish Speaking 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.

Niche festivals such as Amsterdam Spanish Film Festival have the potential to attract larger audiences than through the normal distribution channels working as a bridge between cultures and **reasserting and reinforcing the multicultural** of cities like Amsterdam, and most importantly, its **interculturality**.



## ASFF has the potential to attract larger audiences than through the normal distribution channels

In this context, ASFF wanted to create once again an open space to consider the (artistic) quality of fictional storytelling, documentary storytelling, experimental cinema and classical pieces from the Spanish and Latin American context on the stage. Our **goal** has been to **convey the history, current status and the future of Spanish Cinema** by combining a multicultural audience with Spanish filmmakers and artists, 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 is a powerful tool that 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 once again these beliefs and ideas together, we approached Amsterdam audience with the celebration of the fourth edition of ASFF and the first **Rotterdam Edition of the festival** the following weekend.





## FESTIVAL PROGRAM

The **4<sup>th</sup> edition of the Amsterdam Spanish Film Festival program** consisted of several activities in which Spanish Cinema, film art and culture came first.

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 that demonstrate certain **social trends** and highlight a social theme.
- > films that offer an insight **into Spanish culture or Latin American Culture**
- > films that have an **international impact** or have already had an international impact in other festivals in 2017 and 2018.
- > a diverse program where **different genres** are covered, such as drama, comedy, thriller and documentary.



## FESTIVAL PROGRAM

The program consisted of the following components:

### Launch event at Pathé Tuschinski theatre

A special event in which ASFF with the support of sponsors, funds and partners officially launched the Festival program to its audience

- > **El Presidente (2017)** - a high-profile suspense movie also selected for the Cannes Official Selection's 'Un Certain Regard' and directed by the Cannes 2015 Critics Award winner Santiago Mitre

### Core Program at Pathé Tuschinski theatre, Cinecenter and Het 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.

- > **Escobar. Loving Pablo (2017) and Q&A with the director Fernando León de Aranoa** - a thriller, in which one of the most acclaimed directors, 2 times Golden Seashell winner at San Sebastián International Film Festival, chronicles the rise and fall of the world's most feared drug lord Pablo Escobar.
- > **El autor (2017)** - a drama that won the Jury Prize for best script at San Sebastián International Film Festival and the FIPRESCI Prize at Toronto International Film Festival
- > **Luna Grande, un tango por García Lorca (2017) followed by Live Performance of Lorca's poems by Almudena Rubio** - a documentary over the second trip to América of one of the greatest poets of 20th Century Spanish Literature and the influence he exerted on his peers.
- > **La enfermedad del domingo (2018) and Q&A with director Ramón Salazar**- a delicate drama coming directly from the Panorama section of the Berlinale 2018 and Tribeca Film Festival
- > **No sé decir adiós (2017)** - a family drama awarded 4 times with a Silver Biznaga at Málaga Spanish Film Festival
- > **El aviso (2018)** - thriller selected and Best Film nominee at Miami Film Festival

## FESTIVAL PROGRAM

### Music Documentary at Pathé Tuschinski theatre

A showcase of highly acclaimed music documentaries

- > **Indestructible, el alma de la salsa (2017)** - also selected for the official selection at SEMINCI and Havana Film Festival.
- > **Alejandro Sanz, a Latin Star (2018)** - a documentary about one of the most important Latino singers of all time.

### Spanish Cinema Without Fear at Pathé Tuschinski theatre, Cinecenter and Het 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.

- > **Verano 1993 (2017)** - a drama filmed in Catalan language which has collected several awards throughout different festivals along the past year
- > **Niñato (2017) with Q&A and live performance of rap singer and main character of the film David Ransanz aka "Niñato"** - a documentary that won the Best Film award at Bafici and the Jury Prize at Visions du Réel
- > **El mar nos mira de lejos (2017)** - a documentary selected also at the Berlinale 2017
- > **Júlia ist (2017) followed by Q&A with director Elena Martín and cinematographer Pol Rebaque** - a feature debut that was awarded with the Silver Biznaga for Best Film and Best Director at Málaga Spanish Film Festival



## FESTIVAL PROGRAM

### Focus Argentino at Pathé de Munt theatre, Cinecenter and Het Ketelhuis

Similar to 2016's edition we recover this year a Focus Latino Section with the idea of focusing on a particular Latin American Cinematography every edition. This year the Focus Argentino gave a glimpse to Argentinian Cinema with 3 different films

- > **Nadie nos mira (2017)** - a drama co-presented and co-hosted with Gay Night Pathé de Munt and Roze Filmdagen
- > **Las grietas de Jara (2018)** - a suspense with the awarded Soledad Villamil (El secreto de sus ojos) as one of the main characters
- > **El futuro que viene (2017)** - a drama also selected at Toronto International Film Festival

### Spain Laughs at Pathé Tuschinski theatre and Het Ketelhuis

This new section offered the audience the opportunity to discover some of the most eccentric, surrealist and funny moments of Spanish Cinema today

- > **Sin rodeos (2018)** - comedy
- > **La tribu (2018)** followed by Q&A with actors **Paco León** and **Carmen Machi** - comedy
- > **Muchos hijos, un mono y un castillo (2017)** followed by Q&A with protagonist **Julita Salmerón** - a documentary selected and internationally awarded in several festivals around the world. Co-presented with IDFA
- > **Thi Mai: Rumbo a Vietnam (2018)** with the presence of **Carmen Machi** - comedy
- > **Perfectos desconocidos (2018)** followed by a Q&A with **Ernesto Alterio** - black comedy

## FESTIVAL PROGRAM

### Spain Meets: Japan! at Pathé Tuschinski theatre

In this new section and focusing in one of the ASFF meets Japan through an exceptional culinary experience

> **Soul (2017)** - documentary also selected at the Berlinale 2017 and co-presented with CinemAsia Film Festival

### Treasures from the Past at Eye Filmmuseum

A chance in our programme to re-discover forgotten gems of Spanish Cinema. With the screening of one of Spain's most recognised film classics, Goya Award winner for Best Film and Best Director as well as Silver Bear to Victoria Abril at the Berlinale 1991, a vintage 35mm print of **"Amantes" by Fernando Trueba (1990)**, has placed once more its programming within the context of film and art history.

### Educational programme at Pathé Tuschinski theatre

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

- > **El viaje de Unai (2016) and workshop** - documentary
- > **Requisitos para ser una persona normal (2015)** - documentary



## LAUNCH EVENT



## CORE PROGRAM



## MUSIC DOCUMENTARY



## SPAIN LAUGHS



## SPANISH CINEMA WITHOUT FEAR

## FOCUS ARGENTINO



## EDUCATIONAL PROGRAM



## TREASURE



## SPAIN MEETS!



## HIGHLIGHTS: LAUNCH EVENT

The fourth edition of the Festival started on **May 1st** with our expected **launch event** that annually sets the tone for the upcoming edition of the ASFF. During this event press and media, film professionals, collaborators and our loyal and new visitors joined us for the official release of the new program with all its returning, new and amazing sections, venues... and of course the première of the first film of ASFF in the prestigious and Art Deco style Pathé Tuschinski theatre.

After the reveal of the program by our **director Virginia Pablos** and our **presenter Maarten Dannenberg**, the audience had the opportunity to watch the trailer of the festival for the very first time with an amazing response of the audience who had also the opportunity to watch our main sponsors' trailers: **Mahou, Marqués de la Concordia and Language Corner**.

The reveal was followed by the **Dutch Première** of *El Presidente*, a high-profile suspense movie selected for the Cannes Official Selection's "Un Certain Regard". Directed by the Cannes 2015 Critics' Week winner Santiago Mitre, this film did not leave our audience indifferent.

After the première the audience gathered in the beautiful lobby of Pathé Tuschinski to discuss about the film and get together while enjoying some complimentary drinks and *jamón* and celebrate this way the festive kick-off of this last edition of the festival. 430 visitors had the opportunity to enjoy a cold beer at the **Mahou Corner** and delicious Spanish wines at the **Marqués de la Concordia Stand**.





## A total of 487 visitors attended the Opening Night

The ASFF Opening Night Film was **Escobar. Loving Pablo**

A drama thriller directed by one of the most acclaimed directors in recent Spanish Cinema, 2 times Golden Seashell winner at San Sebastián International Film Festival and 3 times Goya Award winner for Best Director, Fernando León de Aranoa.

His last film, Escobar, chronicles the rise and fall of the world's most feared drug lord Pablo Escobar, a thematic so in vogue these last months, which attracted a total of **487 visitors**.

The festival had the honour to host the director of this **Dutch Première** giving the opportunity to the public to discuss with him different aspects of the film in a Q&A after the movie, and of course more casual conversations in the lobby of Pathé Tuschinski.

After the movie the attendees enjoyed incredible and high quality *jamón ibérico* served and cut by the expert hands of *Maestra Cortadora* (Master Carver) **Cati Gómez** accompanied by a beer or a delicious wine at the **Mahou** Corner and at the stands of **Marqués de la Concordia**.



# AMSTERDAM SPANISH FILM FESTIVAL

# MAY - 3 JUNE 2018

amsterdams  
fonds voor de  
kunst

NL FILM  
FONDS



HIGHLIGHTS: OPENING NIGHT



amsterdams  
fonds voor de  
kunst

Mahon  
★★★★★

PRINS BERNHARD  
CULTUURFONDS  
Die kunst leert heel geven.

AC/E  
Spain's Public Agency  
for Cultural Action





## HIGHLIGHTS: SPAIN LAUGHS

This year's new section SPAIN LAUGHS fulfilled the expectations of our audience who was impressed by the variety of films within the comedy genre and had the opportunity to chat with and enjoy the presence of our guests during the Q&As.



On Friday evening Amsterdam Spanish Film Festival had the opportunity to host a very special tandem of actors; **Carmen Machi** and **Paco León**, who got laughs of both Dutch and Spanish audience. The **321 spectators** that filled the Tuschinski Theatre flowed to the rhythm of Funky, Hip-Hop and Reggaeton in **La tribu**, a film that adapts for the big screen the real story of an extravagant dance group that had a rapid rise to fame in a tablet show

Saturday's afternoon was the turn for **Julita Salmerón** who delighted the audience with her natural humor and eccentric personality. The screening of **Muchos hijos, un mono y un castillo**, was presented by IDFA programmer **Raúl Niño Zambrano** who also led one of the funniest Q&As of the festival in which the octogenarian matriarch of Salmerón family had the visitors eating out of her hand.

The closing night also hosted one of the spotlights of the festival with the presence of **Ernesto Alterio** and his latest film **Perfectos Desconocidos**, a remake in which one of the most recognised directors of the Spanish Cinema scene, **Alex de la Iglesia**, adapts with his particular scenography and black humor the Italian success *Perfetti Sconosciuti*.

To close these events, visitors at Pathé Tuschinski could enjoy a **cold beer** thanks to **Mahou**, or a **delicious Spanish wine** from **Marqués de la Concordia** while tasting the delicious ham cut by maestra cortadora **Cati Gómez**.















LA ESTRELLA DEL JAMÓN

*Sabores  
que dejan huella*



GÓMEZ



## HIGHLIGHTS: LUNA GRANDE, UN TANGO POR GARCÍA LORCA

The Dutch Première of **Luna Grande, un tango por García Lorca**, presented by the director of Instituto Cervantes in Utrecht, Pilar Tena, attracted a total of 189 visitors.

This beautiful documentary about the second trip to América of one of the greatest poets of 20th Century Spanish Literature and the influence he exerted on his peers had an attendance of 189 visitors that not only enjoyed the beautiful voice of Silvia Pérez Cruz that accompanies the film directed by Juan J. Ponce but also the astonishing live performance of Almudena Rubio (vocals) and Davide Cristiani (guitar) which followed the première. The Amsterdam-based musicians did an impressive interpretation who got the well-deserve applause and congratulations of those present at the theatre.

The film and live performance was followed by drinks sponsored by **Mahou** and **Marqués de la Concordia**

**Pilar Tena, director of  
Instituto Cervantes in Utrecht  
introduced the film to the  
Audience**







**Vicente Aranda's Amantes** was the film selected this year as part of the **Treasure from the Past** Section in which ASFF pays homage every year to a piece of the cinematographic history of Spanish Cinema. This year's tribute was a success with the selection, and thanks to ICAA for its provision, of a 35mm vintage copy of this melodrama inspired by real events and set in the post-Civil War era in Spain.

Following one of the main goals of ASFF of spreading the **Cinematographic history of Spain**, Vicente Aranda's film was screened at one of the most representative institutions of Amsterdam's Film scene, the **EYE Filmmuseum**.

It is especially important for Amsterdam Spanish Film Festival to be able to collaborate with this venue, and especially to host this section, for what this institution represents in the Film Heritage field and its strong position in the academic field. Therefore, it was an honour for festival director Virginia Pablos to introduce to the Dutch Audience a film that represents not only one of the **most important works** from the filmography of the Catalan director, but also from **Spanish Cinema** and which was awarded with several national and international prizes. Among those stand out the Best Film and Best Director Goya Award in 1991 and the Silver Bear for Victoria Abril at the Berlinale same year.



HIGHLIGHTS: EDUCATIONAL PROGRAM





## HIGHLIGHTS: CLOSING – PERFECTOS DESCONOCIDOS

After **six days full of** the most exciting, funny and representative examples of contemporary **Spanish and Latin American Cinema**, ASFF feels honoured to have been able to host its already fourth edition of the festival in Amsterdam. Before the screening of the closing night, festival director Virginia Pablos and presenter Maarten Dannenberg thanked all collaborators, sponsors, guests, ASFF team and especially the audience, **a total of 4.344 spectators**, without whom the **success of this fourth edition** could not have been possible.

And this **closing night** could not have been better without the Dutch Première of **Perfectos Desconocidos**, a film by **Alex de la Iglesia** who also was selected last year to present a film in the closing night.

In *Perfectos Desconocidos*, seven friends gather for dinner and decide to play a game in which all incoming messages and calls are exposed to all. An innocent game or a dangerous proposal? What would happen if during a casual and friendly dinner with your best friends someone suggest to set all the phones on the table and read all texts and calls out loud? An innocent game or a dangerous proposal? This is the premise in which the film *Perfectos Desconocidos* is created. This year the actor **Ernesto Alterio** was the one who delighted us and accompany the audience to present such an amazing remake of this Italian success by Paolo Genovese which Alex de la Iglesia has been able to upgrade with his trademark of black humor and distinctive scenography.

Ernesto Alterio explained during the Q&A that followed the film how he built and played one of the most edgy characters of this ensemble movie that shows how frightening truth can be when you have something to hide.

After the Q&A, and to festively bring this successful fourth edition of ASFF to an end, visitors enjoyed tasty jamón while toasting with a delicious wine or a cold beer thanks to the sponsorship of **Marqués de la Concordia** and **Mahou** at the hall of the incredibly beautiful **Pathé Tuschisnki**.







Best Adapted Screenplay Goya Award 2016 for *A Perfect Day*

Best Documentary Goya Award 2008 for *Invisibles*

Best Director Goya Award 2002 for *Los lunes al sol*

Best Director Goya Award 1999 for *Barrio*

Golden Seashell San Sebastián International Film Festival 2002 for *Los lunes al sol*

Silver Seashell San Sebastián International Film Festival 1998 for *Barrio*

Best New Director and Audience Award Seminci 1996 for *Familia*



**FERNANDO LEÓN DE ARANO**

Q&A Escobar: Loving Pablo moderated by Film Journalist Gerlinda Heywegen



Q&A Perfectos Desconocidos

ERNESTO ALTERIO

Silver Biznaga Best Actor 2014 for *Sexy fácil*,  
*películas tristes*

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EL MARQUÉS DE LA CONCORDIA  
FAMILY OF WINES





Almudena Rubio & Davide Cristiani

Live Performance after the screening of *Luna Grande, un tango por García Lorca*



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CATI GÓMEZ



Programmer at International Documentary Film  
Festival Amsterdam (IDFA).  
Presenter and moderator for *Muchos hijos, un  
mono y un castillo* (Gustavo Salmerón)

RAÚL NIÑO ZAMBRANO

# AMSTERDAM SPANISH FILM FESTIVAL

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Presentation *La tribu*, Fernando Colomo



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**RAMÓN SALAZAR**



Nominee Best International Narrative Film  
2018 for *La enfermedad del domingo*

*Panorama Section Berlinale 2018*

Nominee Golden Berlin Beer 2002 for *Piedras*

Audience Award Ghent International Film  
Festival 2002 for *Piedras*

Raúl Niño Zambrano, Senior Programmer at IDFA

JULITA SALMERÓN

Q&A Muchos hijos, un mono y un castillo, Gustavo Salmerón

Best Documentary Goya Awards 2018

Best Documentary Karlovy Vary International FF





Raúl Niño Zambrano, Senior Programmer at IDFA

JULITA SALMERÓN

Q&amp;A Muchos hijos, un mono y un castillo, Gustavo Salmerón

Best Documentary Goya Awards 2018

Best Documentary Karlovy Vary International FF



ASFF and Instituto Cervantes Utrecht have a close collaboration and work together on a regular basis in order to join forces and promote Spanish language and Culture in the Netherlands

## PILAR TENA

Director Instituto Cervantes Utrecht and presenter of *Luna Grande, un tango por García Lorca* by Juan J. Ponce



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CATI GÓMEZ

Language  
Corner

THE  
STUDE  
HOTE

SAMUEL HUBNER

Programmer at CinemAsia and presenter of *Soul* by Ángel Parra and José Antonio Blanco

AMSTERDAM SPANISH  
FILM FESTIVALCreer  
ear Gananar!

Elena Martín

Directora, "Júlia Ist"

FERNANDA





DAVID RANSANZ aka "NIÑATO"

## PRESS RELEASE - DUTCH



PERSBERICHT  
2 mei 2018

## Programma bekend en kaartverkoop gestart Amsterdam Spanish Film Festival (29 mei t/m 3 juni)

Het **volledige programma** van het Amsterdam Spanish Film Festival is bekend gemaakt. Tevens is de **kaartverkoop** gestart via de websites van de deelnemende bioscopen. Hieronder een greep uit de verschillende programmaonderdelen.

[edit]

### Hoofdprogramma

Het festival toont een zorgvuldig geselecteerd programma van recente Spaanse films in verschillende genres, die de dynamiek en creativiteit van de hedendaagse Spaanse cinema reflecteren. Eén van de films uit het hoofdprogramma is *La enfermedad del domingo* (Sunday's Illness), waarin een oude dame uit de bovenklasse onverwachts bezoek krijgt van haar dochter die ze vorig jaar geleden heeft verlaten. Van haar dochter krijgt ze een opmerkelijk verzoek: om samen tien dagen door te brengen.

Na de voorstellingen zal na afloop een **Q&A** plaatsvinden met regisseur **Ramón Salazar**.  
Tevens zijn onderdeel van het hoofdprogramma: openingsfilm *Escobar* (Fernando León de Aranoa), *El Aviso* (Daniel Calpíjaro), *No Sé Decir* (Adrián Uribe Escalera), *Luna Grande*, *Un Tingo Por García Lora* (Juan José Ponce) en *El Autor* (Manuel Martín Cuenca).

### Spain Laughs

Een nieuw programmaonderdeel met de meest excentrieke en surrealistische momenten uit de Spaanse cinema is Spain Laughs. In *Muchos hijos, un mono y un castillo* (Lots of Kids, a Monkey, and a Castle) doet de pasgetrouwde Julia drie wensen: veel kinderen, een aap en een kasteel. Nadat al haar wensen zijn uitgekomen, ontdekt deze bijzondere dame de werkelijke betekenis van het leven... Na afloop van de voorstelling is er een **Q&A** met hoofdtroespeler **Julita Salmerón**.

Ook de zwarte komedie *Perfectos desconocidos* (Perfect Strangers) van Álex de la Iglesia is te zien in Spain Laughs. Tijdens een etentje stelt iemand uit de vriendenkring voor om een spel te spelen: leg je telefoon op tafel en lees hardop de inkomende berichten voor. Dat lijkt onschuldig, totdat je iets te verbergen hebt... *Perfectos desconocidos* is tevens slotfilm van het festival.  
Na de voorstelling zijn leden van de **cast aanwezig voor een Q&A** en is er een feestelijke borrel.

### Focus Argentina

In dit onderdeel zie je een glimp van al het moois dat de Argentijnse cinema te bieden heeft. De Argentijnse filmmaker Constanza Novik laat met *El futuro que viene* (The Future Ahead) de levenslange, maar ingewikkelde vriendschap zien tussen twee vrouwen op drie cruciale momenten in hun leven: eerste liefde, eerste kind en eerste scheiding.

### Spanish Cinema Without Fear

Een speciale selectie van Spaanse films die tradities op de schop nemen en de moed hebben om te experimenteren en de grenzen op te zoeken. Eén van de geselecteerde films is *Niñato*. Deze film gaat over David, een jonge, werkloze vader die met zijn zoontje bij zijn ouders woont. Naast zijn dagelijkse bezigheden probeert hij af en toe even tijd te vinden voor zichzelf en zijn passie voor ritme en muziek.



Na afloop is **hoofdtroespeler en rapper David Ronsanz, ook wel bekend als Niñato, aanwezig**. Naast een **Q&A** zal hij het publiek live kennis laten maken met zijn muziek.

### Music Documentary

*Indestructible, el alma de la salsa* (Indestructible, the Soul of Salsa) is een prachtige muzikale documentaire die de kijker meeneemt op reis naar de oorsprong van salsa. De Spaanse flamenco zanger *Diego 'El Cigala'* wordt gevolgd tijdens zijn reis om een salsa-album te maken.

In **Spain Meets: Japant** laat het AFSS samen met Cinemasia Soul zien: Soul verkent de geheimen van de gastronomie, waar twee keukens (die blijkbaar zo tegengesteld zijn in hun filosofie, denkbeeld en ervaring) de hoogste culinaire erkenning hebben gekregen, namelijk drie Michelin-sterren.

### Treasure from the Past

In dit programmaonderdeel worden bijna-vergeten parels getoond uit de Spaanse Cinema. Dit jaar is *Amantes* (Lovers) te zien, gebaseerd op het waar gebeurde verhaal over een jonge man die na ontslag uit het leger op zoek gaat naar een baan, om te kunnen trouwen met zijn geliefde. Hij huurt een kamer bij een weduwe en begint een affaire met haar, totdat zijn verloofde erachter komt en hem probeert terug te winnen. Uiteindelijk dwingt ze hem te kiezen tussen haar en de weduwe.

### Locaties

Het Amsterdam Spanish Film Festival vindt van 29 mei t/m 3 juni plaats in de hoofdstad in Pathé Tuschinski, Pathé de Munt, Het Katerhuis en Cinecenter. Daarna reist het festival door naar filmtheater LantarenVenster in Rotterdam dat in het weekend van 6, 9 en 10 juni tevens in het teken van Spaanse film staat.

Na de meeste films is er de mogelijkheid om na te praten onder het genot van een hapje en een drankje. Iederkoffie en andere Spaanse lekkernijen en drankjes zullen het publiek een echte Spaanse (film)ervaring bezorgen.

### Kaartverkoop

De **kaartverkoop** voor Amsterdam Spanish Film Festival is gestart via de websites van de deelnemende bioscopen.



### Amsterdam Spanish Film Festival (ASFF)

Amsterdam Spanish Film Festival is een uniek initiatief dat een breed publiek in Nederland gelegenheid biedt om zich onder te dompelen in een zorgvuldige selectie van Spaanse cinema en Spaanstalige films uit Latijns-Amerika. ASFF wordt georganiseerd en geprogrammeerd door SIN FIN CINEMA en biedt de bezoeker niet alleen een overzicht van de nieuwste trends in mainstream Spaanse cinema, maar heeft ook oog voor onafhankelijke, artistieke en experimentele Spaanse en Spaanstalige films.

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



### NOOT VOOR DE REDACTIE

#### Interviewverzoeken

Spaanse regisseur Fernando León de Aranoa van openingsfilm *Escobar* is van 25 t/m 30 mei in Nederland en beschikbaar voor interviews op maandagochtend 28 mei in Amsterdam. Bij interesse in een interview graag aanmelden bij [charlotte@tripoleentertainment.nl](mailto:charlotte@tripoleentertainment.nl).  
Graag bij de aanmelding aangeven hoe veel tijd je nodig denkt te hebben en wat je deadline is.

#### Persvoorstellingen openingsfilm *Escobar*

Vrijdag 4 mei om 15:30 uur | DFW Screeningroom | Burg. Verdoorn 15, 3544 AD Utrecht  
Landelijke pv: vrijdag 18 mei om 10:30 uur | Het Katerhuis | Pazzanistraat 4, 1014 DB Amsterdam  
Graag aanmelden bij [charlotte@tripoleentertainment.nl](mailto:charlotte@tripoleentertainment.nl)

#### Beeldmateriaal

Beeldmateriaal van ASFF 2018 en *Escobar* kun je [hier](#) downloaden.

#### Meer informatie over Amsterdam Spanish Film Festival:

Triple P Entertainment | Charlotte Groen & Pauline Verhoeven | T: 035 698 2106 | E: [charlotte@tripoleentertainment.nl](mailto:charlotte@tripoleentertainment.nl) & [pauline@tripoleentertainment.nl](mailto:pauline@tripoleentertainment.nl)  
[www.tripleentertainment.nl](http://www.tripleentertainment.nl) | Facebook | Twitter | Instagram

Sin Fin Cinema | Laura Cabrera & Virginia Pablos | Graag in het Engels contact opnemen met de organisatie van het ASFF | E: [coordinator@sinfincinema.com](mailto:coordinator@sinfincinema.com) & [virginia@sinfincinema.com](mailto:virginia@sinfincinema.com)

#### Meer informatie over de bioscoopreleases van *Escobar*:

Dutch FilmWorks | Mirjam Advocaat | T: 088 120 2033  
E: [mirjam@dfw.nl](mailto:mirjam@dfw.nl) | [www.dfw.nl](http://www.dfw.nl) | Facebook | YouTube | Instagram



## PRESS RELEASE - ENGLISH



PRESS RELEASE  
3 May 2018

## Amsterdam Spanish Film Festival (29 May until 3 June) announces programme and opens tickets sales

The [full programme](#) of the Amsterdam Spanish Film Festival has been announced. [Ticket sales](#) have also started via the websites of the participating Amsterdam cinemas. Here are a few of the programme components.



### Core programme

The festival screens a carefully selected programme of Spanish films from different genres that reflect the dynamic and creative aspect of modern Spanish cinema. One of the films from the core programme is *Le enfermedad del domingo* (Sunday's Illness), in which an upper-class woman unexpectedly gets a visit from her daughter whom she abandoned thirty years ago. Her daughter makes a strange request: to spend ten days together.

The screenings will be followed by a Q&A with director **Ramón Salazar**.

Also part of the core programme are: opening film *Escobar* (Fernando León de Aranoa), *El Aviso* (Daniel Calparsoro), *No Sé Dejar Años* (Lina Escalera), *Luna Grande*, *Un Tingo Por García Lorca* (Juan José Ponzo) and *El Autor* (Manuel Martín Guitiérrez).

### Spain Laughs

*Spain Laughs* is a new section of the programme that features the most eccentric and surrealistic moments from Spanish cinema. In *Muchos hijos, un mono y un castillo* (Lots of Kids, a Monkey and a Castle), newlywed Julita makes three wishes: lots of kids, a monkey and a castle. After all of her wishes have been granted, this special lady discovers the true meaning of life.

The screening will be followed by a Q&A with protagonist **Julita Salmerón**.

In addition, the black comedy *Perfectos desconocidos* (Perfect Strangers) from director *Álex de la Iglesia* can be viewed in *Spain Laughs*. During a dinner amongst a group of friends, one person suggests they play a game: put your phone on the table and read the incoming messages out loud. This seems innocent, until you have something to hide. *Perfectos desconocidos* is also the closing film.

**Cast members will be present for a Q&A** after the screening and a festive gathering will celebrate the end of yet another successful edition of the festival.

### Focus Argentina

This section will give the audience a glimpse of all the fine things Argentinean cinema has to offer. With *El futuro que viene* (The Future Ahead), Argentinean filmmaker Costanzo Novick illustrates the lifelong but complicated friendship between two women at three crucial moments in their lives: first love, first child and first divorce.



### Spanish Cinema Without Fear

A special selection of Spanish films will dramatically reshape traditions and have the courage to experiment and push the boundaries. One of the selected films is *Niñato*. This film is about David, a young, unemployed father who lives at his parents' house with his son. When he is not busy with his daily activities, he tries to find some time for himself and his passion for rhyme and music.

Protagonist and rapper **David Ransanz**, also known as **Niñato**, will be present after the screening.

Besides hosting a Q&A, he will give a live introduction to his music.

### Music Documentary

*Indestructible, el alma de la salsa* (Indestructible, the Soul of Salsa) is a splendid musical documentary that takes the audience on a journey to the origins of salsa. The documentary follows Diego "El Cigale" on his journey to make a salsa record.

In *Spain Meets: Japan* the ASFF screens *Soul*, in collaboration with Cinemasia. *Soul* explores the secrets of gastronomy where two cuisines apparently so opposite in their philosophy, conception and experience, have both earned the highest cultural recognition: three Michelin stars.

### Treasure from the Past

In this section of the programme, (nearly) forgotten gems of Spanish cinema are screened. This year, the audience has the opportunity to see *Amanites* (Lovers), based on the real story of a young man who, having just been dismissed from military service, looks for a job to earn money and marry his girlfriend. While he is looking for work, he takes lodgings in the house of a widow, with whom he starts an affair until his fiancée finds out about them and tries to win him back.

*Amanites* is screened in a 35 mm format in EYE.

### Venues

The Amsterdam Spanish Film Festival takes place from 29 May until 3 June in the Dutch capital. This year's venues are *Pathe de Munt*, *Het Kestelhuis* and *Cineconcert*. After Amsterdam, the festival will continue its journey to *Landenlender* in Rotterdam, where Spanish cinema will also be celebrated. Rotterdam will host the festival during the weekend of 8, 9, and 10 June.

After the screening of the majority of the films, one has the opportunity to discuss and reflect while enjoying a bite and a drink.

Iberian hen and other Spanish delicacies will ensure that the audience has a real Spanish (film)experience.

### Ticket sales

[Ticket sales](#) for the Amsterdam Spanish Film Festival have started via the websites of the participating venues.



### Amsterdam Spanish Film Festival (ASFF)

Amsterdam Spanish Film Festival is a unique initiative that invites a broad audience to immerse itself in a careful selection of Spanish cinema, and Spanish-language movies from Latin America. ASFF is organized and programmed by SIN FIN CINEMA and offers the visitor not just an overview of the latest Spanish cinema trends, but also considers independent, artistic and experimental Spanish and Spanish-language films.

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



### NOTE FOR THE EDITOR

The stills depicted above are from *Le Enfermedad del Domingo* and *El Aviso*.

### Interview requests

From 28 May until 30 May, Spanish director **Fernando León de Aranoa** from opening film *Escobar*, will be in The Netherlands. He will be available for interviews on Monday afternoon, May 28, in Amsterdam.

The following cast and crew members will be present for interviews: **Paco León** (actor from *La tribu*), **Carmen Machi** (actress from *Thi Mai, rumbo a Vietnam*), **Julita Salmerón** (actress from *Muchos hijos, un mono y un castillo*) and **David Ransanz** (from *Niñato*).

If interested in an interview, please sign up with [charlotte@triplicentertainment.nl](mailto:charlotte@triplicentertainment.nl)

At the registration, please indicate how much time you expect to need and what your deadline is.

### Press screenings opening film Escobar

Early pic: Friday 4 May at 3:30 PM | DFW Screeningroom | Burg. Verderlaan 15, 3544 AD Utrecht

National pic: Friday 18 May at 10:30 AM | Het Kestelhuis | Pezzanistraat 4, 1014 DB Amsterdam

Please sign up with [charlotte@triplicentertainment.nl](mailto:charlotte@triplicentertainment.nl)

### Imagery

You can download images from ASFF 2018 and *Escobar* [here](#).

### More information about Amsterdam Spanish Film Festival:

Triple P Entertainment | Charlotte Groen & Pauline Verhoeven | T: 035 699 2106 | E: [charlotte@triplicentertainment.nl](mailto:charlotte@triplicentertainment.nl) & [pauline@triplicentertainment.nl](mailto:pauline@triplicentertainment.nl)  
[www.triplepentertainment.nl](http://www.triplepentertainment.nl) | Facebook | Twitter | Instagram

Sin Fin Cinema | Laura Cabrera & Virginia Pellos | Please contact the organisation of ASFF in English | E: [coordinator@sinfincinema.com](mailto:coordinator@sinfincinema.com) & [virginia@sinfincinema.com](mailto:virginia@sinfincinema.com)

### More information about the theatrical release of Escobar:

Dutch FilmWorks | Mirjam Advocaat | T: 088 120 2033

E: [coedrecoet@dfw.nl](mailto:coedrecoet@dfw.nl) | [www.dfw.nl](http://www.dfw.nl) | Facebook | YouTube | Instagram









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LANTAREN  
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Virginia Pablos  
Director & Programmer



Laura Cabrera  
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Belén Muñoz  
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Hans Schepp  
Videographer



Carlota Varela  
Video Assistant



Lesly Alvaro  
Camera Assistant



Cecilia Diaz  
Photo



Javier López  
Production Assistant



María Goirigolzarri  
Community Manager



Celia Peláez  
Social Media



Eugenia Alvarez  
Hospitality & PR



Iria Sambruno  
Community Outreach



Silvia Cachafeiro  
Interviewer/Production



Ariel Trager  
Production



Daniela Navarrete  
Interpreter



Noemi Pascual  
Hospitality & PR



Yuki Cheng  
Social Media



What the Studio  
Design



Liz Broom  
Text Editor



Jasper Jacobs  
Interpreter



Noelia Nicolás  
Production &  
Photography



Joeri Wetters  
Webdeveloper



# AMSTERDAM SPANISH FILM FESTIVAL

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The fourth edition of Amsterdam Spanish Film Festival has come to an end and once more we can proudly say that it is **consolidating as one of the largest festivals of Spanish Cinema in The Netherlands**. Although already a established name in the Dutch cultural field, this year for the first time as a Foundation, Stichting ASFF has been creating **new, stronger and more durable bonds with other institutions**, organisations and partners in order to enhance the visibility of Spanish Cinema and Culture.

In terms of **audience**, once again the number of visitors **raised** and the percentage of younger people from the age range 18-24 also increased. Furthermore, we are consolidating a **younger audience** of students through the already well-known Educational Program amongst schools and **educational institutions** of the region and who expressed their intention to participate in future editions even demanding some other possible activities alike during the academic year. ASFF has become a **unique film exhibition** initiative allowing people based in Amsterdam to discover and engage with the Spanish film industry and culture. This year a new audience has been introduced to our network when taking the festival on **tour to Rotterdam**. The direct contact with these visitors after the screenings showed us the **increasing demand of Spanish Cinema in different spots of The Netherlands**. These visitors not only have praised the initiative but also have been interested in being connected with us for further projects that could bring more Spanish and Latin American Cinema than only the one brought through the normal distribution channels. One of our goals for next editions it is precisely **to consolidate Rotterdam as a new Hub in The Netherlands for Spanish Cinema**.

We recognise 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, while maintaining strong relationships with government agencies, industry associations and corporate partners. Having been granted for the first time with Prins Bernhard Cultuurfonds, and the increasing support of NL Film Funds, Amsterdam Fonds voor the Kunst and Acción Cultural Española in Spain, we are even more certain and excited about our place in the field. It also validates once again our believes and our goals. We will continue monitoring 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**. For further editions we would like to put more attention and collaboration on a higher educational and academic level with lecturers, professors and other film professionals taking direct part in the events presented to the audience. There are different aspects such as heritage and film aesthetics that we would like to address in a more academic way with the different institutions and universities in the Netherlands **and enhance this way the professional network of the festival** and enable that space for discussion and knowledge with Dutch filmmakers and professionals.

The ASFF - launched and solidly curated 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 and Latin American films.





**¡Gracias!**