

A hand with multiple rings and a ruffled sleeve is the central focus. The hand is adorned with several rings, including a large square ring with a star design and a smaller round ring. The sleeve is a vibrant red with a ruffled cuff. The background is a deep red, decorated with white sunburst patterns at the top and bottom, and scattered gold and red confetti. The text is in a bold, white, serif font.

AMSTERDAM SPANISH FILM FESTIVAL

28 MAY
—
2 JUNE
2019

@ASFFOFFICIAL

#ASFF2019



AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019 | *Rotterdam edition: 4 — 9 June*



4,267 Loyal visitors



14K Festival programs



59K Newsletter sent with a 27% open rate



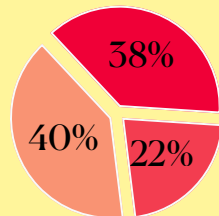
9,600 followers on Social Media



€ 74.976 Media Value on Print and Online Media

10 guests

7 Q&A



● Dutch
● Others
● Spanish Speakers

40%

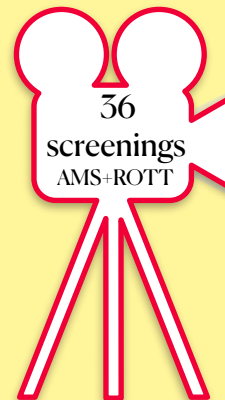


60%



77%

of our audience
is between
25-54 years old



20 films

16 Spanish films

4 Latin American Films

5 Co productions

14 Number of Dutch premieres

3,779 minutes of screening

3,104 views on Vimeo



ASFF 5th anniversary celebration

ASFF 2019 edition celebrated its 5th anniversary from Tuesday May 28th to Sunday June 2nd 2019

The film *Quién te cantará* by Carlos Vermut, one of Spain's most imaginative directors of the time, was the film selected for the opening of this very special edition, with the presence of Goya award winner Eva Llorach who fascinated the audience not only with her naturalness and sense of humor, but also offering the audience an incredible a cappella performance after the screening of the film.

This was the starting point of 6 days full of Spanish vibes where music, food, drinks and Cinema have been a gathering point for our guests and audience to discuss about film.

Content

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55 Festival Program and events 111 Team 113 Cinema partners 118 Conclusion 122 Thanks

About Us

The **Amsterdam Spanish Film Festival** was founded and launched in 2015 by **Sin Fin Cinema** after a successful experience with the project "The Spanish Film of the Month". This project, with which we achieved outstanding results, was the breeding point for the relationships that now ASFF still maintain with cultural and film institutions.

The festival was founded with the idea in mind of **promoting Spanish Cinema in The Netherlands**. Since its inception, ASFF has provided Dutch, Spanish speaking and other international audiences in Amsterdam with new trends of mainstream, independent, artistic and experimental Spanish films. This was a demand that we saw at that time was needed for not being yet covered in Amsterdam and surrounding areas by any other project alike, and that we have known, thanks to the feedback from our collaborators, institutions and audience, that we are covering in a very positive way. Furthermore, after the successful experience of introducing the festival in Rotterdam last year, our partnership with LantarenVenster has been again very fruitful. Both returning and new audience have congratulated us for bringing Spanish productions to their city, most of them with the only chance to be seen in the country thanks to the festival and making them with this initiative available to wider audiences.

We do believe that the festival **contributes to the diversity of the cultural scene in the Netherlands**. With this fifth edition of the festival we aimed to definitely establish and firmly consolidate the initiative in a more independent way and establish new bonds with other cities in the country to spread Spanish Cinema and Culture as we have done in Amsterdam and Rotterdam with a great success for 5 and 2 years respectively.

ABOUT

Stichting ASFF is the legal entity behind the **Amsterdam Spanish Film Festival**, 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 is launched, organised and solidly programed by **Sin Fin Cinema**, which provides a showcase of new trends of mainstream Spanish Cinema as well as focusing on independent, artistic and experimental Spanish films.

ANBI: Stichting ASFF is preparing an application for an official ANBI Status with the Dutch Tax and Customs Administration

Founder & Director

Virginia Pablos

Board Members

Mercedes M. Abarca
David Martín de Juan
Wim Sjerps

Registration

KVK 70865191
VAT 858490262B01

Contact

+31 6 38306644 / info@sinfincinema.com
www.sinfincinema.com
www.amsterdamspanishfilmfestival.com

MISSION

Founded by director and film curator Virginia Pablos, ASFF Foundation is dedicated to the organisation of cultural events and film programs, exhibiting and promoting Spanish Cinematic experiences in the Netherlands.

The Foundation aims to spread Spanish and Latin America Cinema and Culture across the Netherlands and to create a meeting place for films explorations and quests with its activities.

ASFF collaborates with filmmakers from Spain, allowing them to intertwine with Dutch filmmakers, producers and distributors, in order to promote intercultural communication and dialogue. We would like to increase Dutch and academic population's understanding and knowledge of the History of Contemporary Spanish Cinema and enable a space for discussion and knowledge around Spanish and Dutch filmmakers.



Marketing Strategy

The marketing campaign started with the announce of the new image of the festival on February 11th through our different social media and concluded with the end of our Rotterdam edition on June 9th 2019

Marketing goals

Our main marketing goals for this 5th edition of the Amsterdam Spanish film festival

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

Outreach

For the past 5 years we have been creating and enlarging an important network through our social media and through marketing campaigns, partnerships and collaborations with Dutch and international organisations in the country in order to reach and enlarge our main target groups and strengthen our relationship with them creating a loyal audience that comes back every year.

Audience profile

We have defined our audience as Spanish Cinema and Spanish Culture enthusiasts, film and film festival's enthusiasts (arthouse and mainstream, fiction and documentary) with a specific interest in Spanish and Spanish speaking cinema

We identify the following groups:

- Entertainment consumers
- Dutch and foreign audience interested in European film
- Film Industry professionals
- Spanish and Latin American communities in The Netherlands
- Expats, international students and students of Spanish as a second language

Marketing Strategy

Publicity

Our marketing campaign is also supported by a strong publicity campaign through our media partners and communication agency doing media coverage across newspapers, magazines, radio and online media such as ESPANJE, de Filmkrant, FilmAgenda, Uitkrant, Het Parool, Amsterdam FM or NPO Radio 1 among others.

Media Coverage

The media coverage across newspapers, magazines, radio, and online media has represented this year a total of **€ 74.976 media value** reaching **3.148.979 people** in all media*

*Data calculated from circulation regarding print media and UVP/ Follower/likes regarding online media. Radio followers not calculated.

Het Parool

News

Publication date: 01/05/2019

Circulation: 80.000

Media value: € 5.520

de FilmKrant

Announcement

Publication date: 25/5/2019

UVP/ followers / likes: 104.000

Media Value: € 2.080

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

Publications

Festival Program brochure & Posters

The cornerstone of the Festival's promotion is the 48-pages Amsterdam Program brochure and 20-pages Rotterdam program brochure. **10,000 and 4.500 copies** were printed for Amsterdam and Rotterdam respectively and distributed throughout both cities in key cultural locations cafes and restaurants. Digital versions were posted and distributed online.

Complementing the Program brochures 40 festival posters were distributed during two weeks in key locations around the city.

Trailer

The ASFF trailer was played repeatedly at the Festival cinemas in Amsterdam during the two weeks prior to the Festival and before every screening during the festival days. Additionally, it was shared on online magazines, blogs and social media channels. [See trailer online!](#)

This edition we have worked together with the largest cinema advertising operator in the Netherlands, Jean Mineur Mediavision to **increase the outreach**. The trailer has been advertised in a large number of cinemas in Amsterdam and Rotterdam giving this way much more visibility to the festival, our funders and sponsors, reaching an **estimated audience** of **24.951 people fully focused** on the big screen.

Marketing Strategy

Digital

As a society in rapid and constant change due to the new technologies and with a 77% of our audience between 25 and 54 years old willing to create and generate opinion, we believe that the immediacy of all our digital media and specially 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 regularly engaging and sharing content with friends and followers to show what they like, where they are, what they do and how they do it, and so do we.

Website and newsletters

Our website receives every year **more than 10.000 visitors**

Our newsletter remains one of the most effective ways of driving traffic through to our website and our collaborator's websites through the embedded links, surpassing paid advertising. A total of **58.946 emails** were sent during the 2019 campaign in Amsterdam and Rotterdam, and the overall **open rate was 27%**, surpassing industry benchmarks according to our newsletter provider*.

Dedicated newsletters from Eye, Pathé, Cinecenter, LanterenVenster, Instituto Cervantes and Cineville were sent prior to the Festival days.

* Source Mailchimp: Average email campaign stats of Mailchimp customers by industry



Marketing Strategy

Digital

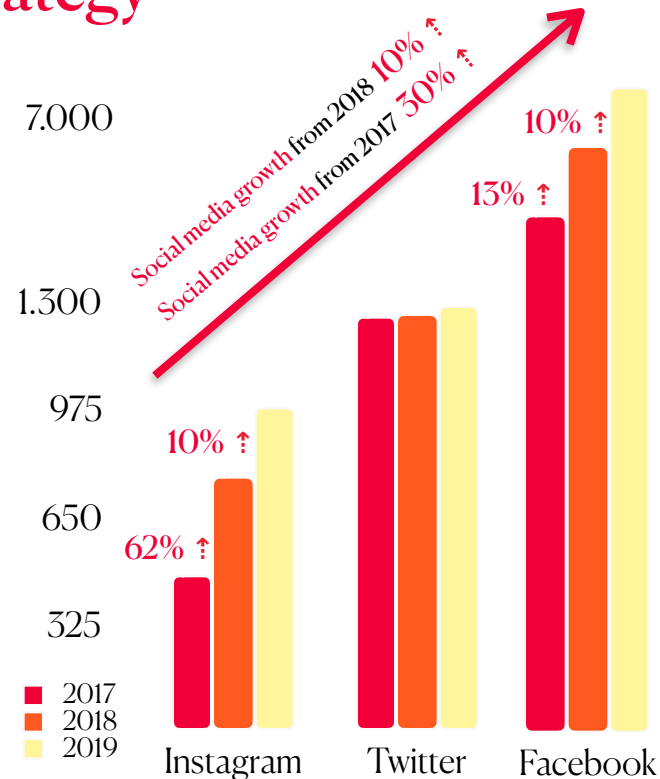
Social Media  991 followers  1.294 followers  6.991 followers

In 2019 we have increased our social media followers and likes*. Almost 10% in Facebook followers and almost reached our goal of 1000 followers on Instagram, a 27% increase from last year. We have done this together with our partners via direct and cross promotion of our programs. 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.

Social media channels from our partners and industry collaborators such as Rozé Filmdagen, Flamenco Biennale, In-edit Netherlands, Imagine Film Festival, Cineville, Cherry Pickers, Espanje!, Instituto Cervantes, Eye Filmmuseum, Pathé, Cinecenter, LantarenVenster... 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, Eva Llorach, Anna Castillo, Bárbara Lennie, Nata Moreno, Carolina Yuste or Inma Cuesta shared their experiences at the festival using their own profiles.

* For these figures both Sin Fin Cinema and ASFF profiles have been taken into account. SFC is the entity that organises and programs the festival and it is the former legal entity behind the festival before the creation of the Stichting. Via SFC there is still a large reach among festivals fans.



A total of 9.618 followers on all our Social Media channels

Sponsors and funders

Amsterdam Spanish Film Festival partnered again with key public and corporate organisations in 2019

A sponsor of the Festival enjoys different levels of 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, 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. Photos and profiles of our sponsors are also mentioned in posts related to them offering a strong social media promotion.

The **placement of the corporate logos** in the **festival trailer** entails a very strong brand awareness. More than **40.000 people** have at least watch the trailer in which these logos are embedded. At least **4.267 visitors** have been able to watch it **on the big screen** before each of the **36 screenings** and an estimation of **25.000 visitors** in the previous two weeks from the festivals at cinemas around the city, and of course our **9.600 social media followers** that have been exposed to our posts plus our that were exposed 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, Cinecenter, Eye Filmmuseum and LantarenVenster in Rotterdam).



Without these partnerships, the Festival simply would not have been possible





MAESTRÍA
THE ART OF DRAUGHTS BEER

Mahe
★ ★ ★

AMSTERDAM SPANISH FILM FESTIVAL

ORGANIZED BY



IN COLLABORATION WITH



CINECENTER

FUNDED BY



THANKS TO THE SPONSORSHIP OF





EVA LLORACH
ACTRESS



INMA CUESTA
ACTRESS



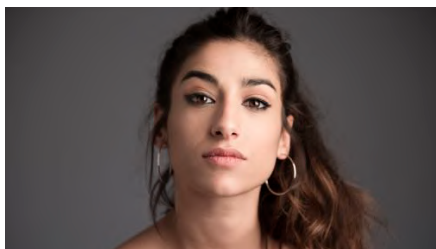
ANNA CASTILLO
ACTRESS



BÁRBARA LENNIE
ACTRESS



ANNA R. COSTA
DIRECTOR



CAROLINA YUSTE
ACTRESS



MORENO BORJA
ACTOR



INÉS DE LEÓN
DIRECTOR



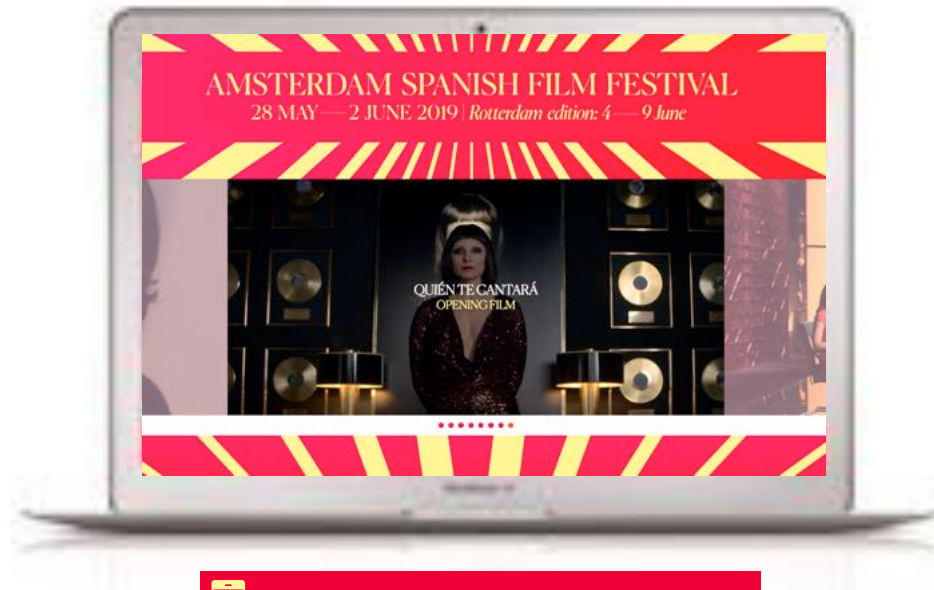
PEPINO & CRAWFORD
DJS





AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019 | *Rotterdam edition: 4 — 9 June*



Social Media Activity



 www.facebook.com/amsterdamspanishfilmfestival/
 www.instagram.com/asffofficial/
 twitter.com/asffofficial
 vimeo.com/sinfincinema/

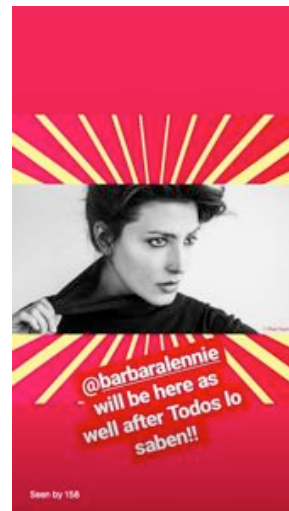
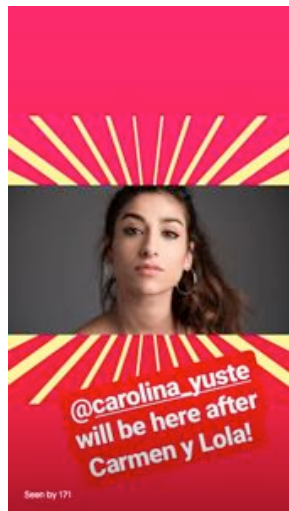


www.amsterdamspanishfilmfestival.com/



Amalio

Social Media Activity





inmakum



Following



...

750 posts

436k followers

676 following

Inma Cuesta

a6cinema.com

Followed by todoalmodovar, eva.llorach, pilaratoruga + 100 more



barbaralennie



Following



...

505 posts

51k followers

280 following



rcostaanna

Following



...

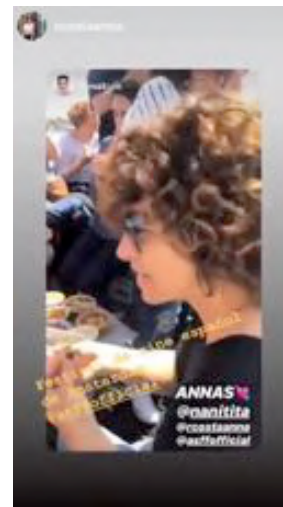
44 posts


12.5k followers

671 following

Anna R Costa

Guionista, dramaturga y directora.





pepinomarino

Follow Back

2,663 posts

58.4k followers

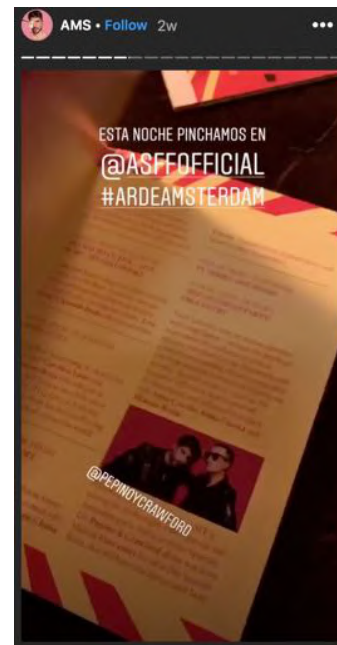
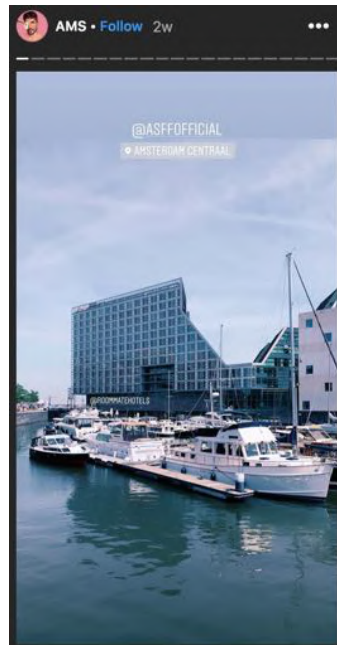
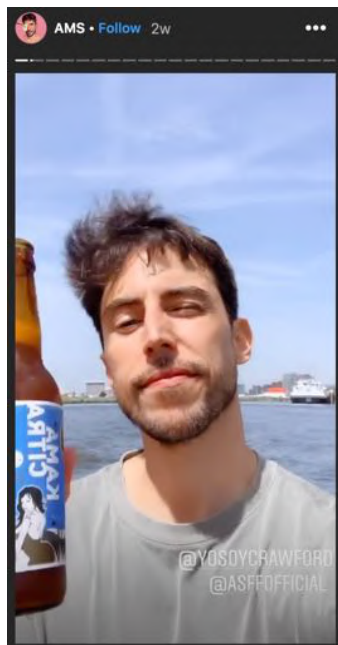
4,530 following

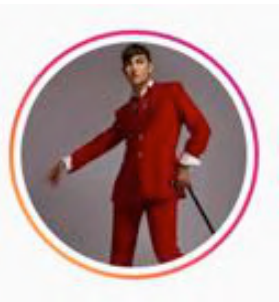
PEPINO MARINO

Fotógrafo / DJ / Artist



Instagram





yosoycrawford

Follow Back

...

3,794 posts

25.6k followers

4,798 following

Crawford

1/2 @pepinoycrawford - Divinity.es - Versés - ENTRADAS VERSÉS

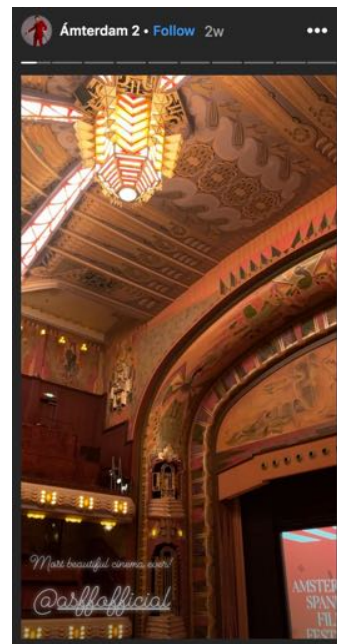
CHENQA

bclubber.com/eventos/madrid/verses

Followed by todoalmodovar, teresacasanova, lapolvorosa + 19 more



Instagram





eva.llorach

Following

647 posts

4,678 followers

872 following

Eva Llorach
Actress.



eva.llorach Cualquier cosa que diga sobre este festival o sobre las personas que lo hacen será muy poco.

No hay una foto que describa todo lo que he vivido allí, o que contenga a todas las personas que me llevo en el corazón. Sois lo puto más, queridas.

Amsterdam me ha dejado sin palabras, literalmente, mi voz se ha quedado allí. Creo que alguna cosa más también...



rcostaanna Me sumo a tus palabras @eva.llorach Qué bien lo hemos pasado. Gracias a @virginiapablos y todo su equipo por tratarnos tan bien!!!



Top Follower followed by 2,663 people



Eva Llorach

@Eva_Llorach FOLLOWS YOU

Tweets
5,592

Following
767

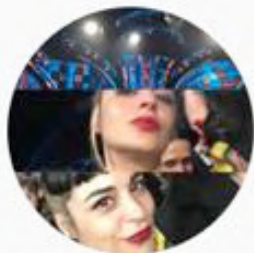
Followers
2,662

Likes
7,379

Lists
3

Actriz.





nata

Following

995 posts

3,921 followers

239 following

nata

www.natamoreno.com

Followed by _ramonsalazar, rossydpalma, nurigago + 9 more



Así me esperan en el hotel, ya estoy aquí Amsterdam pa gozarte!!!! Y la calle se llama Beethoven, no hay manera de escapar de mi destino 💙
@asffofficial @aramalikian
#unavidaentrelascuerdas
#directorafeliz #documental



Instagram



Pues con estas bestias, estos máquinas, estás maravillas de compañeros artistas directores y actores nos vamos a Amsterdam. Menudo cartelón!!! Que como me siento?? Pues bien flipando, claro!!!
@asffofficial
#unavidaentrelascuerdas
#amsterdam #festivales #alegrías



Cuando ves tu peli en un cine tan bonito como este algo de lo que imaginaste se hace realidad! 🙌
Maravillas que me pasan.
#unavidaentrelascuerdas
#documental #amsterdam
#festivaldecine #violín

5w



Sueños que se cumplen Natalia!!!! 🍷🍷🍷🍷🍷

Following

696 posts

2,039 followers

453 following

Moreno Borja

Actor por accidente. Pasión por la interpretación #carmenylola #ardemadrid🔥
#lapeste2 #laqueseavecina #adios

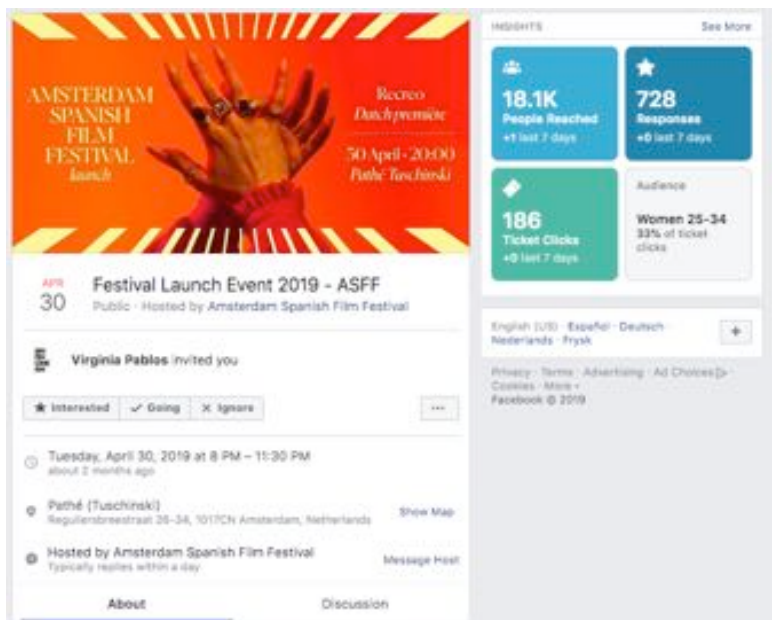


moreno_borja No tengo palabras
para describir todo lo vivido en
#amsterdamspanishfilmfestival
Gracias !!! Y gracias
@maartendannenbergh @rcostaanna
@inmakum @nanitita por todo y por
tanto @arde_madrid



moreno_borja Olé la gente guapa, y no va por mil!!! Felices de estar en el @asffofficial para la proyección de @arde.madrid. Qué lujo estar rodeado de personas tan bonitas!!! Un beso enorme a todos desde Ámsterdam! ❤️❤️❤️🍷🍷🍷🍷🍷🍷
 🍷🍷🍷🍷 #ardemadrid
 #amsterdamspanishfilmfestival
 #spanishinamsterdam
 #actorporaccidente
 #pasiónporlainterpretación
 @roستاanna @inmakum @nanitita

Social Media Activity



AMSTERDAM SPANISH FILM FESTIVAL launch

Recreo Dutch premiere
50 April - 20:00
Pathé Tuschinski

18.1K People Reached
+1 last 7 days

728 Responses
+6 last 7 days

186 Ticket Clicks
+9 last 7 days

Audience
Women 25-34
33% of ticket clicks

APR 30 Festival Launch Event 2019 - ASFF
Public · Hosted by Amsterdam Spanish Film Festival

Virginia Pablos invited you

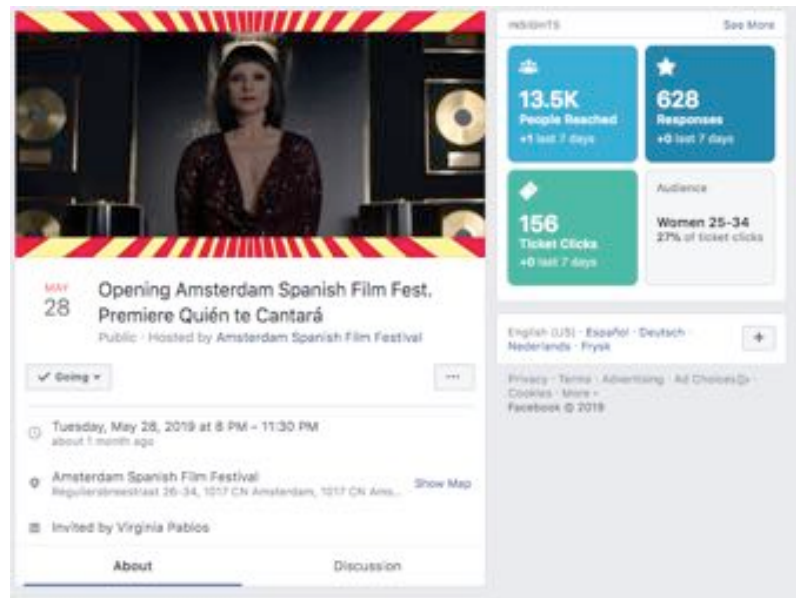
★ Interested ✓ Going ✕ Ignore

Tuesday, April 30, 2019 at 8 PM - 11:30 PM
about 2 months ago

Pathé (Tuschinski)
Reguliersbreestraat 26-34, 1017CN Amsterdam, Netherlands

Hosted by Amsterdam Spanish Film Festival
Typically replies within a day

About Discussion



Opening Amsterdam Spanish Film Fest, Premiere Quién te Cantará

Public · Hosted by Amsterdam Spanish Film Festival

13.5K People Reached
+1 last 7 days

628 Responses
+9 last 7 days

156 Ticket Clicks
+0 last 7 days

Audience
Women 25-34
27% of ticket clicks

MAY 28 Opening Amsterdam Spanish Film Fest, Premiere Quién te Cantará
Public · Hosted by Amsterdam Spanish Film Festival

✓ Going

Tuesday, May 28, 2019 at 8 PM - 11:30 PM
about 1 month ago

Amsterdam Spanish Film Festival
Reguliersbreestraat 26-34, 1017 CN Amsterdam, 1017 CN Am...

Invited by Virginia Pablos

About Discussion

Social Media Activity



JUN 2 Free Spanish brunch!
Public · Hosted by Amsterdam Spanish Film Festival · 1 co-host pending [?]

★ Interested ✓ Going

🕒 Sunday, June 2, 2019 at 12 PM – 3 PM
about 1 month ago

📍 Element Amsterdam
A.J. Smitsstraat 5/7, 1062 LD Amsterdam, Netherlands [Show Map](#)

👤 Hosted by Amsterdam Spanish Film Festival
Typically replies within a day [Message Host](#)


[About](#) [Discussion](#)

INSIGHTS [See More](#)

<p>👤</p> <p>4K People Reached +0 last 7 days</p>	<p>★</p> <p>226 Responses +0 last 7 days</p>
<p>📈</p> <p>Track ticket sales on your next event by adding a ticket link</p>	<p>Audience</p> <p>Women 25-34 40% of total responses</p>

English (US) · Español · Deutsch · Nederlands · Frysk [+](#)

[Privacy](#) · [Terms](#) · [Advertising](#) · [Ad Choices](#) · [Cookies](#) · [More](#) · Facebook © 2019



JUN 1 Arde Madrid + Arde Amsterdam Party!
Public · Hosted by Amsterdam Spanish Film Festival

✓ Going

🕒 Saturday, June 1, 2019 at 6 PM – 3 AM
about 1 month ago

📍 Pathé (Tuschinski)
Reguliersbreestraat 26-34, 1017CN Amsterdam, Netherlands [Show Map](#)

[About](#) [Discussion](#)

INSIGHTS [See More](#)

<p>👤</p> <p>4.2K People Reached +0 last 7 days</p>	<p>★</p> <p>245 Responses +0 last 7 days</p>
<p>💎</p> <p>74 Ticket Clicks +0 last 7 days</p>	<p>Audience</p> <p>Women 25-34 33% of total responses</p>

English (US) · Español · Deutsch · Nederlands · Frysk [+](#)

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Amsterdam Spanish Film Festival
Published by AmsterdamSpanishFilmFestival (1) · February 11 ·

Save the date: Amsterdam Spanish Film Festival is celebrating 18th May- 2nd June in Amsterdam, 4-9th June in Rotterdam.
We are very happy to announce our image for the 9th edition anniversary of Amsterdam Spanish Film Festival. We are curating a special programme to celebrate Spanish Cinema and culture with you! Stay tuned! [Público Filmplaza Cinecenter LantarenVenster...](#)
[See More](#)



Performance for Your Post

10,936 People Reached

600 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	415	175
Love	49	22
Wow	1	0
Angry	1	0
Comments	77	44
Shares	57	56
Photo Views	102	0
Other Clicks		933

1,635 Post Clicks

102 Photo Views

933 Other Clicks

10,936 People Reached

1,635 Engagements

[Boost Post](#)

194

27 Comments 56 Shares

Like Comment Share

Amsterdam Spanish Film Festival
Published by Gabe Kelson (1) · May 27 ·

Thanks to talent (especially women) will be also part of our Core Program, on Friday 26th May

Penelope Cruz and Javier Bardem head the cast in this psychological thriller written and directed by double Oscar winner Asghar Farhadi (in Persian). Cruz plays Laura, a woman travelling to her home town in Spain for her ex-husband's wedding with her children. But her eldest child is abducted, sparking a chain among the family in which various secrets are revealed. ... [See More](#)



Performance for Your Post

4,028 People Reached

124 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	312	81
Love	19	19
Wow	1	1
Comments	12	14
Shares	9	9
Photo Views	26	26
Other Clicks		167

238 Post Clicks

26 Photo Views

167 Other Clicks

4,028 People Reached

244 Engagements

[Boost Post](#)

Reached on May 26, 2019

Completed by Maria G.

People Reached: 4,028

Post Engagement: 221

[View Results](#)

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions



Amsterdam Spanish FF @asffofficial · May 30

4,731

TONIGHT!! Life among the strings, documentary about @AraMalikian by Nata Moreno at #ASFF2019!!
#musicdocumentary at #PatheTuschinski. Book at @Pathe! pic.twitter.com/6UlrHnqXrS

View Tweet activity



Amsterdam Spanish FF @asffofficial · Jun 2

3,287

Starting now Viaje al cuarto de una madre, by @escribeleacella, with @AnnaaCastillo, who is here with us at @Pathe Tuschinski 😊 #asff2019 #spanishcinema
pic.twitter.com/5bhixbq3rX

View Tweet activity



Amsterdam Spanish FF @asffofficial · May 31

2,414

TODOS LO SABEN will be screened afterwards at 21:30 at @Pathe Tuschinski! @InmaCuestaWeb and @Barbara_Lennie will be here for a Q&A after the movie. Also spanish drinks and jamón at the end! 😊 #asff2019
pic.twitter.com/aHstQDboDU

View Tweet activity

Top media Tweet earned 1,441 impressions

TODOS LO SABEN will be screened afterwards at 21:30 at @Pathe Tuschinski! @InmaCuestaWeb and @Barbara_Lennie will be here for a Q&A after the movie. Also spanish drinks and jamón at the end! 😊
[#asff2019 pic.twitter.com/aHstQDboDU](https://pic.twitter.com/aHstQDboDU)



1 3



Top Tweet earned 3,636 impressions



Amsterdam Spanish FF @asffofficial
TONIGHT!! Life among the strings,
documentary about @AraMalikian by Nata
Moreno at #ASFF2019!! #musicdocumentary
at #PatheTushinski. Book at @Pathe!
pic.twitter.com/6UlrHnqXrS



CIMA Mujeres Cine
@CIMAcineastas

CIMA - Asociación de Mujeres Cineastas
y de Medios Audiovisuales - reúne a más
de 400 profesionales para fomentar la
presencia de la mujer en el audiovisual.

Madrid
cimamujercineastas.es
Joined September 2011

Tweets	Following	Followers	Likes	Lists
25.5K	1,110	13.4K	3,857	10



CIMA Mujeres Cine

@CIMAcineastas

Following

'@AraMalikian, una vida entre las cuerdas',
de Nata Moreno #CIMA, en el Amsterdam
Spanish Film Festival @asffofficial
Posteriormente viajará al Rotterdam Film
Fest.
ow.ly/zdzs50us5i6

Transcribe Tweet



Ara Malikian

@AraMalikian

Tweets	Following	Followers	Likes
5,058	1,580	34K	252

En respuesta a @asffofficial @Pathe

wish i could be there . love from Mexico

Traducir Tweet

6:49 - 30 may. 2019



8:38 AM - 29 May 2019

6 Retweets 12 Likes





Amsterdam Spanish Film Festival

Published by Celia Peláez
May 12 at 6:07 PM · 🌐



Anna Castillo, Bárbara Lennie, Carolina Yuste, Eva Llorach, Inés de León, Inma Cuesta and many more... all our guests will be here to present their films, perform or participate in some Q&A, and they are all of course spending some nights in our beautiful Amsterdam 😊

Where exactly? At Element Amsterdam !! Amazing hotel in Zuid, ready to host them soon!

Go check their rooms, you might need them at some point!

<https://www.elementamsterdamhotel.nl/>

#asff2019 #amsterdam #culture #film #hotel #spanish #movies



ELEMENTAMSTERDAMHOTEL.NL

Element Amsterdam Hotel | Lang en kort verblijf | Official Website

1,331
People Reached

49
Engagements



Amsterdam Spanish Film Festival

Published by Laura Cárdena 11 · May 21 · 🌐



There's always someone taking us from place to place, making possible today we are here and tomorrow we are there. Sometimes it still seems magic to some of us, but it's just science 🤖

The lovely people who are going to take our guests to Amsterdam are AirEuropa, and they can take you to a lot of cool places around the Spanish speaking world! 🇪🇸

Where exactly?

- Uruguay: Montevideo
- Argentina: Buenos Aires, Iguazú, Córdoba.
- Spain: Madrid, Oviedo, Islas Baleares, Canarias

Traveling is awesome but it's even better when the people taking you there are also awesome 😊

Have a look to their site and think about it 🤖

<https://bit.ly/2HdXUjU>

#ASFF2019 #aireuropa #traveling #flying #amsterdam #argentina #spain #uruguay



1,063
People Reached

70
Engagements



Amsterdam Spanish Film Festival

Published by Jose Antonio Sanchez Martinez 11 · June 3 · 🌐



Are you also recovering from this post-festival sadness? We can't believe it is done! All the great films we have watched, bringing the best guests to be with us during the Q&As, the drinks, tapas, the music, parties and all the amazing experiences we have lived together with you, our audience, wouldn't be possible without the support of our very special sponsors and funders. From the bottom of our hearts, THANKS ❤️ for making this possible: Nederlands Filmfonds, Amsterdam's Fonds voor de Kunst, Cooperación Española, Cultuurfonds, Acción Cultural Española, AC/E Instituto Cervantes, Utrecht Mahou, Element Amsterdam, Cali Gómez Gordal, FedEx, #Goflex Air Europa. Photo taken by: Paula Sanqueri Model.



Amsterdam Spanish Film Festival

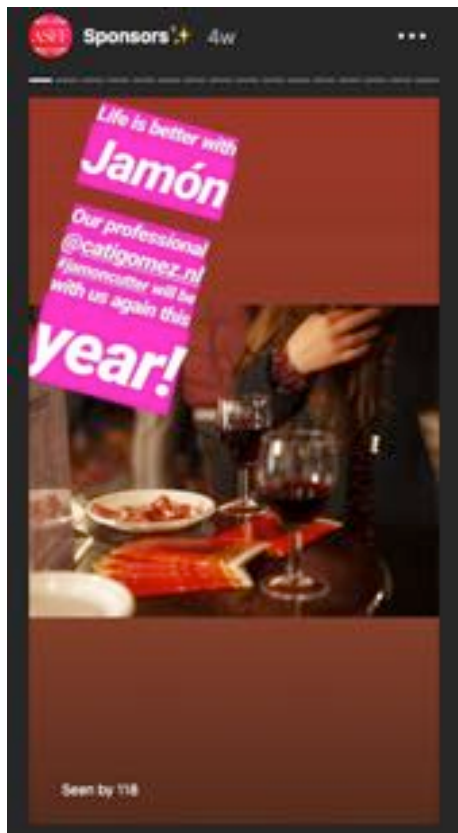
Company

Send Message

1,271
People Reached

102
Engagements

Boost Post



**Amsterdam Spanish Film Festival**
Published by María Ga [?] · May 12 · 🌐

Who is in for a FREE brunch on Sunday in one of the most Spanish rooftops of Amsterdam? Our friends from restaurant [Gordal](#) and [Element Amsterdam](#) are providing free bites and drinks to cure our hangover after the Arde Amsterdam party!

Join us on Sunday 2nd June, we start at 12pm 🇪🇸

More info and RSVP: guest-coordinator@sinfincinema.com



Amsterdam Spanish Film Festival
Company

 Send Message

1,299
People Reached

45
Engagements

Boost Post

 Sponsors ✨ 2w

**Wine @jeanleon1963,
ready to go!**



 Seen by 136

 More



Amsterdam Spanish Film Festival
Published by Maria Ga 111 · June 7 · 🌐

It is tender, tasty, very Spanish and our audience loves it.
YES! It is our #Jamón #SpanishHam Thanks to maestro cortador Herman van Teylingen Spanish Products Import en Advies for bringing the lekkerste tapas to the festival! 🍷



👁️ 156
People Reached Engagements

[Boost Post](#)

ASFF 2 de junio 10:31 p. m.



We have today Herman van Teylingen with Spanish products!

👁️ Visto por 242 📤 Compartir ❤️ Destacar ⋮ Más





Amsterdam Spanish Film Festival

Published by AmsterdamSpanishFilmFestival
May 14 at 11:25 AM · 🌐



🌟 GIVEAWAY!! 🌟

Yota Baron: flamenco singer and teacher in Amsterdam invites you to attend an unforgettable FLAMENCO show 🍷 in one of her performances OR take a private flamenco singing class for free! Live the Spanish Film Festival in Amsterdam & Rotterdam!

HOW?

Like the post and leave a comment with the word "OLE" and we will let you know with a private message if you win.

🌟 Suerte! 🌟 🍷

FB page: [Yota Baron flamenco y producciones](#)

Instagram: Yota Baron

YouTube & Vimeo channels: Yota Baron

Web: www.yotabaron.com



Amsterdam Spanish Film Festival, Hester Meijer and 24 others



20 Comments

1,001

People Reached

120

Engagements



Amsterdam Spanish Film Festival

Published by AmsterdamSpanishFilmFestival
May 7 at 11:33 AM · 🌐



Only few more days to conclude our contest!

Tell us in the comments why would you like to learn Spanish, and win a voucher for some amazing lessons at the Spanish Lessons Amsterdam !!!



Sophia Patsi I do!! I want to learn because I am completely in love with the melody of the language!! ❤️

Like · Reply · Message · 9w



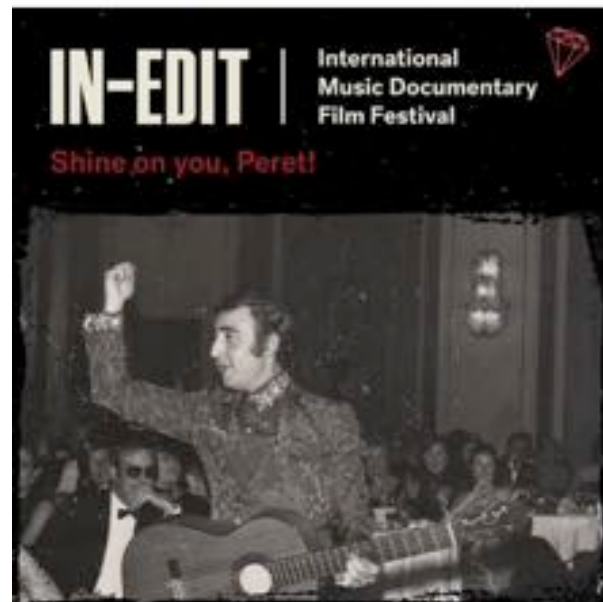
Amsterdam Spanish Film Festival is with Alvaro Garcia Baena.

Published by AmsterdamSpanishFilmFestival (11) · March 21 · 🌐

🌟 WIN 2 FREE TICKETS! 🌟



We are giving away 2 double tickets to attend the Dutch Premier of the film Peret, yo soy la rumba at the In-Edit Music Documentary Film Festival 2019 In-Edit Festival NL. The film is about the creator and King of the Catalan Rumba and it will be followed by a live performance of the band Daniel Pubill El Legado de Peret formed by Peret's grandson and granddaughter!... See More



1,870

People Reached

256

Engagements



Español Universal is at Español Universal.

May 16 at 11:34 AM · Haarlem · 🌐

¡Os recomiendo este festival de cine en Amsterdam!
#asff2019 Amsterdam Spanish Film Festival



👍 Amsterdam Spanish Film Festival, Frida De Leeuw and 11 others



Imagine Film Festival

May 17 at 10:33 AM · 🌐

🔔 9,806 people follow this

GIVEAWAY | Celebrate Spanish cinema at Amsterdam Spanish Film Festival 🇪🇸

We're giving away free tickets for the mysterious opening film of this awesome festival: *Quién te Cantará* (Carlos Vermut).

The opening night is promising to be very special evening. The main actresses will be there to perform fragments from the original soundtrack live right after the screening! Additionally, the screening is accompanied by free Spanish drinks and lovely jamón Ibérico for the full Spanish Experience!

Wanna go? Comment & tell your best friend in your best Spanish why you wanna go with them.



TUE, MAY 28 AT 8 PM

Opening Amsterdam Spanish Film Fest. Premiere *Quién te Cantará*

GOING ▼



Lyzza and 2 friends





Cherry Pickers

May 28 · G

CARMEN & LOLA 💜💛

Deze prachtige film zie je aankomende vrijdag 31 mei alvast bij het Amsterdam Spanish Film Festival om 19:00 in Pathé Tuschinski. ▶

Tickets & info: http://bit.ly/ASFF_CarmenLola

De film is landelijk vanaf 13 juni te zien, ook online op PicL. Bekijk hier de trailer 📺

[See Translation](#)



Cherry Pickers

May 31 · G

Een spannende film, Spaanse wijn en de aanwezigheid van een prachtige actrice. Een mooie afsluiter van editie 2019 van het Amsterdam Spanish Film Festival. De slotfilm van het festival is de thriller *El Reino*, over een politicus die verzeild raakt in een corruptieschandaal. Grote winnaar dit jaar bij de uitreiking van de Premios Goya, de Spaanse Oscars. De film sleepte maar liefst zeven prijzen in de wacht waaronder die voor Beste Regie voor regisseur Rodrigo Sorogoyen.

De Nederlandse première van *EL REINO* is zondagavond 2 juni, om 20.30 uur in Pathé Tuschinski tijdens het Amsterdam Spanish Film Festival. Na afloop een gesprek met de Spaanse actrice Bárbara Lennie. *EL REINO* is vanaf 4 juli te zien in bioscopen in heel Nederland.

[See Translation](#)





Instituto Cervantes Utrecht

May 16 at 12:55 PM · 🌐

Voor de liefhebbers van fotografie, film, lezen, kijken en beleven!: FACES.

De fototentoonstelling "Faces" is tot 13 juni in de OBA Amsterdam. De tentoonstelling toont portretten van de filmregisseur, scenarioschrijver en producer Isabel Coixet gedurende haar hele carrière. Foto's van acteurs als Tim Robbins, Juliette Binoche, Ben Kingsley, Tilda Swinton, Penélope Cruz en nog vele anderen. Met de medewerking van het Amsterdam Spanish Film Festival.

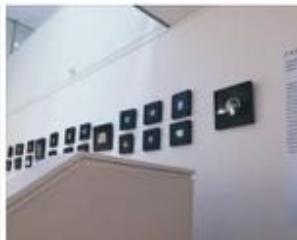
De toegang is gratis.

¡Para los amantes de la fotografía, el cine, la lectura, la observación y las experiencias!: FACES.

La exposición de fotografía "Faces" estará en la OBA hasta el 13 de junio. La exposición reúne retratos realizados por la directora de cine, guionista y productora Isabel Coixet a lo largo de su carrera. Imágenes de actores como Tim Robbins, Juliette Binoche, Ben Kingsley, Tilda Swinton, Penélope Cruz y muchos más. Con la colaboración del Amsterdam Spanish Film Festival. La entrada es gratuita.

🎬 📄 <https://bit.ly/30rA5We>

FACES ISABEL COIXET



AC/E

ACCIÓN CULTURAL
ESPAÑOLA

Tweets
38.8K

Following
1,925

Followers
23.5K

Likes
19.1K

Lists
14



Acción Cultural AC/E @ACEcultura · 28 may.

Conienza la 5ª edición del @asffofficial en #Amsterdam 🇳🇱 #ACEcine apoya la participación en este escaparate del Acineespañol de cineastas e intérpretes como @Eva_Urnoch, @AnnaCastillo, @Barbara_Lennie, @ines_de_Laen, @InmaCuestaWeb o @Najwa_Nimr.



Amsterdam Spanish Film Festival 2019

La selección de películas artísticas para esta quinta edición de la ASFF pretende cubrir la variedad de producciones cinematográficas de habla ...
accioncultural.es



Instituto Cervantes Utrecht
@ICUtrecht

Following

Zijn jullie klaar voor het **#Amsterdam Spanish Film Festival @asffofficial** ? We openen het **#festival** op 30 april met de **#Argentijnse #film "Recreo"** in **@Pathe** . Mis het niet!
bit.ly/2X0fpCw

Translated Tweet

AMSTERDAM
SPANISH
FILM
FESTIVAL
launch



Recreo
Dutch premiere
30 April • 20:00
Pathe Tuschinski

5:38 AM - 10 Apr 2018

Retweets
Likes

Recent Mentions



Gaceta Holandesa
2 mins ·

En Gaceta Holandesa queremos hacerle un regalo a nuestros suscriptores. Por eso sorteamos cuatro entradas (dos pares) para asistir a una de las películas del **Amsterdam Spanish Film Festival**, que arranca el próximo 28 de mayo. Si estabas pensando suscribirte a nuestra revista, ¡no te lo pienses más! súbete a nuestro barco ya y entra en el sorteo que tendrá lugar el 25 de mayo. Podrás elegir la peli que quieres ir a ver y nosotros nos encargamos del resto. (válido para todas las del programa excepto la de apertura, "Quién te Cantará").

AMSTERDAM SPANISH FILM FESTIVAL
— 2 JUNE 2019 | Rotterdam edition: 4 —

AMSTERDAMSPANISHFILMFESTIVAL.COM
ASFF - Amsterdam Spanish Film Festival
Bienvenidos to the 4th edition of Amsterdam Spanish Film F...



De Bajes

May 16 at 8:39 PM · 🌐

Op 1 juni vind het Amsterdam Spanish Film Festival plaats in Tuschinski. De afterparty is bij ons in de Bajes met als sfeermakers de Spaanse DJ's Pepino & Crawford. Deze amigos komen helemaal uit Madrid om een heerlijke set te draaien.

Pepino & Crawford is een Spaans artistiek duo dat geassocieerd wordt met de film-, muziek- en modewereld. Al meer dan 10 jaar schrijven ze geschiedenis als DJs op de grootste sociale en culture events in Spanje. Nu zullen ze de toon zetten op de Arde Amsterdam after party!

De entree is GRATIS voor iedereen op deze Spaanse fiesta waar we met z'n allen een top avond creëren, van 23:00 tot 03:00 in De Bajes.

For meer informatie over het festivalprogramma:

<https://www.amsterdamspanishfilmfestival.com/programma/>

See Translation



Het Parool

First, Amsterdam



Op het Amsterdam Spanish Film Festival kan je dit weekend genieten van de mooiste Spaanse films. Hier zie je de grootste Spaanse blockbuster, maar ook indie, artistieke en experimentele films uit Spanje en Latijns Amerika. Op het programma staan films uit de meest uiteenlopende genres.

Naast prachtige films zijn ook de filmsterren en regisseurs aanwezig op het festival. Er heerst een feestelijke sfeer en naast kijken naar de films kan je ook vragen aan de makers stellen. De films zijn natuurlijk in het Spaans, maar worden in het Engels ondertiteld, zodat het geen probleem is deze te volgen als je Spaans niet zo sterk is. ➤

Spanish Film Festival



Scène uit *Quién te cantará*, de film die dinsdag het Spanish Filmfestival opent in Tuschinski. BEELD SCREENSHOT

De vijfde editie van het Spanish Filmfestival is van 28 mei tot en met 2 juni in Amsterdam: **een reis door de Spaanse cinema, muziek en keuken**. In Eye, Tuschinski, De Munt en Cinecenter is een selectie te zien van de aansprekendste Spaanstalige films van het afgelopen jaar. Dinsdag om 20.00 uur opent het festival in Tuschinski met het drama *Quién te cantará*, van regisseur Carlos Vermut.

Na afloop spelen artiesten Najwa Nimri en Eva Llorach enkele fragmenten van de soundtrack. Om de jubileumeditie extra feestelijk te maken, wordt op zaterdag 1 juni vanaf 18.00 uur het eerste seizoen van Spanjes geliefde televisieserie, *Arde Madrid*, gebinged op het grote scherm in Tuschinski. In de pauze kan het publiek zich laven aan Spaanse wijn en jamón ibérico. Gratis toegang voor wie daarna nog energie heeft om in uitgaansgelegenheid De Bajes tot in de vroege uurtjes te dansen op Spaanse deuntjes.



Focus: Spanje in Amsterdam (en een beetje Rotterdam)

Ook het Amsterdam Spanish Film Festival jubileert. Vijf jaar geleden opgericht, viert het van 28 mei t/m 2 juni zijn eerste lustrum. Zoals altijd toont het festival een selectie van het beste uit de Spaanse cinema van het afgelopen jaar. Ook zijn er na veel filmvertoningen weer hapjes en drankjes.

‘Een duister, dromerig sprookje over verdwenen en herboren identiteiten’ noemt het Britse filmmagazine *Sight & Sound* de film *Quién te cantará*, waarmee het Amsterdam Spanish Film Festival opent. In het mysterieuze drama verliest een popzangeres haar geheugen, waarna ze tien jaar later met hulp van een devote fan haar oude identiteit wil terugvinden. *Sight & Sound* noemt regisseur Carlos Vermut ‘Spanje’s meest opwindende filmmaker’. De slotfilm van het festival is *El reino* (Rodrigo Sorogoyen, 2018), een politieke thriller over een politicus in een corruptieschandaal.

In de dagen tussen de openings- en slotfilm kunnen we onder veel meer naar de Nederlandse première van *Elisa y Marcela* (Isabel Coixet, 2019). Het drama is gebaseerd op een waargebeurd verhaal over een lesbisch stel dat in 1901 wilde trouwen, wat lukte doordat een van de vrouwen zich voordeed als man. Van regisseur Coixet is ook de fototentoonstelling *Faces* te zien in de Openbare Bibliotheek Amsterdam, met ruim vijftig foto’s van acteurs, scenaristen, actrices en anderen met wie ze films heeft gemaakt.

Ook te zien is het in Spanje veelbesproken *Carmen & Lola* (Arantxa Echevarría, 2019), een liefdesdrama over twee Romavrouwen. Met een double bill onder de noemer *The Passage of Time* brengt het festival een eerbetoon aan de Catalaanse regisseur Isaki Lacuesta. Zijn *La leyenda del tiempo* (2006) volgt met een mengeling van documentaire en fictie het leven van twee jongens, met al hun verwachtingen en verlangens. In *Entre dos aguas* (2018) volgen we de jongens weer, maar dan twaalf jaar later.

Geen Spaans filmfestival zonder muziek. De documentaire *Ara Malikian: Una vida entre las cuerdas* (Nata Moreno, 2017) portretteert de Libanees-Armeense violist Ara Malikian, die klassieke muziek combineert met rock, flamenco en andere genres. Na de vertoning is er een live-optreden.

Het festival vindt plaats in Tuschinski, Eye, Munt en Cinecenter. LantarenVenster vertoont van 4 t/m 9 juni in Rotterdam een selectie van het programma.

24 MEI 2019
DOOR MARIE-
PIERRE FURNÉE

Spanish Film Festival strijkt neer in Amsterdam



Aanstaande dinsdag, 28 mei, barst het **Amsterdam Spanish Film Festival** weer los. Zes dagen lang kun je op verschillende locaties in de stad terecht voor het beste uit de Spaanse en Latijns-Amerikaanse cinema.

We praten over het festival, de films en de gasten met Maarten Dannenberg, één van de presentatoren.

Beluister hier het interview met Maarten:



Kaartjes koop je via de [website van het Spanish Film Festival](#).

Tags: [amsterdam](#), [film](#), [Latijns-Amerika](#), [Maarten Dannenberg](#), [Spanish Film Festival](#), [Spanje](#)

<https://www.amsterdamfm.nl/spanish-film-festival-strijkt-neer-in-amsterdam/>



Home Nieuws Programma's Podcasts Gids Gemist



Cultuur: Amsterdam Spanish Film Festival

maandag 27 mei 2019, 17:14 uur



Dit jaar viert het Amsterdam Spanish Film Festival (ASFF) haar vijfjarig jubileum. Met een selectie van de meest originele, interessante en indrukwekkende films laat het festival zien wat de Spaanse cinema het afgelopen jaar te bieden had. Acteur Maarten Dannenberg is als presentator aan het festival verbonden.



<https://www.nporadio1.nl/nieuws>

FILM AGENDA



de FILM KRANT

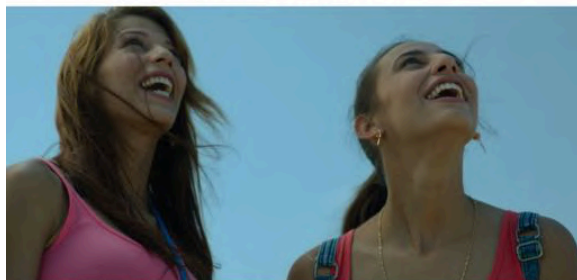


movies that matter



NL EN

Home » Nieuws » Nieuwsbericht: Spanish Film Festival: Rotterdam Edition



Spanish Film Festival: Rotterdam Edition

4 juni 2019

Eerder in Amsterdam, maar nu ook in het LantarenVenster in Rotterdam: het Spanish Film Festival, van 4 t/m 9 juni. Met de nadruk op onafhankelijke films, spijkt het Spanish Film Festival (SFF) bij je over de nieuwste ontwikkelingen in de Spaanse filmindustrie.

Op het programma staat onder anderen:

- **Carmen & Lola** van Arantxa Echevarría. Carmen leeft in een Romageenschap in een buitenwijk van Madrid. Ze is verloofd en zou nooit de door de diepreligieuze gemeenschap opgelegde normen en waarden in twijfel trekken. Maar dan wordt ze verliefd op de eigenzinnige Lola, met als gevolg dat ze hun weg moeten vinden tussen hun liefde, familie, religie en wat het inhoudt om een vrouw te zijn.
- **Elisa y Marcela** van Isabel Coixet. Het fascinerende, waargebeurde verhaal van een Spaans lesbisch koppel dat een priester bedroog zodat hij hen in 1901 in Spanje zou trouwen.

ESPANJE!



Buñuel in het LantarenVenster van de
afgelopen jaren. Het bleef de meest
Kudde-erger-er die te zien en gele
noct was een uitnodiging, gekleurd
op een gewone wereld. Het bleef
van de Spaanse stadsmiddeleeuwen
Buñuel. Substraktoel van de
Catalanische schied van de
de regisseur van de jaren dertig. Het

Wissel en geluk van de jaren dertig
van de jaren dertig. Het bleef de meest
Kudde-erger-er die te zien en gele
noct was een uitnodiging, gekleurd
op een gewone wereld. Het bleef
van de Spaanse stadsmiddeleeuwen
Buñuel. Substraktoel van de
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de regisseur van de jaren dertig. Het

Buñuel in het LantarenVenster van de
afgelopen jaren. Het bleef de meest
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op een gewone wereld. Het bleef
van de Spaanse stadsmiddeleeuwen
Buñuel. Substraktoel van de
Catalanische schied van de
de regisseur van de jaren dertig. Het



Spaans filmvoorraad

De Spaanse filmindustrie is nu in de 10e en dat betekent
slechts een klein deel van de filmindustrie van
de jaren dertig. Het bleef de meest
Kudde-erger-er die te zien en gele
noct was een uitnodiging, gekleurd
op een gewone wereld. Het bleef
van de Spaanse stadsmiddeleeuwen
Buñuel. Substraktoel van de
Catalanische schied van de
de regisseur van de jaren dertig. Het

De Spaanse filmindustrie is nu in de 10e en dat betekent
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Buñuel. Substraktoel van de
Catalanische schied van de
de regisseur van de jaren dertig. Het

Amsterdam 28 mei - 2 juni 2019 LantarenVenster, Cinecittà, 100, Rotterdam 4 juni - 9 juni LantarenVenster

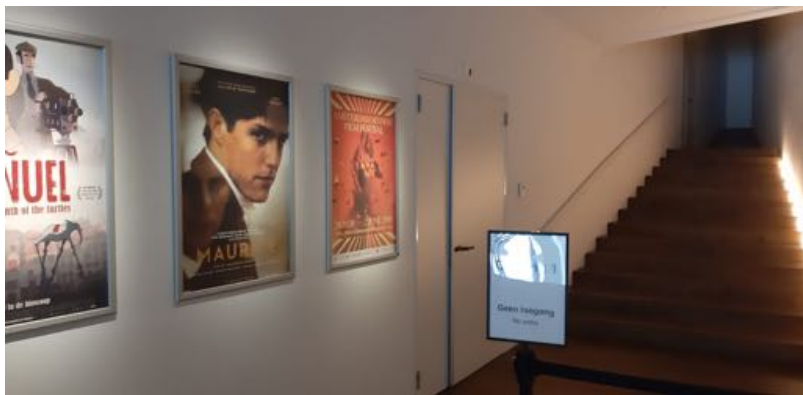
ESPAÑOL 93











FESTIVAL PROGRAM 2019

ASFF film program selection includes every year a unique showcase of the most new trends of mainstream, independent, artistic and experimental Spanish films of the year. The whole program consisted this year of several activities in which Spanish Cinema, film, art and culture came first.

Once again we are very proud to be able to celebrate this event in our main venue, the Pathé Tuschinski theatre, a prestigious cinema in Art Deco style in the center of Amsterdam. For the completion of the varied program and consistent to the different types of films and audience that ASFF addresses, part of our program is also exhibited at EYE Filmmuseum and Cinecenter in Amsterdam. This way we bring a wider array of cinema from Spain and Latin America also taking care of an audience who is interested in new directors or directors forging more independent paths.

Film Program

A total of 20 films have been selected this year, a wide selection of high quality Spanish spoken films offering to the audience a variety of social and cultural issues, a plurality of thematic and artistic points of view, and life music and performances adding an extra value to the screenings.

Bringing this variety of films, we want to give the chance not only to emergent film makers and film makers that are pushing the boundaries of traditional narrative to show their work, but also show the works of consolidated filmmakers which all three are a hallmark of contemporary Spanish Cinema.

Selection criteria and 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 the last year
- a diverse program where different genres are covered, such as drama, comedy, thriller and documentary.

Core program

ASFF has curated this year a careful selection of some of the most exciting and recent Spanish films from a variety of genres reflecting the dynamism and creativity of Spanish Cinema today. A total of 7 films including the opening and closing films, followed by Q&As and Spanish drinks and nibbles for the audience to run into a complete and exclusive Spanish experience in The Netherlands, being also able to share their thoughts with our most distinguished guests. This year we had "literally" on board actresses such as Eva Llorach, Carolina Yuste, Inma Cuesta, Anna Castillo and Bárbara Lennie presenting their films for the core program.



FESTIVAL PROGRAM 2019

Side and special programs

The ASFF selection includes other special programs and events amongst which we can highlight our best comedy selection in **Spain Laughs**, a **Focus Latino** showcase, a wonderful **Music Documentary** section followed by **life music performance**, an **Educational Program** for our youngest audience including two different films for group ages ranging 8-12 and 12-17 years old, and of course our special film section **Spanish Cinema Without Fear** which showcases Spanish works that defy tradition experimenting with something beyond and on the periphery of the Spanish cinematographic industry.

This year we have also relied on the big possibilities that a product such as TV-series have nowadays in film festivals giving the opportunity to the Amsterdam audience to enjoy a double session with the first season of one of the most successful TV-series of the year in Spain, *Arde Madrid*. An original script full of wit and vivid insights of the years that Ava Gardner lived in Madrid during Francoism. We are happy to see that it was a great success of audience, who

also had the possibility to participate in a very **interesting Q&A** with a large representation of the cast. **Director and scriptwriter Anna R. Costa**, actresses and actor **Inma Cuesta, Anna Castillo and Moreno Borja** enlivened the session that concluded with our most expected party *Arde Amsterdam* at De Bajes for those who wanted to dance until late.

Experience

At ASFF we like to take care of our audience. Including professional introductions to the premières and **Q&As with the filmmakers, actors and actresses**, we give the possibility to interact with them afterwards. A great opportunity to know in person how films are made, what filmmakers want to convey and how actors and actresses have felt under the skin of their characters. We aim to gather our international and diverse audience and professionals in a **festive atmosphere of intercultural compound**, and that's why we again brought this year a bit of **Spain's culture and gastronomy** along with the Spanish

Cinematography livening the cities of Amsterdam and Rotterdam with a festive atmosphere during these 6 days.

To celebrate this **5th anniversary** of the Amsterdam Spanish Film Festival we wanted to wrap up the festival inviting our audience to celebrate the stay of our guests in the city of Amsterdam at the **Element Amsterdam Hotel**, where they stayed. As one of our main sponsors they made the stay of our guests comfortable and delighted our audience with a delicious **Spanish brunch** on the beautiful terrace of the hotel, served by their **restaurant Gordal**, where they also enjoyed drinks thanks to **Mahou beer** and **MAM tinto de verano**.

Spanish Film Festival Rotterdam edition

A total of **13 films** have been spread this year through six days full of Spanish vibes at our venue in Rotterdam. After successfully touring the Festival to this city last year and seeing the increasing demand of Spanish Cinema in different spots of The Netherlands, we will continue consolidating Rotterdam as a new Hub for Spanish Cinema

Launch event

This **fifth edition** of the Amsterdam Spanish Film Festival has started on **April 30th** with our expected **launch event** that annually sets the tone for the upcoming edition of the ASFF. During this special event, which has become a hallmark of the festival, press and media, film professionals, collaborators and our loyal and new visitors have joined us for this occasion to celebrate the official release of the new program to our audience at the **Pathé Tuschinski**.

Our director Virginia Pablos and our presenter Maarten Dannenberg revealed the program of this special edition of the ASFF to celebrate Spanish Cinema and Culture. The audience had the opportunity to watch for the very first time the **official trailer of the festival** and also our main sponsors trailers: **Mahou, Air Europa, Element Amsterdam Hotel** without whom this edition could not have been possible.

The reveal was followed by the **Dutch Première** of **Recreo** (2018, Jazmín Stuart & Hernán Guerschuny), a dynamic Argentinian film, bold, attractive and undeniably funny. A comedy replete with identifiable characters reflecting on anxieties about middle age, and weaving in questions around generational differences and class tensions.

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* by **Cati Gómez Maestra Cortadora**, to celebrate this way the festive kick-off of this 5th anniversary of the festival.





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PARADISE

Core program

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

- **Quién te cantará** (2018, Carlos Vermut) followed by performance and Q&A with Goya Award winner for Best new actress **Eva Llorach**, this 5th anniversary we have opted for the **opening of the festival** for a more artistic screening, a film that conveys a female-driven drama seeking quality film to the core positioning the director Carlos Vermut as the successor of Pedro Almodóvar.



Opening film



- **El Reino** (2018, Rodrigo Sorogoyen) and Q&A with actress **Bárbara Lennie** - a 7 Goya Award-winning political thriller that reflects a decadent political class in which corruption has become endemic.

[Link to the online program](#)

- **Elisa & Marcela** (2019, Isabel Coixet) - coming directly from the Berlinale, this film conveys the fascinating true story of a Spanish lesbian couple who tricked a priest into marrying them in Spain in 1901

To compliment the special première of Elisa & Marcela ASFF has presented this year the photo exhibition **Faces** by Isabel Coixet, **in collaboration with Instituto Cervantes Utrecht and OBA Amsterdam**. Faces is a series of very personal portraits of Coixet's leading actors in which the Spanish filmmaker allows the spectator to get a glimpse behind the scenes of her creative work.

Europa



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Opening night

A total of 366 visitors attended the Opening Night at the beautiful Pathé Tuschinski

The ASFF Opening Night Film was **Quién te cantará**, a female-driven drama directed by emergent director **Carlos Vermut**.

With this his third feature film Vermut has become for many the successor of Pedro Almodóvar with regards the darkness and most perturbing sense in films such as *The Skin I Live In* or *All About my Mother*

The festival had the honour to host the actress **Eva Llorach** at the **Dutch première** of the film. The Goya Award winner for Best new actress for her role in this film, not only gave the opportunity to the public to discuss different aspects of the film in a **Q&A**, but also **performed** a cappella after the screening.

After the movie the attendees enjoyed incredible and high quality *jamón ibérico* served and cut by the expert hands of Maestra Cortadora **Cati Gómez** accompanied by a beer or a delicious wine thanks to our sponsors **Mahou** and **Jean Leon**



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AMSTERDAM SPANISH
FILM FESTIVAL

2019

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Spanish Cinema Without Fear

A must in our program, this special section showcases works that defy tradition and experiment with narratives beyond and on the periphery of the Spanish cinematographic industry

On the occasion of the new production **Entre dos aguas** (2018), sequel of **La leyenda del tiempo** (2006) ASFF wanted to pay homage to its creator **Isaki Lacuesta** by showing both productions in a double bill session, **The Passage of Time**. Isaki Lacuesta, once considered the most promising filmmaker of Spanish contemporary Cinema, now winner of two Golden Seashells for best films at San Sebastián International Film Festival, has defined these two works as hyperrealistic fiction, a different approach to fiction films that plays with the boundaries between artifice and reality. His work is a constant inquiry in-between documentary and fiction, an experimentation that has come to the utmost with these two films that cinema lovers were able to watch at the **EYE Filmmuseum**.

Other films within this special sections were **Els dies que vindran** (2019, Carlos Marqués-Marcet) and **Yo la busco** (2018, Sara Gutiérrez), two films included within the **Expat Cinema session** in collaboration with **Cinecenter**.



ASFF for young audiences

Young audiences are the **audience of the future**, and at ASFF we want to take care of this. We encourage **elementary schools and high schools** to get the youngest audience in contact with the best contemporary Spanish and Spanish speaking films **to broaden their view of the world**. In close **collaboration** with the **Instituto Cervantes in Utrecht** and the **Educational department from the Spanish Embassy** ASFF organised for the **third consecutive year** an educational program for age groups 8-12 and 15-17 years old. Before the screenings teachers hand in **educational records** to the students to **reinforce** both the **Spanish vocabulary** related to the films and introduce them to basic **cinematographic narratives** to be

able to understand and follow the films in Spanish as their second or third language. After the screenings students are also offered **workshops** and games to evaluate their understanding while interacting and enjoying with students from the different schools participating in the program.

This year we exceeded our goal **increasing** more than **100% de number of students** and reaching by far our expectations. A total of **492 students** participated this year in the educational program. **Atrapa la bandera** was the animation film selected for the smallest ones, and for the high school students **Campeones**, considered by the Academy of Cinematographic Arts and Sciences of Spain as best Spanish film of the year. An inclusive comedy in which all the characters show us that we can all learn from each other and that the most important thing is not the achievement itself but to enjoy the journey.



Music Documentary

For this fifth anniversary of the Amsterdam Spanish Film Festival we have selected the Music Documentary [Ara Malikian: una vida entre las cuerdas](#), directed by filmmaker and stage director of Ara Malikian's shows, [Nata Moreno](#).

The [European première](#) of the film about the life and career of the multifaceted violinist of Lebanese origin and Armenian roots, was followed by the [live performance](#) of Dutch violinist [Ludo de Goeje](#) who played some themes from the original soundtrack and some music with Spanish vibes accompanied by his electronic violin.

The film and live performance was followed by Spanish drinks sponsored by [Mahou](#) and jamón ibérico by [Cati Gómez](#).





Ludo de Goeje- violinist



ROTTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE

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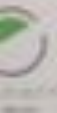
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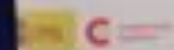


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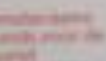


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Ludo de Goeje- violinist

AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019



Nata Moreno - director
Carolina Yuste - actress
Álvaro Cervantes - actor

CATI GOMEZ

Maestra Cortadora

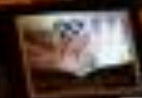






CATI GOMEZ

Maestra Cartadora







**MAESTRO
CORTADOR**

Maestro CORTADOR











AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — JUNE 1



Carolina Yuste - actress
Moreno Borja - actor

Maarten Dannenberg - moderator

Carolina Yuste - actress

Moreno Borja - actor

Jasper Jacobs - interpreter



AM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019



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Inma Cuesta- actress
Virginia Pablos - Festival director
Bárbara Lennie - actress



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AMSTERDAM SPANISH FILM FESTIVAL

28 — 2 JUNE 2019



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CATI GÓMEZ



CORDAL



Q&A Todos lo saben

Bárbara Lennie - actress

Inma Cuesta- actress

Maarten Dannenberg - presenter

Arde Madrid

For this 5th anniversary **ASFF** decided to take the chance and **support** not only film but also this high-quality TV-**Series Arde Madrid**, premiered on the big screen. It was a big success of public with an almost full-house where a **large representation of the cast** was present for a very interesting **Q&A** after the screening. **Inma Cuesta, Anna Castillo and Moreno Borja**, and for course the “thinking head” of this original project, **Anna R. Costa**, satisfied the

curiosity of the **146 attendees** who also enjoyed the break in between the two sessions to get some Spanish drinks and nibbles.

The event went on through the night celebrating cinema and music at the **Arde Amsterdam Party** at **De Bajes**, a Spanish fiesta led by popular Spanish **DJs Pepino & Crawford** who came all the way from Madrid setting fire to the night.









Moreno Borja - actor
Anna R. Costa - director
Inma Cuesta- actress
Maarten Dannenberg - presenter



Anna R. Costa- director
Inma Cuesta- actress
Anna Castillo- actress



AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019 | *Rotterdam edition: 4 — 9 June*



DJs Pepino & Crawford



BAR & BIKKESEMENT X DE BAJES X







AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — JUNE 2019



Inés de León - director

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complimentary breakfast and WiFi - Business party -
14,17 Street corner - luxury facilities

100% Green - 100% Sustainable - 100% Green





Q&A Viaje al cuarto de una madre
Anna Castillo - actress







Closing night

ASFF feels honoured to have been able to host its already **fifth edition of the festival in Amsterdam**, a celebratory anniversary full of the most exciting, funny and representative examples of contemporary Spanish and Latin American Cinema.

Before the screening of the closing night, festival director Virginia Pablos and presenter Maarten Dannenberg thanked all our collaborators, sponsors, guests, ASFF team, and especially the audience, a total of 4.267 including our Rotterdam edition, and without whom the success of this fifth edition could not have been possible.



This closing night could not have been better without the **Dutch Première** of **El Reino** by Rodrigo Sorogoyen, director nominated for an Oscar Academy Award. This 7 Goya Award-winning political thriller reflects a decadent political class in which corruption has become endemic.

Actress **Bárbara Lennie** accompanied us during this special night full of emotions and offered the audience at the Pathé Tuschinski a very interesting Q&A, after which we all could enjoy an amazing evening full of tapas and jamón ibérico thanks to Maestro Cortador **Herman van Teylingen** and **Spanish Products** who were also present to delight our guests with delicious tapas during a private tour through the canals of Amsterdam on Saturday





AMSTERDAM SPANISH FILM FESTIVAL

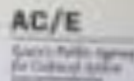
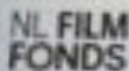
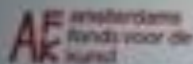
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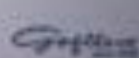
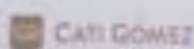
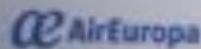
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Noelia Nicolás - moderator

Bárbara Lennie - actress

Jasper Jacobs - interpreter



THEATER TUSCHINSKI

PATHE





Virginia Fabrice
Director & Programmer



Laura Calvert
General Coordinator



Heidi Marlow
Digital Media



Maria Gouglidou
Community Manager



Noelia Noelia
Production & Photography



Silvia Cacho
Interviews/Production



Eageria Alvarez
Hospitality & PR



Noemi Pascual
Hospitality & PR



Javier Lopez
Production Assistant



What the Studio
Design



Nicole Venting
Community Outreach



Gida Podes
Social Media



Axel Tilgner
Production



Ledy Alvarez
Camera Assistant



Cecilia Diaz
Photo



Daniela Navarro
Interviews



Martha Echevarria
Production Assistant



Lia Brown
Text Editor



Hans Schupp
Videographer



Yoko Chung
Social Media



Jasper Jacobs
Interpreter



Joni Pimenta
Webdeveloper

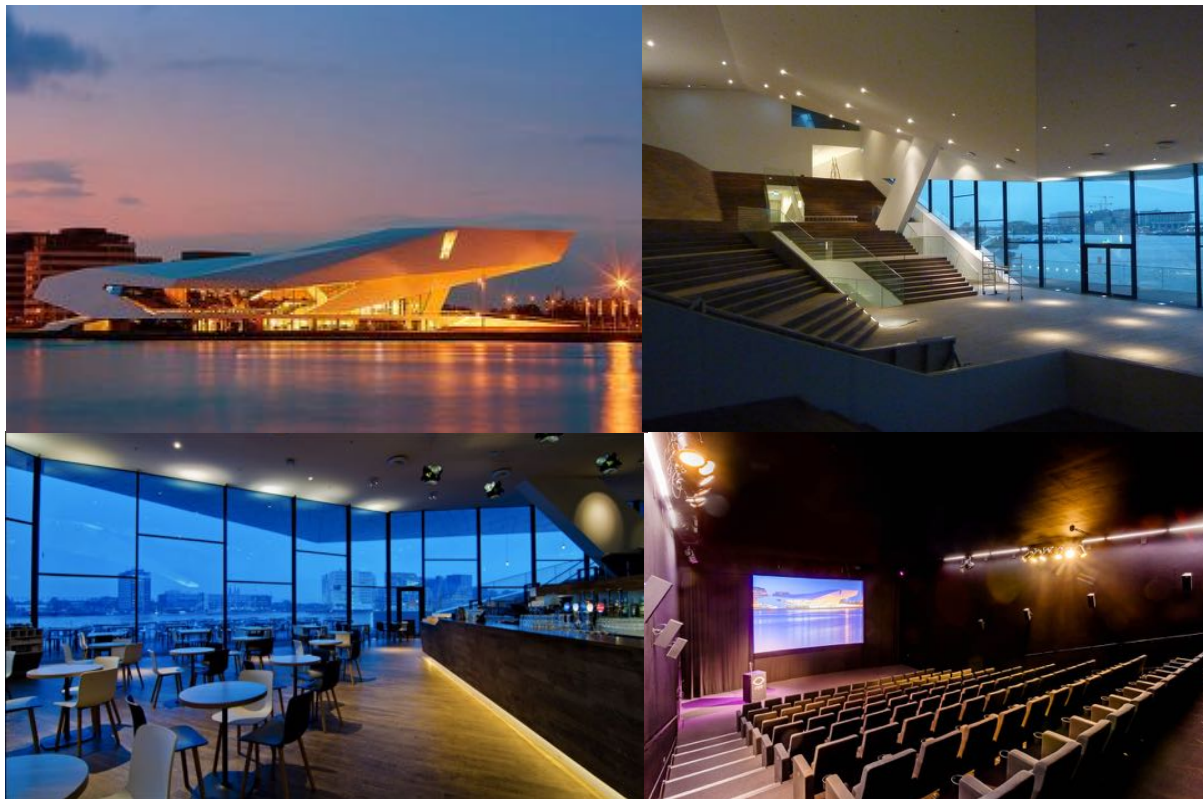
AMSTERDAM SPANISH FILM FESTIVAL

28 MAY — 2 JUNE 2019 | *Rotterdam edition: 4 — 9 June*

Festival team







CINECENTER



PATHÉ DE MUNT





LANTAREN
VENSTER

Conclusion

The 5th edition of the Amsterdam Spanish Film Festival has come to an end and we are proud to say that we have had a very positive response from the audience, from our guests and from our collaborators who all have acknowledged that every year there is an increase in the quality of the program and how the events around it are organised. More and more people get to know the festival every year due to the strong marketing and communication campaign done within the team and the durable bonds that the organisation is creating and consolidating with other institutions, organisations and partners in order to enhance the visibility of Spanish Cinema and Culture here in The Netherlands.

Strengthening bonds with institutions throughout the year

We once again recognise the ongoing need to continue growing and maturing, always developing 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.

We aim to be more and more present in the cultural sphere of Amsterdam and The Netherlands collaborating in different projects in order to help with our expertise expanding the culture and cinema of Spain within the country. During this year we have been creating more durable bonds and awareness through our collaboration with other film festivals, other organisations within the film industry, Film schools, Language schools and expats communities such as Internations, etc. Our involvement with them is not bounded to the festival itself but also during the whole year, as our aim is also to create a meeting place for film's explorations with our activities.

Conclusion

This year we again have been collaborating with other festivals such as **In-edit Netherlands, Flamenco Biennale and of course Roze Filmdagen**, with whom every year we have a close partnership for the Pathé Gay Night screening. In addition to opening dialogues within the festival network, we also benefit from each other's public reaching an audience that although it is a potencial one because of their interest in film and/or culture, it is not "our" audience. We have carefully selected our collaboration with **Cinecenter or Eye Filmmuseum** for their target groups, which also give us the chance to reach a specific audience for specific films and we contribute with our program to their atmosphere and target audience.

Our collaborations and partnerships includes other cultural, social and educational organisations such as **Instituto Cervantes Utrecht** or the **Nederlandse Filmacademie** where this year we were invited to give a lecture on New trends of Spanish Cinema. **Human Rights Watch** invited us for a Program on Human Rights related to the many times awarded Spanish production *The Silence of Others*, or the **Rijksmuseum in Amsterdam** for whom we are curating at the moment a film program on 'Cinema and Painting' within the framework of the exhibition *Rembrandt - Velázquez. Dutch and Spanish Masters*, which will take place from mid October and until mid January.

Goals 2019

Thanks to our **strong marketing campaign** and the efforts done by the team, every year there is more awareness of the festival and people interested in Spanish and Latin-American cinematographies and cultures, as we can see also through the **increase** of our visitors, likes and **followers on the different social media**. **Media Coverage** from Dutch Media has also grown **demanding more interviews** to the team not only on regional media from Amsterdam but also on national media such as NPO Radio 1.

We have reached our goals to increase our social media followers and likes. Our website visitors and social media followers have increased significantly, which tells us that there are more and more people interested in the project, following our steps and willing to participate in our events and programs. However, some goals have not been achieved. In terms of audience members, the figures this year have not been as good as we had expected. Although the total number of attendees for the whole festival (both Amsterdam and Rotterdam editions) did not decrease from the total figures of 2018, while Rotterdam's audience increased an 84% compared to last edition, Amsterdam's Audience decreased a 12%. We did not meet our goal of increasing our audience and in fact there was a decrease in the Amsterdam edition. There are internal and external reasons to take into account. Externally we have had a series of events that were completely out of our scope such as football competitions that we could not anticipate beforehand when we decided the dates of the festival, general transportation strike on our opening day, very good weather during the weekend of the festival, other very popular outdoor festivals taking part during that weekend of good weather, and a bank holiday that we did not expect to be followed as much as it was.

On the other had we are consolidating a younger audience through our educational program which has increased more than 100%, as it doubled the figures of last year. Schools and other educational institutions are willing to participate every year in a quality film program for their students complemented by educational records and activities provided by teachers from 3 different schools and shared with the rest to work in class before the screening. Duplicating the numbers from previous editions, this growth shows what we have already acknowledged based on the comments from the groups and the teachers involved, which is the consolidation of a young audience, the audience of the future.

ASFF around the year and goals 2020

After carefully evaluating the previous circumstances we have decided to give a shape to the festival. We are discussing both internally and with our collaborators a better time of the year to host the festival not to coincide with other festivals and to avoid holidays that will reduce the attendance of our visitors. At the same time we want to be more realistic with the number of visitors that a niche festival like ASFF has, and we have decided to do a shorter version of the festival reducing the days to four, and this way being able to export it to other cities in The Netherlands. We not only have had very good results in our Rotterdam edition but also we have been contacted from cinemas in other cities who are seeing the big potential that the festival has in other parts of the country and are willing to collaborate together. With a long weekend of 4 days we can maintain the quality of the program while we concentrate our target audience and we spread Spanish Cinema around the country.

ASFF has become and still is a **unique film exhibition** initiative allowing people to discover and engage with the Spanish film industry and culture. It also help people interested to stay tuned with the most recent productions, as these visitors are barely exposed to these movies in the normal distribution channels. We want to open this to more cities in the Netherlands creating new hubs for Spanish Cinema besides the already existing ones through our initiatives in Amsterdam and Rotterdam.

We will go on with our collaborations with higher educational and academic institutions in order to expand and further improve the ASFF's reputation and programing while reaching new audiences and enabling a space for discussion and knowledge with Dutch filmmakers and professionals. Therefore, we are very proud to closely collaborate with our next curatorial project with the **Rijksmuseum** in which we will create a program around Cinema and Painting within the framework of the exhibition **Rembrandt - Velázquez. Dutch and Spanish Masters**, which will take place from mid October and until mid January.

Thanks!

We want to thank all our sponsors, collaborators and funds for the continuous support and feedback received.

Having been granted for the first time with **Elise Mathilde Stichting Fonds** and the increasing support of **NL Film Fonds**, **Prins Bernhard Cultuurfonds**, **Amsterdam Fonds voor the Kunst** and **Acción Cultural Española in Spain** and the support of **Embassy of Spain in The Hague** and **Instituto Cervantes Utrecht**, validates once again our believes and our goals.

Thanks to our private sponsors **Air Europa** and **Element Amsterdam Hotel** for hosting and taking care of our guests and helping us bringing the audience the most amazing Q&As and performances. Thanks of course to **Mahou beers**, **Jean Leon wines**, **Cati Gómez Maestra Cortadora**, **MAM Tinto de Verano**, **Gordal**, **Spanish Products** and **Herman van Teylingen maestro cortador** for taking care of our audience and let them enjoy an authentic Spanish experience.

And of course thank you to our audience, with whom this could no have been possible. See you next year!



Gracias!