

Amsterdam

28 OCT — 1 NOV

Rotterdam

9 — 13 DEC

The Hague

9 — 15 DEC

Online

27 APR — 3 MAY

11 — 17 NOV

SPANISH FILM FESTIVAL

WWW.SPANISHFILMFESTIVAL.NL

Amsterdam
28 OCT — 1 NOV

Rotterdam
4 — 8 NOV

The Hague
4 — 8 NOV

Online
11 — 17 NOV

SPANISH FILM FESTIVAL

WWW.SPANISHFILMFESTIVAL.NL

The poster features a central image of three women in bikinis and patterned shorts posing on a beach. The background is a cityscape. The text is arranged in a clean, modern layout with a pink and white striped border at the top and bottom.





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A photograph of an audience seated in a dark theater. The audience members are looking towards the front of the room. The lighting is dim, with a green exit sign visible in the background. The text is overlaid on the image.

SPANISH FILM FESTIVAL 2020

This was the 6th edition of the Spanish Film Festival (in this extraordinary year)

Facts & Figures



5.332 LOYAL VISITORS



4 FESTIVAL EDITIONS
*Amsterdam, Rotterdam, The Hague
and Online at Vitamine Cineville*



10 SPECIAL GUESTS
6 ONLINE
4 AT THE CINEMAS
introducing the films and Q&A



9,6K FOLLOWERS
on Social Media channels



70% DUTCH ATTENDANCE
and 30% Expats



46 SCREENINGS
across the 3 cities



SPECIAL EVENTS OFFER
Appart from the main program



59K NEWSLETTER SENT
with a 32% open rate



64% FEMALE AUDIENCE
*and 77% of our audience is between
25-54 years old*



11 FEATURES FILMS
5 SHORTFILMS
Mostly Dutch premieres



6 CINEMA VENUES



€34.976 MEDIA VALUE
on Print and Online Media



Watch trailer



ABOUT US

The Spanish Film Festival is an initiative founded in 2012 by Sin Fin Cinema

About us

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. 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.

The 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.

Sin Fin Cinema is an Amsterdam based film company working in film exhibition and distribution with a special focus on Spanish cinema. We take the freshest and most distinctive independent films to wide and diverse audiences worldwide. We work to integrate video making, filmmakers, exhibition and film curating whilst developing public platforms for the close readings of the image in contemporary society and culture. Sin Fin Cinema is dedicated to the organization of cultural events, film programming, exhibiting, distributing and promoting Cinematic experiences worldwide.



Mission & Vision

The **Spanish Film Festival** is a unique film exhibition initiative allowing people based in Amsterdam, Rotterdam, The Hague and broader audiences to discover and engage with a carefully honed selection of cinema from Spain and Spanish speaking Latin America. The 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.

Since its inception, ASFF has provided Dutch, Spanish speaking and other international audiences in The Netherlands 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.

The ASFF 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. We collaborate 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. In addition, we do believe that the festival contributes to the diversity of the cultural scene in the Netherlands. With this 6th edition 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, Rotterdam and The Hague with a great success.

Company details

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.

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

Launched, organised and solidly programmed by **Sin Fin Cinema**, the Spanish Film Festival provides a showcase of new trends of mainstream Spanish cinema as well as focusing on a diversity of films, specially independent, artistic and experimental Spanish films.

Stichting ASFF is recognized by the tax authorities as a “public benefit organization”, official **ANBI Status** with the Dutch Tax and Customs Administration.

Director & Founder

Virginia Pablos

Board Members

Mercedes M. Abarca
Wim Sjerps

Registration

KVK 70865191
VAT 858490262B01

Contact

+31 640 49 98 17
info@sinfincinema.com

Team members

The Spanish Film Festival is organized throughout the year by a very small core team, which is supplemented annually with new team members in the run-up to the festival.

Director & Programmer

Virginia Pablos

General coordinator

Sofia Murell

Production Assistant

Pedro Vilas

Communication & Press

Isabel Bonnet

Community Managers

Pedro Vilas
Isabel Bonnet

Fundraiser NL

Sebastian Visser

Financial Manager

Elena Herranz

Hospitality & PR

Ángela Bermúdez
Teresa Ariëns

Design & Creative
Direction

What The Studio

DTP artwork

Pedro Vilas

Festival trailer

Pedro Vilas

Interpreters

Carolina Mayda
Jasper Jacobs

Videographer

Hans Scheepp

Web developer

Floris Douma

Partners & Sponsors

Companies and organizations that support the ASFF and other side projects of the Foundation

ORGANIZED BY



IN COLLABORATION WITH



FUNDED BY



FESTIVAL SPONSORS

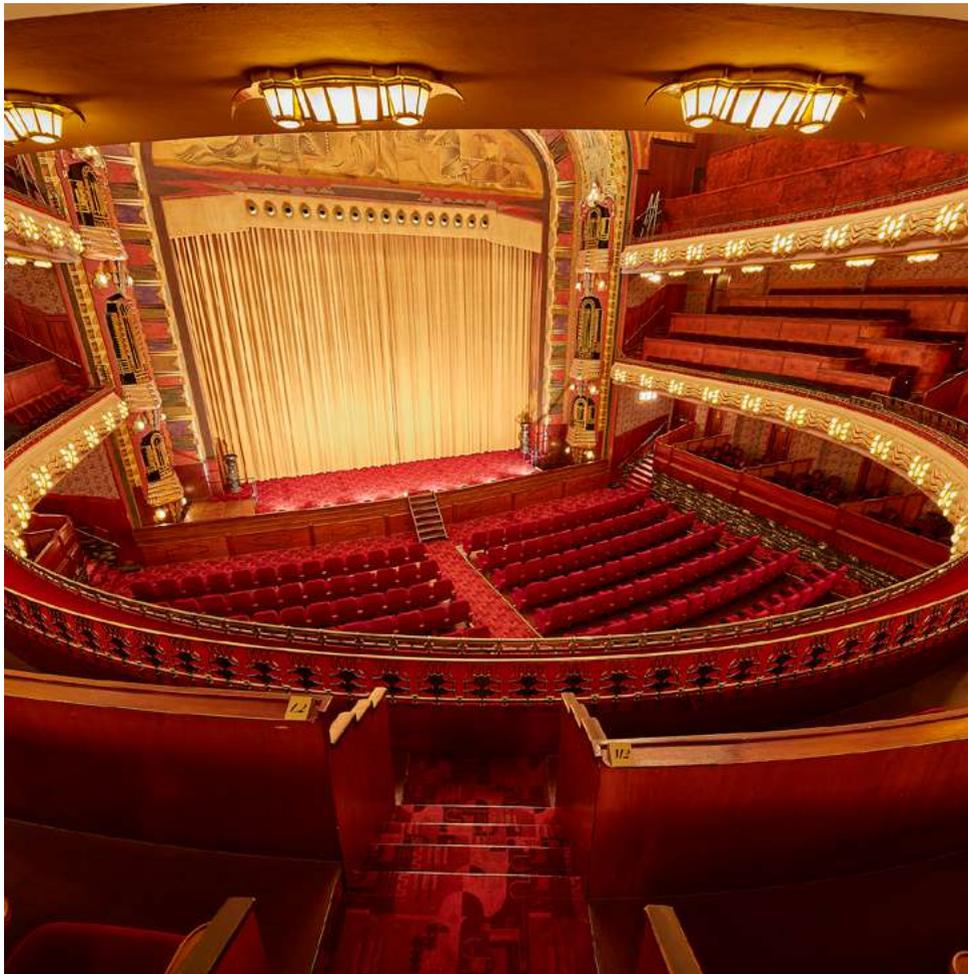


FESTIVAL & MEDIA PARTNERS

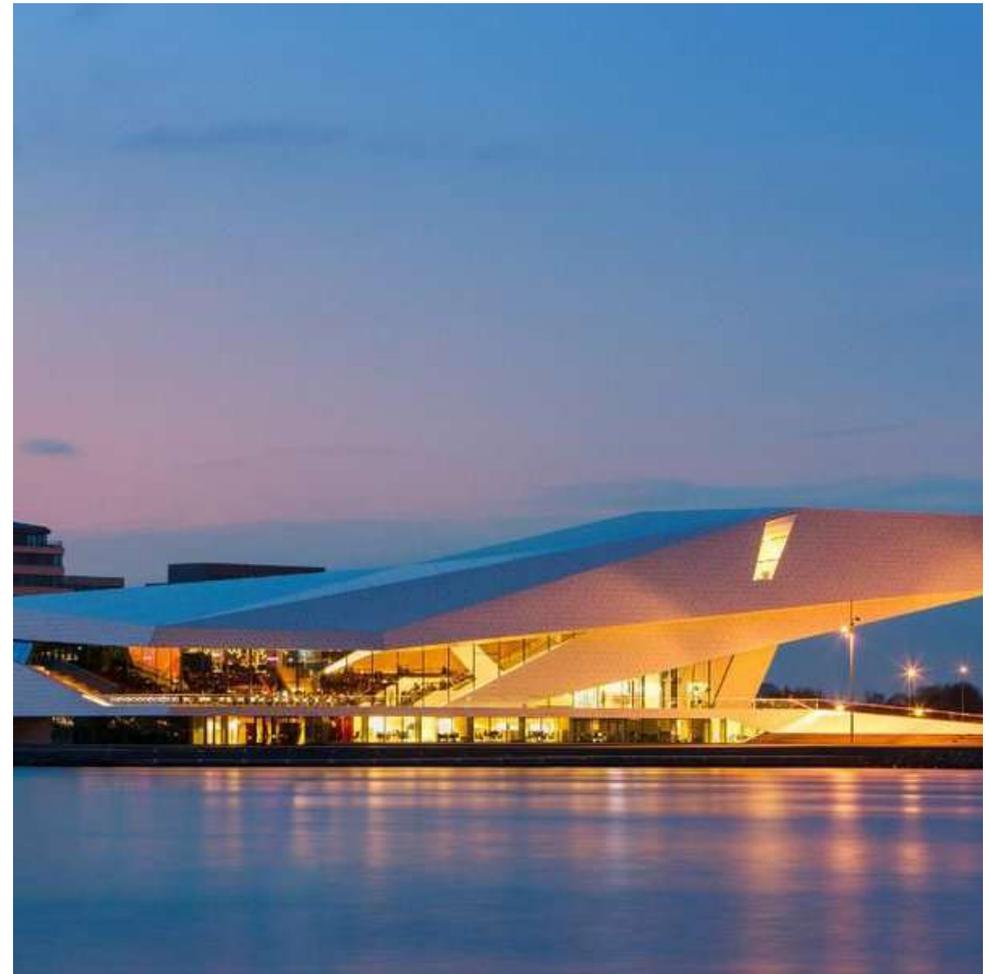


Festival Venues

PATHÉ TUSCHINSKI
Amsterdam



EYE FILMMUSEUM
Amsterdam



Festival Venues

RIJKSMUSEUM
Amsterdam



PATHÉ DE MUNT
Amsterdam



VITAMINE CINEVILLE
Online platform



LANTARENVENSTER
Rotterdam



PATHÉ SCHOUWBURGPLEIN
Rotterdam



PATHÉ BUITENHOF
The Hague



GOLDEN AGE

ON THE CANVAS IN MOTION

ALL YEAR ROUND

What ASFF Stichting and Sin Fin Cinema have done this year 2020

RIJKS MUSEUM

THANKS TO THE SPONSORSHIP OF

CATI GÓNEZ



JANUARY 2020

ASFF launched a side event in collaboration with the Rijksmuseum , Eye and OBA.

Going Back to the Golden Age

'Portraying Spanish masters on the canvas in motion' From 10 to 27 January 2020

To complement Rembrandt-Velázquez: Dutch & Spanish Masters exhibition at the Rijksmuseum, Sin Fin Cinema & Amsterdam Spanish Film Festival in collaboration with the museum presented **Going Back to the Golden Age, Portraying Spanish masters on the canvas in motion**, a series of screenings and talks about the films taking place at Eye Filmmuseum, OBA Amsterdam and Rijksmuseum from 10th to 27th of January.



The programme brought the audience back to the Golden Age, a flourishing artistic and literary period in Spain. Showing not only its luster and glaze but also – in the second half of the 17th Century – how a global power went into decline and almost collapsed. Some of the films immersed the public directly in the paintings, literature, aesthetics and historical context of that period. Therefore, the main section of the film programme explored the constant search for a dialogue between cinema and painting.



LIGHTING DIALOGUES

Cinema & painting with Víctor Erice

In **Lighting dialogues**, we will dive into the relationship between cinema and painting, through Víctor Erice's filmography. Exploring both the formal and poetic points of view around light and composition, the use of silence combined with minimum movement evokes the tableau vivant of a Baroque painting.



PAINTING LAYERS

Alatriste and El perro del hortelano

In this section we aim to convey the historical context of this period with two films that are based on literary works, **Alatriste** and **El perro del hortelano**.





Víctor Erice in Amsterdam

The acclaimed director attended several Q&As and a masterclass

Víctor Erice was in Amsterdam to present his three feature films in this programme and to give a Master Class on Cinema and Painting, the latter directly related to *El sol del membrillo* at the Rijksmuseum, where he spoke about the relationships between cinema and painting and the specific relation to this film and the painter **Antonio López**.



Spain's National Prize-winner of Cinematography in 1993, entered the Spanish School of Cinema in 1961. With a complete education in visual arts, Erice has not only worked as a film director but also as a screenwriter, film critic, and lately he has been involved in teaching activities through different workshops on Cinema and Painting. In these workshops and lectures he explores the relationship that these two mediums have shared since its origin. Yet it is from a poetic point of view through the use of pictorial references that – according to the Spanish director – painting will help cinema to free itself from the literary and theatrical artifice inherited from its origin.



CURATED AND ORGANISED BY



IN CO-PRODUCTION WITH

RIJKS MUSEUM



IN COLLABORATION WITH









MARCH 2020

We announced the Festival Launch Event and the final postponement of the Festival

Launch Event

'Fire Will Come' would launch the ASFF 2020



On 6th March 2020 we announced for the first time the start of the **6th edition** of the Spanish Film Festival. We prepared a **Launch Event** set in April 15th that would take place in one of the venues of the Festival: Eye Filmmuseum.

Opening film: The film 'Fire Will Come' by **Oliver Laxe** would festively kick off the countdown to the sixth edition of the Amsterdam Spanish Film Festival on 15th April at 19.15h at the iconic Eye Filmmuseum. This launch event was going to set the tone for the upcoming edition, which would run from 7 to 10 May in **Pathé Tuschinski, Eye & Rijksmuseum**. Like previous years, in the Launch Event we would be introducing the 2020 program with the most powerful, thought provoking and enjoyable Spanish films of the year, special guests, Q&As, complimentary drinks, bites, etc.

Event cancellation: Everything was ready to discover this year's program and celebrate Spanish Cinema together. We had also organized a special event with acclaimed director Oliver Laxe, who would attend the festival to introduce his film 'Fire Will Come'. Our audience could also enjoy complimentary wine after the Premiere to celebrate the Festival Launch event. But weeks later, due to the health crisis caused by **COVID-19**, we sadly had to announce that the ASFF 2020 Launch Event scheduled for April 15 was cancelled. We didn't give up with the Festival's physical format and we were already working on new dates and planning alternative ideas.

Festival postponement

We had to postpone its 6th edition due to COVID-19 health crisis

The festival is known for its **May edition**, but the change of dates was not an election of the Spanish Film Festival (SFF), but a cause above us all. The 26th of March 2020, one day before launching the program, The Netherlands went into lockdown, which caused financial repercussions for the festival, as we had to cancel the May edition.



In April 2020 we confirmed the **postponement of the Festival** due to the health crisis caused by COVID-19. It was a new and uncertain situation for everyone, so the decision was tough. At the time we believed that it was the most responsible and sensible choice to announce that the 6th edition of the Spanish Film Festival initially set in May 2020 was postponed.

From the **ASFF team** we were already working on new dates and as soon as the development of the Dutch and international situation would allow us to assess a real possibility, we would start preparing the new **Revived edition** of the Festival that would finally take place in **Fall season**.



APRIL — MAY 2020

Spanish Film Festival at home in collaboration with Cineville

SFF during lockdown

Collaboration with Vitamine Cineville: online Festival from April 27th to May 3rd

To still bring Spanish cinema to the Netherlands, the SFF had from **27 April to 3 May** a very successful collaboration with Vitamine Cineville, an online platform created by Cineville. Here, SFF screened old movies instead of premieres, but it set the stage for our next Autumn edition, as it was visible (with around **3,000 views**) that the public was still interested in watching Spanish cinema.



Culture in time of lockdown: our decision to screen online films during the lockdown period came because we believe that in times of lockdown culture is relevant. In difficult times, it's important to be able to have a distraction of every day's issues in the form of entertainment and enjoy art, and cinema, from the safety of home. As our audience missed the opportunity to watch the Spanish cinema in May, we brought it to their homes.

Sin Fin Cinema and **Cineville** collaborated for the first time to screen on the platform Vitamine Cineville selected Spanish titles of SFF that were previously screened in the festival. The line-up consisted of recent gems such as **Summer 1993**, **El Reino**, **Truman**, **La Chana**, **Buñuel in the Labyrinth of the Turtles** and **10.000 KM**.

FILM PROGRAM

Spanish Film festival at Vitamine Cineville

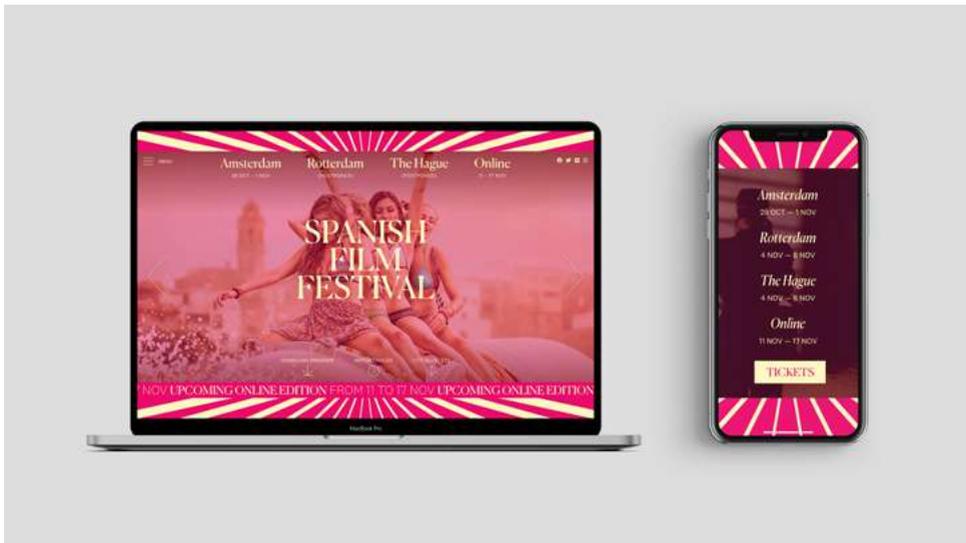
The theatres were closed and the streets were empty, we were staying home during the long days of lockdown. We still wanted to offer the best of Spanish cinema to our audience but in a comfort & safety way! So we offered a hand-picked selection of titles available online from April 27th to May 3rd.



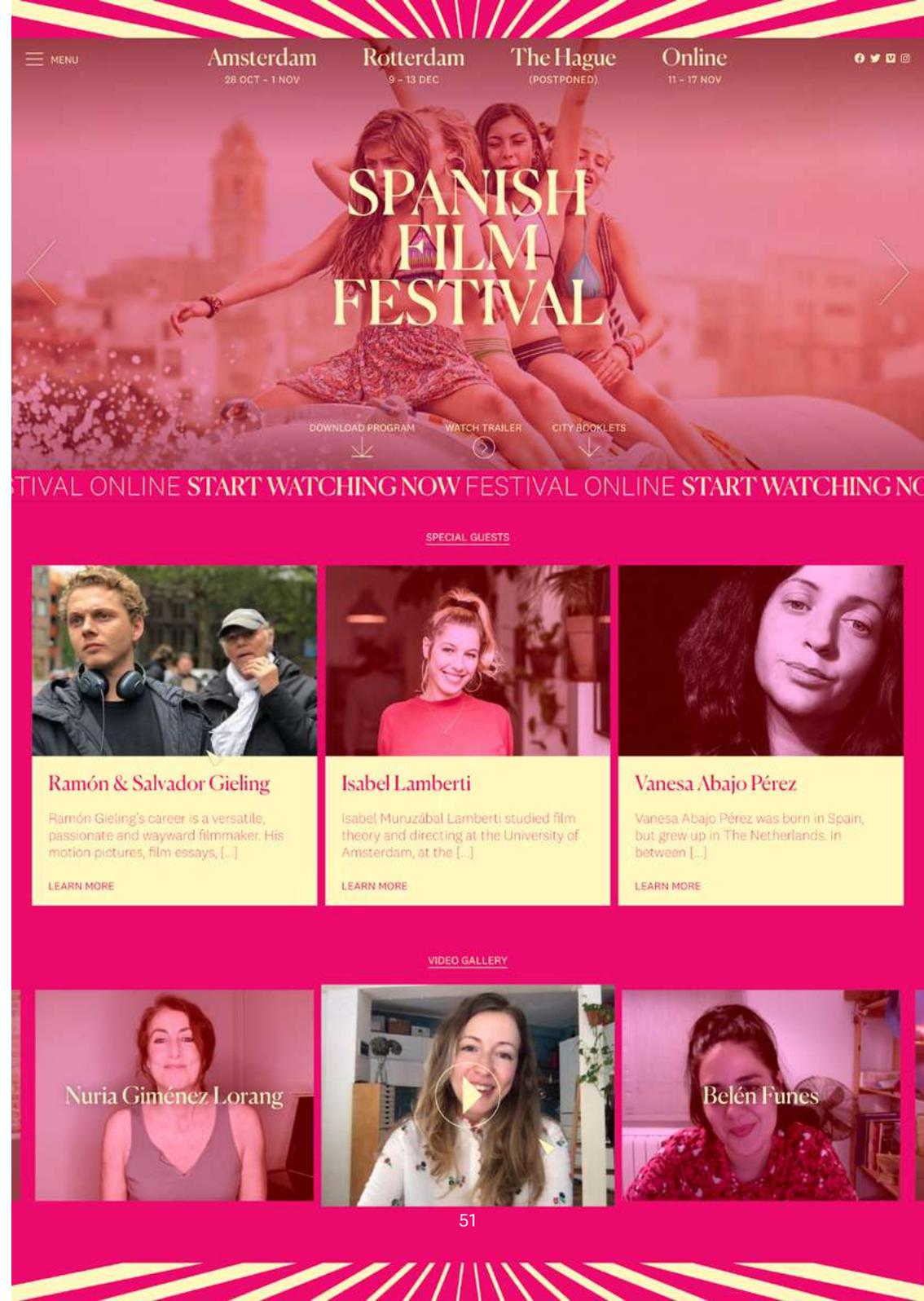
New website

We introduced the new image of the Festival online

On April 2020 we also presented the renewed Spanish Film Festival website.. We wanted to offer a complete recap of the Spanish Film Festival experience so our audience could take a look and get ready for the 2020 edition. Strong and up to date tools to receive more traffic and ready for a strong digital marketing campaign. Good timing that we had already started designing and developing these tools since the beginning of the year. We had completely reimagined our online experience to offer you a clear and beautiful overview of the festival. In addition, we had been recapping all the fascinating programs, events, guests, previous editions and much more... from all the past editions of the festival!

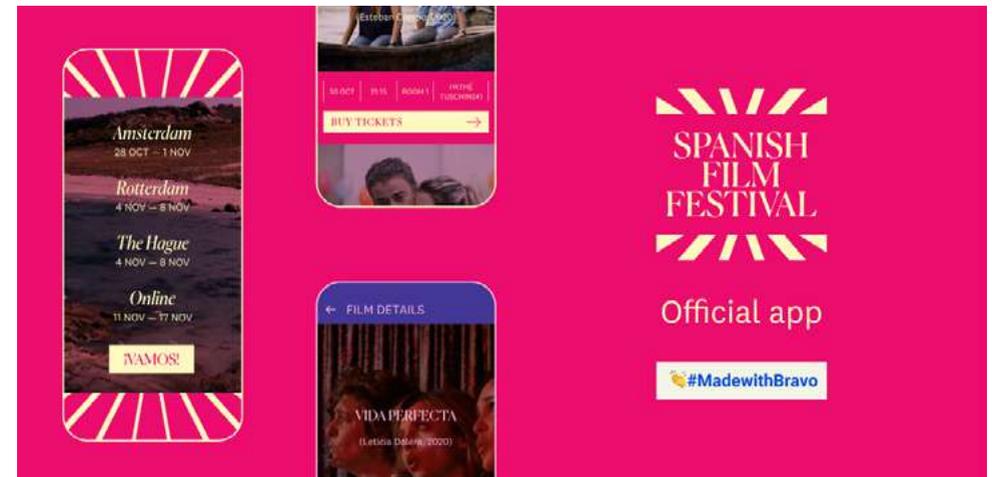
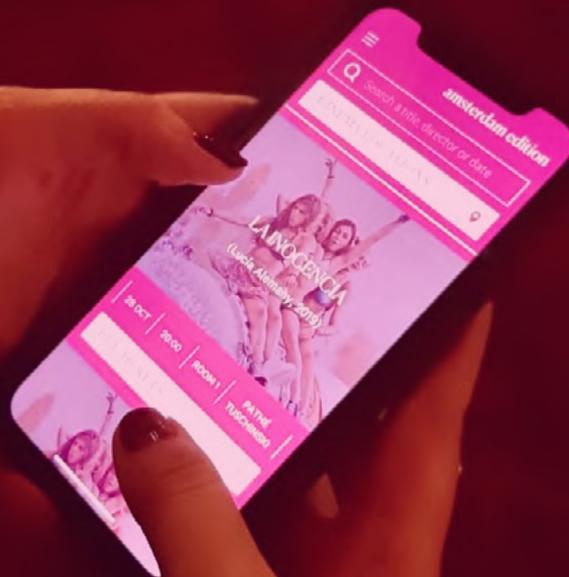


With this update, we also introduced the new image of the Spanish Film Festival for its upcoming 2020 edition. As the Festival was releasing a new host city, in The Hague, we decided to establish a brand new color guide and raybar features to settle down the different Festival editions.



SFF Official App

We presented a brand new app



Furthermore, just before the Festival started, we launched the Spanish Film Festival App, where our audience could discover this year's program, see where the venues are located in Amsterdam, Rotterdam and The Hague and buy the tickets for their favourite films.

The Spanish Film Festival decided to facilitate the acquisition of information in this COVID-19 time and not to hand out booklets or pamphlets. Hence, we created an app for the festival with all the required information.

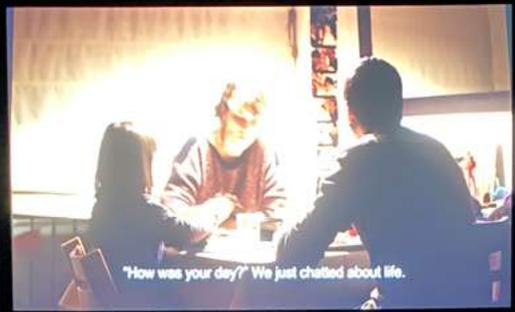


The SFF app was finally launched in October 2020, just before the Revived edition of the Festival started, and is available on the Apple App Store and on the Google Play Store.



OCTOBER 2020

Spanish Film Festival "Revived edition" adapted with safety measures



Revived edition in Autumn 2020

The 6th edition of the Spanish Festival finally took place from 28 Oct to 17 Nov 2020



After the festival online (27 April to 3 May), SFF continued working to prepare a Revived edition in Autumn 2020. During this time, increasing cases of COVID-19 were appearing, and one day before the release of our program, the Dutch government made a requirement to have a maximum capacity of 30 people in a screening room.

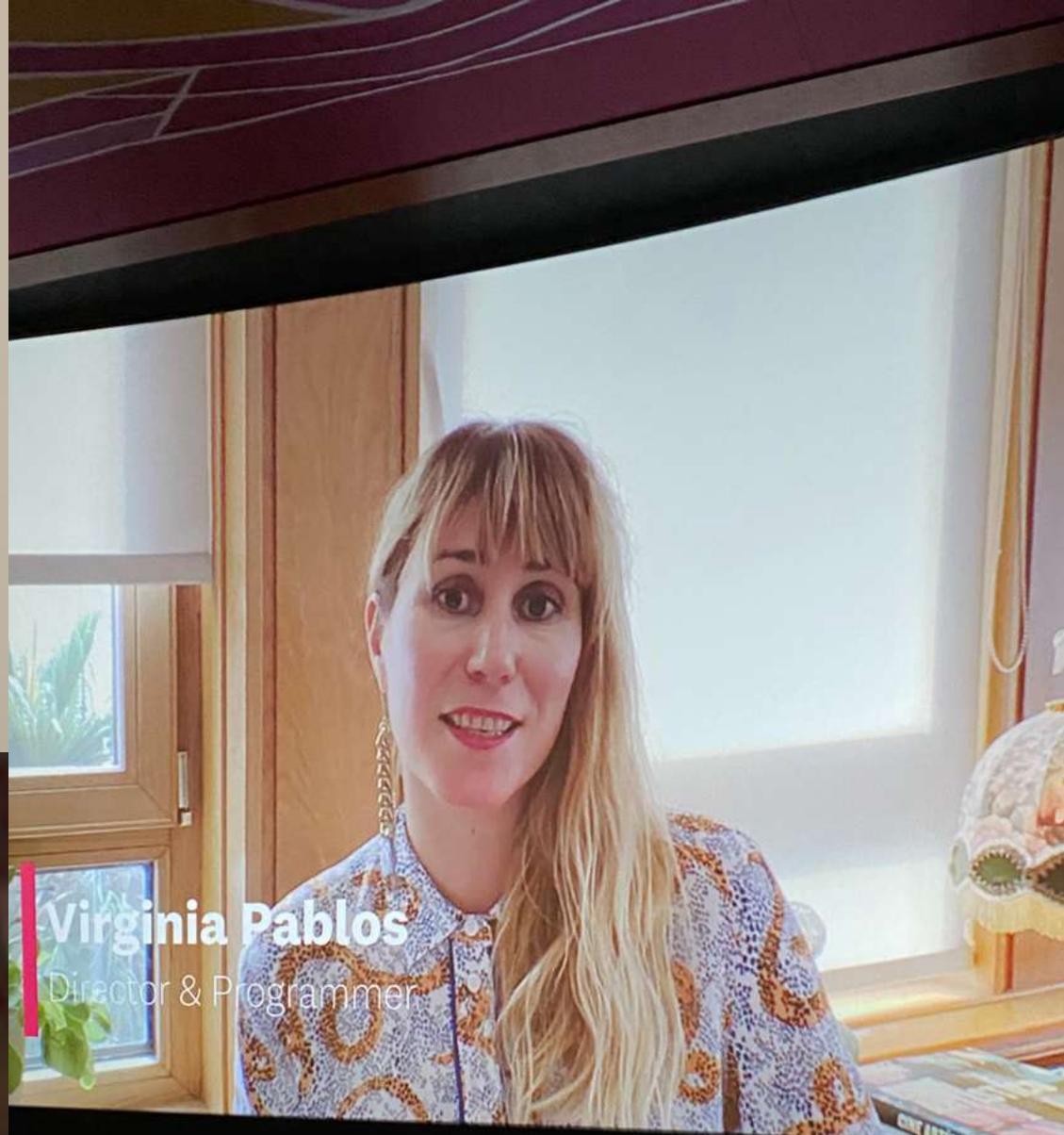
Hybrid format: Due to this circumstance and the uncertainty of the next weeks, SFF collaborated again with Vitamine Cineville to have a hybrid format: in cinemas (28 October to 8 November) and online (11 to 17 November). The line-up couldn't be better with *Las Niñas*, *Vida Perfecta* (TV series), *La Isla de las Mentiras*, *La Inocencia*, *The Death of Antonio Sanchez Lomas*, *My Mexican Bretzel*, and *La Vida es Sueño*. The Online edition had a total of 2K views!

Multiple screenings and three cities: For this simplified and revived edition, we had multiple screenings of the same film to accommodate the increasing public of SFF. This year, our festival incorporated two more venues to its locations: **Pathé Schouwburgplein** (Rotterdam) and **Pathé Buitenhof** (The Hague). Not only increasing the venues but also the cities, adding The Hague, and reaching out to a broad audience, as in COVID-19-times, travelling by train is discouraged by the government and the regulations.

Unfortunately, in the middle of the festival, the Rotterdam and The Hague edition had to be postponed due to the new measures implemented by the Dutch government on the 4th of November 2020. Right before the start of the Rotterdam and The Hague (4-8 November) editions, the Dutch government implemented a lockdown, involving the closure of the cinemas and other non-essential functions. This had the repercussion of postponing the festival.

The **new dates** for the Rotterdam and The Hague editions were set in accordance with the Cinemas to avoid and prevent new postponement. The festival hoped that around December and January, cinemas would have more seat capacity and that the health of its visitors would be safe enough to enjoy Spanish Cinema. In the middle of the festival, the Rotterdam and The Hague edition had to be postponed due to the new measures implemented by the Dutch government on the 4th of November 2020, so the priority now was to find dates with more benefit concerning seat capacity and the health measurements.

(*) After all, the Festival—in collaboration with the venues—has made it to set up new dates with more benefit concerning seat capacity and health measurements. The final dates are 9 — 13 and 9 — 15 December 2020 for the Rotterdam and The Hague reissued editions respectively.



Virginia Pablos
Director & Programmer



Amsterdam Spanish Film Festival

The physical edition of the Amsterdam Spanish Festival finally took place from 28 Oct to 1 Nov 2020

The Amsterdam edition of the Festival turned out to be the only venue (apart from the Online version) where the SFF could finally run. The other physical formats planned had to be cancelled a day before its start due to the tightening of COVID-19 measures in The Netherlands.

The **Dutch Government** announced these new restrictions—which directly affected the theatres—the same week of our release in the secondary venues, where the Festival would run from 4 to 8 November.

The Amsterdam edition was set exactly one week before The Hague and Rotterdam ones, **from 28 October until 1 November**, so everything could run as planned (under strict health security limitations).



All of this made this 6th edition a **very special and different experience** compared to the previous years. We couldn't take anything for granted and we had to adapt the format to ensure the security and create a safe space where our audience could also enjoy Spanish cinema and culture.

This is why the SFF team feels so honoured to have been able to host its 6th edition of the festival in Amsterdam, an anniversary full of the most exciting, funny and representative examples of contemporary Spanish Cinema.



The **Amsterdam Spanish Film Festival 2020** took place from Wednesday 28 October to Sunday 1 November. 'La inocencia' (2020), a fresh and luminous first feature by Lucía Alemany, was the opening film of this special edition with an exceptional video message of the filmmaker and the director of the festival. On the 28th of Oct., this was the starting point of the festival, complying with the COVID-19 regulations of the Dutch government.

Special guests: As part of several screenings, SFF had also a live-introduction and three live Q&As with Dutch-Spanish locally-based filmmakers: **Isabel Lamberti, Ramón & Salvador Gieling**, and **Vanesa Abajo Pérez**.



Once again we were pleased to be able to celebrate the Amsterdam edition 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 SFF has, part of our program was also exhibited at **Eye Filmmuseum**, and the 4th of November before 10 PM at **LantarenVenster** (Rotterdam) and **Pathé Buitenhof** (The Hague). Through this array of venues, we bring a wider selection of Spanish cinema, also attending to an audience who is interested in new directors or directors forging more independent paths.

During closing evening, festival director **Virginia Pablos** thanked the audience and sponsors through a video message shown on the big screen. And the film was introduced by the filmmaker through a pre-recorded video. In addition

to this, the coordinator of the festival introduced the videos and thanked the audience for their support and their presence in these difficult times of COVID-19. Without the audience, the success of this 6th edition could not have been possible.

Festival experience: Due to COVID-19, the festival was different than in previous years. To prevent the transmission of the virus, social activities were limited. Despite these restraints, the festival committed to make the experience a profound one including welcoming speeches for several of its films, **introduction videos** of the filmmakers, and **live Q&As** where the audience was able to ask their ardent questions to the filmmakers following the new COVID-19 measures.













DECEMBER 2020

Reissued SFF editions at The Hague & Rotterdam, among other side projects

Rotterdam & The Hague editions

The Spanish Film Festival in Rotterdam & The Hague finally took place from 9 to 15 Dec 2020

After the postponement in November of **The Hague** and **Rotterdam** editions, the Spanish Film Festival—in collaboration with the venues in those cities—finally made it to set up new dates with more benefit concerning seat capacity and health measurements.

The Hague and Rotterdam editions were originally set from 4 to 8 November, and everything was ready to start running under strict health security limitations. But the pandemic situation in The Netherlands increased so we had to stop our activity. At the end of the month **the Dutch Government relaxed the restrictions** which directly affected the theatres, so we could start planning the postponement of the festival in those cities and finally announce the **return on 19 November**.



The **final dates** were 9 — 13 and 9 — 15 December 2020 for the Rotterdam and The Hague reissued editions respectively, so we started the promotion again in our Social Media. As well as in the latest Amsterdam edition, the program for the Rotterdam and The Hague ones was shaped with a hand-picked selection of films from various genres, demonstrating the compelling variety of Spanish cinema in all its richness. A very diverse line-up composed by Dutch premieres and led & mainly represented by women! With no less than 80% of the titles directed by women.

We had done a **huge effort** to adjust the Festival with the priority of creating a safe space and also offer a cinematographic experience that was as pleasant as possible. The SFF was finally coming to Rotterdam and The Hague from 9 to 15 December, and the film 'La inocencia' by Lucía Alemany opened the program: a wonderful night to finally celebrate the start of this edition and spread the **Spanish cinema throughout The Netherlands**.

Ramón Gieling at Work

We organized a retrospective on the work of Ramón Gieling from 3 until 23th of December at the Eye Filmmuseum



We have partnered with the **Eye Filmmuseum** to offer an in-depth retrospective on the work of Ramón Gieling. The program will be running at the Eye from 3 to 23 December! The project can be seen in the Eye Filmmuseum in December. In the same month, the premiere of Gieling's new feature film 'Sisyphus at Work' and his book 'Open due to work' is published.



Ramón Gieling at Work is an extended selection of Gieling's work that puts together all his artistic career in one multidisciplinary exhibition. It explores one of the leitmotifs in the oeuvre of the filmmaker: Finding the exceptional in the ordinary, finding beauty in the unruly.

On display is a selection of Gieling's feature films, documentaries and short films, including a sketch of the film about photographer Paul Blanca, which Gieling is now working on. We are also presenting a digital exhibition of Gieling's paintings, photos, drawings, set designs... and the events will be accompanied by musical guests, invitees that will delve deeper into Gieling's work.

FILM PROGRAM

Filmmaker, writer, theatre-maker, visual artist, Ramón Gieling wants to get to the bottom of things and see what drives people. He likes to navigate the edge between reality and imagination; finding the extraordinary and tracing beauty in obstruction and rebellion is one of the recurrent themes in his work.





FESTIVAL'S PROGRAM

We have curated and presented a very special program adapted to the current world

Film program

Independent, artistic and experimental Spanish cinema

We have curated a very special program adapted to the current world to enjoy Spanish Cinema and culture with efficient health security measures. SFF film program selection includes every year a unique showcase of the newest trends of mainstream, independent, artistic and experimental Spanish films of the year.

This 6th edition stands out for **highlighting the female talent** and encouraging it by promoting their work through the festival and connecting them with possible local distributors and international audiences. This program was organically made with **80% of the titles directed by women**. Furthermore, we are proud of the selection composed by almost all **Dutch premieres**. Most of the films that we brought are fresh titles that come straight from its presentation at the San Sebastian International Film Festival and the Malaga Spanish Film Festival 2020.

A total of 10 films and 1 series were 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 with additional live Q&A's with local Dutch-Spanish filmmakers. Also, for this special occasion, we curated 5 works made during the lockdown in Spain. Known as 'Lockdown talent', is was a very emotional showcase of short films made with the aim of getting the bigger picture of a time when everything seemed uncertain, and it was screened before the main program.

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 and a diverse program where different genres are covered, such as drama, comedy, thriller and documentary.

Festival sections

Four different sections shaped the film program

The film program this year was divided in 4 different sections; a hand-picked selection of films from various genres & topics, demonstrating the compelling variety of Spanish cinema in all its richness:

- **CORE PROGRAM:** under this category, we screened 7 films, including the opening and the closing films. For one of the screenings, we had the pleasure of having a Q&A session with renowned Dutch-Spanish filmmaker Ramón and his son Salvador Gieling, who also co-directed the film *La Muerte de Antonio Sánchez Lomas*. This Q&A was moderated by film historian and author Helen Westerik.
- **SPANISH CINEMA WITHOUT FEAR:** a new showcase focused on Spanish & Dutch co-productions that dare to experiment with something beyond and on the periphery of the cinematographic industry. We had the pleasure of having two Q&As in this section, with filmmakers Isabel Lamberti and María Molina Peiró, both moderated by María Molina Peiró (artist and filmmaker).
- **LOCKDOWN TALENT:** a brief selection of works made during the general lockdown in Spain caused by COVID-19 pandemic - short stories of a time when everything seemed uncertain. These short films were selected because of their high quality and their singular perspective on COVID-19: humor, loneliness, parents confined with a child, memories, animation and hope.
- **VIDA PERFECTA (TV Series on the big screen):** Eight episodes that delve into the lives of three women who, having passed their thirties, are in the midst of an existential crisis. We offered the complete first season of the successful TV series 'Vida Perfecta' (Perfect Life) by Leticia Dolera in a double bill session of 4 episodes each block.*

(*) Due to the limitation of the screenings and the postponement of the The Hague and Rotterdam editions, this section was finally only available online at Vitamine Cineville from 11 to 17 November.

Spanish Cinema in the Netherlands

Showcase with the best films produced in Spain throughout the year

The 6th edition of the SFF was a very special one, as the festival couldn't be held under the same conditions as in previous years due to COVID-19 pandemic. We did a huge effort with the priority of creating a safe space and also offer a cinematographic experience that is as pleasant as possible.

We were very proud to announce a program entirely composed by almost all Dutch premieres! Most of the films that we bring are fresh titles that come straight from their presentation at the San Sebastian International Film Festival and the Malaga Spanish Film Festival 2020.

LA INOCENCIA

The Innocence



Directed by **Lucía Alemany**
Cast: **Carmen Arrufat, Laia Marull, Sergi López, Joel Bosqued**
2019 • Spain • Drama

La inocencia is a sincere, rapturous and direct debut as a director by Lucía Alemany. It was the opening film of the Amsterdam Spanish Film Festival 2020, and it launched this year's program in a wonderful night to celebrate the start of this 6th edition!

Lis is a teenager whose dream is to become a circus artist and leave her hometown, even if she knows that to do it she'll have to fight her side against her parents. It's summer and she spends her days playing with her friends and flirting with her boyfriend, a few years older than herself. The lack of privacy and the neighbours' gossip force Lis to keep their relationship secret so that her parents won't find out. A relationship which changed her life forever.

Performed with intensity by the debutant Carmen Arrufat, La inocencia is a fresh and luminous first film by Lucía Alemany!

LA HIJA DE UN LADRÓN

A Thief's Daughter



An emotionally powerful drama from debut filmmaker Belén Funes, charts the trials and tribulations of a single mother with a singular sense of purpose. Actress Greta Fernández, playing alongside her real-life father Eduard Fernández, gives an astounding performance as Sara, a young girl determined to forge a family around her.

Sara has been alone all her life. She is 22 years old and has a baby, her wish is to have a normal family with his little brother and her baby's father. Her own father, Manuel, after years of absence because he was in jail, decides to reappear in their lives. Sara knows he is her main obstacle and takes a difficult decision: to move him away from her and her brother.

INTEMPERIE

Out in the Open



Set in the southern Spanish badlands, Intemperie is a brilliant adaptation from the novel by Jesús Carrasco. The film unpacks the surrogate father-son relationship between a runaway and a shepherd. Western, thriller, road movie... the film is raw and rough and represents a flight to faith in the human condition.

A boy escaped from home, listening, crouched in the depths of his hiding place, the cries of the men who seek him. When the game passes, what remains before him is an infinite and arid plain that he must cross if he wants to get away definitively from what has made him flee. His steps will intersect with those of a pastor and, from that moment, nothing will be the same for either of them.

Core Program

Careful selection with some of the most exciting and recent Spanish films

A carefully-honed 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 hand-picked & very diverse program demonstrating the compelling variety of Spanish cinema in all its richness.

Fresh new voices like Belén Funes, Isabel Lambert, Pilar Palomero, Leticia Dolera, Lucía Alemany, Paula Cons & Nuria Giménez shaped a program led & mainly represented by women. This edition stood out for highlighting female talent, as it was organically made with 80% of the titles directed by women.

LAS NIÑAS

Schoolgirls



'Las niñas' is the portrait of today's generation of women, drawn through the education they received in the early 90's in Spain.

Standing on the threshold of adolescence, Celia discovers a thirst for life in all its multifaceted glory. A bond quickly develops between the two girls, and together they rail against the authority figures and their rigid rules.

In small acts of rebellion, Celia finds the courage to express her growing distrust of the value system governing her world in 1990s Spain, as questions start to form about her own family background – a topic on which her mother has always kept silent.

BLACK BEACH



From Oscar® nominee for Best Live Action Short Film, Esteban Crespo, comes this story set in Africa about a merciless negotiator who ends up mediating in a kidnapping where nothing is as it seems. Corruption and injustice will be our hero's travel companions and he will learn there is no such thing as absolute good or pure evil.

Carlos is a businessman who gets a request to intercede on behalf a US engineer in the oil industry who's been kidnapped. Son of a successful diplomat, husband about to become a father and an ambitious international executive, Carlos travels to Africa to resolve a situation created by the disappearance of some important documents that compromise his company.

THE DEATH OF ANTONIO SÁNCHEZ LOMAS



In the southern Spanish village of Frigiliana, time has not healed the wounds from the Franco era. Even now the murder of a villager in 1952 divides the community. A horrific event that remains a taboo subject that no one talks about. Beneath the apparent village harmony, there is an undercurrent of lethargic pain, personal drama, betrayal and hidden political conflicts. Filmmakers Ramón and Salvador Gieling confront the inhabitants with these hidden secrets. Only the ones who confront the bloody past can live in peace with the future. In an effort to help the villagers come to terms with the past, the janitor of the local school and the Gielings decide to dramatize the events together with the locals. Not everybody is enthusiastic about the idea. Why open up old wounds?

LA ISLA DE LAS MENTIRAS

The Island of Lies



In 1921, the steamboat Santa Isabel was carrying 260 Spanish emigrants to America, when it sank just off the island of Salvora in Galicia, Spain. Only three women from the island came to help and managed to rescue 50 of the passengers. While the women are lauded as heroines, the suspicion that the accident was provoked starts to spread like wildfire. The main instigator of the rumor is an Argentinean journalist, who arrives on the island to cover the story. As the journalist continues to make headway in his investigation, the pressure on the three women increases. There are many unanswered questions and as the truth slowly begins to filter out, the heroines will start to lose their innocence and traditional life on the island will be changed forever.

Spanish Cinema Without Fear

meets The Netherlands!

Spanish & Dutch cinema joined forces in this intercultural exchange. A breakthrough section which presented a very special showcase focused on Spanish & Dutch co-productions that have the courage to experiment with something beyond and on the periphery of the cinematographic industry.

LA ÚLTIMA PRIMAVERA

Last Days of Spring



'La última primavera' is a gripping social realist drama and an intimate portrait of the Spanish Gabarre-Mendoza family. Feature debut from filmmaker Isabel Lamberti who previously filmed two brothers from the Mendoza family in her graduation film 'Volando Voy' (2015) and co-directed the Dutch remake of the successful teen series 'Skam'.

The film portrays the Gabarre-Mendoza family, which is celebrating their grandson's birthday when a police inspection interrupts the party. In 'La Cañada Real' a slum just outside Madrid, tension mounts when residents are told to leave their self-built houses. The land they live on has been sold. David, the father of the family and a scrap dealer, does not want to give up and looks for a solution within the bureaucratic system. But his wife, the always cheerful Agustina, does not know what to do with despair and the younger members of the family, they are struggling with the realisation that everything will soon change.

Some of the director of the films in this section attended the festival this year. Filmmakers such as Isabel Lamberti, Vanesa Abajo Pérez, who are based in The Netherlands, joined us in the Eye Filmmuseum to present their work and bring some extra background and insight to our screenings.

MY MEXICAN BRETZEL



Intimate diary of a woman from a well-to-do background illustrated through the homespun films of her husband, a wealthy industrialist, between the '40s and '60s of last century. The film is also a classic melodrama in the style of Douglas Sirk or Todd Haynes, with highly sensitive emotions. A lightening tour of the old Europe. A romantic fantasy. The film opens with images of World War II in Switzerland, subtitled with excerpts from – so we are told – the diary of Vivian Barrett. She talks about herself and her husband León. The couple's glamorous life then unfolds in diary excerpts and footage and learn that he developed a successful anti-depressant, and had an obsession with many different forms of transportation.

LA VIDA ES SUEÑO

Life is Dream



In a surreal narration full of marvellous images, Vanesa dissects the dream of her parents who fled the deep poverty of Spain for the Netherlands.

In the end of the 1960s, Vanesa's parents fled the Franco-regime's deep poverty to pursue their dream in the Netherlands. Working their blue-collar jobs for hours and hours, for over 45 years, their purpose was to return to Spain wealthy and comfortable. There, in a house full of Dutch porcelain and shiny gold, they can now finally rest. Vanesa was raised and resides in the Netherlands, but still feels trapped in their expectant illusion, even with the distance between them. Torn between two homes, she starts to re-examine her past.

Vida Perfecta

TV Series on the big screen!

Our audience could discover the first season of the most successful Spanish TV Series produced during last year in a double bill session. A marathon screening of two consecutive two-hour sessions with a break in between to enjoy Spanish drinks & tapas at the beautiful VIP-room.

VIDA PERFECTA

Perfect Life



María, Cris and Esther are three very different women beyond 30 who think they are now pretty much the adult person they'll remain for the rest of their lives. They couldn't be more wrong: María was just signing the contract to buy the home for the rest of her life. But the guy she was going to spend that rest of her life and have kids with realizes just then that María was never, ever, going to surprise him again, especially not sexually.

What to do? Well, in María's case, you go to your lesbian-artist sister Esther for consolation who has her very own type of "crisis medication". Which can be quite hilarious, when you arrive high as a kite at a little girl's birthday party who happens to be the daughter of your best friend Cris, living her own little, big lie with her hubby Pablo. So when María finds herself getting laid in the kids' bouncy castle with the gentle but simple-minded janitor, and getting pregnant from him, she finally starts letting go and going with the flow!

Lockdown Talent

Short films made during confinement in Spain

Artistic expression emerged like a shine of light in the dark days. That's why we created this new section with a brief selection of works made during the general confinement in Spain caused by COVID-19 pandemic, short tales of a time when everything seemed uncertain.



Special guests

The audience could meet some directors at the Q&A's after the screenings

Despite the limitations of the Festival's format this year, we made it to have Special Guests in this 6th edition. Some of the filmmakers behind the titles included in this year's program joined us to present their work and bring some extra background and insight to the screenings.

Acclaimed directors based in The Netherlands such as Isabel Lamberti, Vanesa Abajo Pérez and Salvador & Ramón Gieling attended the festival. They participated in different Q&A's with the audience moderated by María Molina Peiró and Helen Westerik.



RAMÓN & SALVADOR GIELING
Directors of 'The Death of Antonio Sánchez Lomas'

Ramón Gieling directed together with his son Salvador their latest documentary 'La muerte de Antonio Sánchez Lomas', selected at IDFA 2020. His career is versatile, passionate and wayward, and his motion pictures, film essays, short films and documentaries are without exception recognizable for his signature. For Gieling it's not about the logic; his films are not based on rational motives. He tries to grab the elusive and mythical into cinematic interpretations.

Known for 'The Left Winger' (2008), produced by Janneke Doolgaard, Gieling also worked on 'Erbarme Dich – Matthäus Passion Stories' (2015), 'About Canto' (2011), 'Memories Of A Sad Dawn' (2014) and the short music film 'Great Lengths' (2010). He is also known for titles like 'En Un Momento Dado – Johan Cruijff', 'Duende' and 'Tramontana'. His latest film 'FATUM (Room 216)' was also premiered at IDFA in 2017.



ISABEL LAMBERTI
Director of 'La última primavera'

Isabel Muruzábal Lamberti studied film theory and directing at the University of Amsterdam, at the TISCH School of the Arts in New York and at the Netherlands Film Academy. While initially concentrating on documentary filmmaking, during her studies she increasingly developed her personal style in a hybrid cinema somewhere between reality and fiction. In 2014 she won the PZC Jury Prize of the Film By the Sea Festival with Vuurrood.

Her short films Volando voy (2015), which received the Torino Award at Nest Film Students in San Sebastian, and Amor (2017) were selected, nominated and acclaimed with awards at numerous film festivals around the world, such as IDFA and Camerimage; they were also acquired by ARTE France. In 2018 she co-directed the Dutch remake of the successful youth series Skam for public television. Her latest short, Father (2019), premiered this summer at the Locarno Film Festival.



VANESA ABAJO PÉREZ
Director of 'La vida es sueño'

Vanesa Abajo Pérez was born in Spain, but grew up in The Netherlands. In between these two countries she always searched for her identity. She graduated in Film Studies at the Complutense University in Madrid and obtained a Master of Arts degree through the European MEDIA programme. She specialised in the use of film narratives for digital media storytelling and after graduating she first worked as a digital advertising creative, contributing to many awarded campaigns by multiple festivals.

'Life is dream' is her first feature documentary, in which she once again takes on the camera work to tell an extremely personal story. In this surreal film, Vanesa focuses on the immigration history of her parents, who fled the poverty of the Franco regime and ended up in the Netherlands in search of prosperity. In the film, Vanesa observes the experience of her parents as well as her own, shaping the overall story as a platonic dream.

Online presentations

Spanish directors introduced their films virually!

Due to COVID-19, we were not able to bring any international guests to The Netherlands this year, but they attended the festival virtually. Our social media channels revealed chats with acclaimed directors, actors & actresses from the different films in our program.

Some of the most exciting and newcomming figures of the recent Spanish cinema wanted to express their support to the Spanish Film Festival. By sending us these videos they wanted to be part of the Festival (in a virtual way) introducing our audience to their films.





Greetings from the filmmakers

A man with grey hair is reading a magazine in a cinema. The magazine cover features a woman in a white dress and the text 'do FILM KRANT' and 'JUST 6.5'. The background is blurred, showing other people in a dimly lit room.

MARKETING CAMPAIGN

The SFF renewed and adapted its marketing campaign during this year

Marketing strategy

The 6th edition of the Spanish Festival finally took place from 28 Oct to 17 Nov 2020

The marketing campaign for the 6th edition of the ASFF was the longest one to date. It started with the announce of the new image of the festival on March 6th through our different social media and concluded with the end of our Online edition on November 20th 2020.

Due to the health crisis, the campaign for this year's Festival was different compared to the previous ones. The strategy this time was more focused on the digital media, intensifying our activity in Social Media channels, adapting the physical promotion to a most efficient one, introducing a brand new App, etc.

MARKETING GOALS

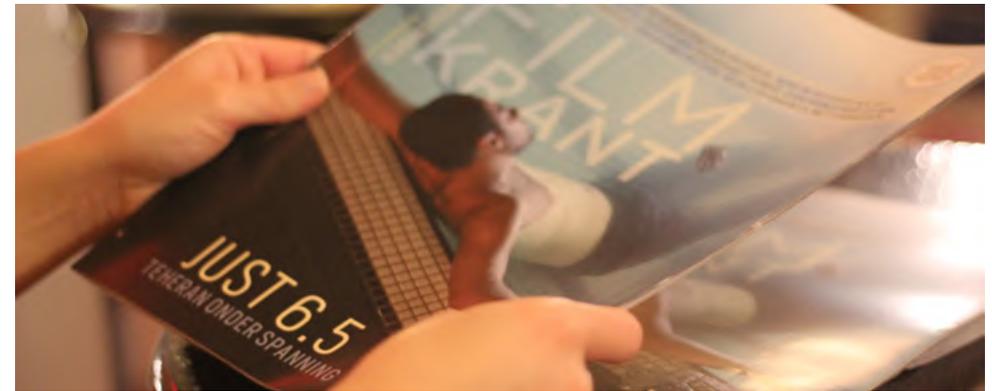
Our main marketing goals for this 6th edition of the Spanish Film Festival were:

- 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 6 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, 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, incl. students and people learning Spanish as a second language.

Media coverage & publicity

The Spanish Film Festival on the media

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.

AGENDA **Focus: Spanish Film Festival online**

Datum
11-11-2020

Auteur
Jos van der Burg

Thema
Thuis kijken

Deel dit artikel



Las niñas

Het Spanish Film Festival zou in drie steden plaatsvinden, maar na de start van het festival in Amsterdam werden door de bioscoopsluiting de edities in Den Haag en Rotterdam afgeblazen. Geen live-vertoningen meer, maar wel kunnen Cineville-leden tot 17 november de zeven films uit het hart van het festival online zien.

Vooruitzien is regeren. De organisatoren van het Spanish Film Festival wisten van tevoren uiteraard niet dat tijdens het festival de bioscopen en filmtheaters twee weken dicht zouden gaan. Zwaar pech, maar misschien hadden ze een vooruitziende blik, want zeven films, bijna allemaal Nederlandse premières, zouden sowieso ook online (bij Vitamine Cineville) te zien zijn. Vier van de zeven films zijn door vrouwen gemaakt en dat is wel eens anders op festivals. De films op een rij.

In *La inocencia*, de debuutfilm van Lucía Alemany, houdt een tiener in een roddelziek dorp haar zomerliefde verborgen, wat niet zonder gevolgen blijft. Laia Marull, die de tiener speelt, won de Goya Award (het Spaanse Gouden Kalf) voor beste nieuwe acteertalent. *La hija de un ladrón*, het speelfilmdebuut van Belén Funes, is een sociaal-realistisch drama over een begin twintiger met een baby, die verlaten is door haar vriend en een ingewikkelde relatie heeft met haar vader, een ex-gedetineerde. Hoe overleefd te blijven in alle ellende? Funes won de Goya Award voor beste debuterende regisseur en Greta Fernández, die de jonge moeder speelt, de prijs voor beste acteerdebuut op het filmfestival van San Sebastian.



La inocencia

Intemperie van Benito Zambrano is een in de stijl van de western gedraaid drama over een jochie dat op zoek naar vrijheid wegvlucht van het naoorlogse verarmde Spaanse platteland en steun vindt bij een schaapherder. In *Las niñas*, het speelfilmdebuut van Pilar Palomero, worstelt een elfjarige op een nonnenschool met de strikte regels en haar verlangen naar vrijheid.

In het kidnaptreksel *Black Beach* (Esteban Crespo) krijgt een kille zakenman het verzoek om te bemiddelen als in Afrika een Amerikaanse ingenieur in de olie-industrie is ontvoerd. De man moet kiezen tussen zijn ziel en de duivel. Wat is voor hem belangrijker: het redden van een mens of het afsluiten van een miljoenencontract? *La isla de las mentiras*, de tweede film van Paula Cons, is vrijelijk gebaseerd op een waargebeurde geschiedenis. In 1921 zong voor een eilandje voor de kust van Galicië een schip dat met tweehonderd zestig Spaanse emigranten aan boord op weg was naar Argentinië. Op het eiland waren op dat moment geen mannen, maar drie vrouwen roeiden naar het zinkende schip en redden vijftig passagiers. Een mooi historisch heldenverhaal, maar een Argentijnse journalist ontdekt dat er ook verborgen zaken speelden waarover men zwijgt op het eilandje.



La isla de las mentiras

The Death of Antonio Sánchez Lomas van de Nederlands-Spaanse Ramon Gieling en zijn zoon Salvador tenslotte is een documentaire over het nog steeds doorwerkende trauma in een Spaans dorpje rond het doodschieten door de Guardia Civil in 1952 van een dorpsbewoner die zich tegen het Franco-regime verzette. 'Een geïnspireerde en betrokken documentaire', oordeelde recensent Leo Bankersen vorige maand in *de Filmkrant*.

Wie denkt dat de Spaanse cinema alleen uit het werk van **Pedro Almodóvar** bestaat, weet beter na het zien van *deze* zeven films.

Spanish Film Festival online, tot en met 17 november via **Vitamine Cineville**.

Film: Spanish Film Festival

Waar de grote internationale festivals nog altijd maar met moeite enkele vrouwelijke filmmakers weten te vinden, presenteert het Spanish Film Festival dit jaar doodleuk een programma dat voor zo'n 80 procent uit films van vrouwelijke makers bestaat. De zesde editie van het festival werd in mei afgelast, maar krijgt nu alsnog een editie, zij het wat anders dan anders. Dit weekend vindt het staartje van de festivaleditie in Amsterdam plaats; van 4 t/m 8 november zijn er vervolgens ook edities in Rotterdam en Den Haag. Buitenlandse gasten kon het festival uiteraard niet uitnodigen, maar bij veel vertoningen zijn alsnog inleidingen of Q&A's via videoverbindingen. De Spaans-Nederlandse filmmaker Ramon Gieling is wel persoonlijk aanwezig bij een voorpremière van zijn *The Death of Antonio Sánchez Lomas*, zaterdagavond in Eye.

Te zien in: Eye Filmmuseum, Pathé De Munt, Pathé Tuschinski, zaterdag en zondag, zie spanishfilmfestival.nl

Film: Isabel Lamberti, *La última primavera*

Prachtig en inventief portret op het grensvlak van fictie en documentaire, over een familie in een sloppenwijk buiten Madrid die hun woning dreigt te moeten verlaten. Lamberti castte een echte familie, die zij in een fictiesetting alvast gebeurtenissen liet uitspelen die hen op het moment van filmen nog niet waren overkomen, maar al wel in de lucht hingen.

Te zien in: Eye Filmmuseum, Het Ketelhuis, Kriterion, Rialto



SPANISH CINEMA



Sixth edition of the Amsterdam Spanish Film Festival

28 October to 1 November 2020

10/19/2020

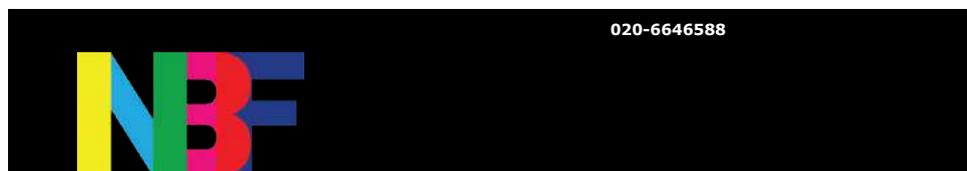
The sixth edition of the Amsterdam Spanish Film Festival (ASFF), organized by audio-visual platform Sin Fin Cinema, in collaboration with the Embassy of Spain in The Hague and other Spanish institutions and companies, will take place from 28 October to 1 November. This year the ASFF, that had to be postponed in May due to the outbreak of COVID-19, will be held in the Pathé Tuschinski and Eye Filmmuseum cinemas in Amsterdam, taking into account all the necessary new health measures. It will then travel, between November 4 and 8, 2020, to the Lantarenvenster and Pathé Schouwburgplein cinemas in Rotterdam, and also to the Pathé Buitenhof cinema in The Hague. Then, between November 11 and 17, it can also be followed online through Vitamine Cineville's website by registering in advance. The festival aims to connect Dutch audiences to Spanish cinema, showing a great selection of recently released films from different genres: thrillers, comedies, dramas, shorts, documentaries, etc.

"The Innocence", first film by Spanish director Lucía Alemán, will open the ASFF on Wednesday, October 28. Starring Carmen Arrufat, Laia Marull and Sergi López, it explains the summer of a teenager who becomes pregnant in a small town near Castellón. This movie has received seven nominations for the Gaudi Awards and two for the Goya Awards. The ASFF will close with "The Island of Lies" by Paula Cons, a story about three young people who risked their lives to save the survivors of steamboat Santa Isabel's shipwreck on the island of Sálvora (Galicia) in 1921.

In the section "Spanish cinema without fear", that focuses on Spanish and Dutch co-productions, the films by Isabel Lamberti and Vanesa Abajo are worth highlighting. Both directors grew up in the Netherlands and are based here. Lamberti's "Last Days of Spring" portrays the Spanish Gabarre-Mendoza family in Cañada Real, a neighborhood with numerous slums in the outskirts of Madrid. This movie premiered at the 68th San Sebastian International Film Festival, being one of the 5 films nominated for the VI Spanish Cooperation Award. Abajo's "Life is Dream" is an intimate and surrealist story of self-discovery questioning the value of family ties. The film has been selected for the Golden Kalf Competition (category: large documentaries) of the 40th Dutch Film Festival, which was held from September 25 to October 3, 2020 in the city of Utrecht.

For more information and ticket sales, check the website of the Amsterdam Spanish Film Festival.





Amsterdam Spanish Film Festival (ASFF) 29 oktober 2020 – 31 oktober 2020

Twee weken lang brengt Sin Fin Cinema nieuwe Spaanse en Spaans gesproken films naar Nederland. De zesde editie van het Amsterdam Spanish Film Festival (ASFF) heeft zowel aandacht voor mainstreamproducties, arthousefilm als het wat wildere experimentele circuit.

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.

In de speciale categorie **Spanish Cinema Without Fear** zijn Spaanse filmmakers te zien die de traditie tarten en de moed hebben om te experimenteren. Ze begeven zich in de periferie van de Spaanse filmindustrie en overschrijden de grenzen van het traditionele verhaal.

Sommige van de regisseurs zijn in Nederland en zijn aanwezig op het festival om hun werk te presenteren en van achtergrond te voorzien.

Voor de zesde editie – die plaatsvindt tijdens de coronapandemie, met alle bijbehorende veiligheidsmaatregelen– hebben de programmeurs een selectie van korte films samengesteld die gemaakt zijn tijdens de recente lockdown in Spanje. **LOCKDOWN TALENT** is een emotionele showcase van korte films die licht werpen op het leven in quarantaine: de zeer strenge maatregelen van de Spaanse overheid hebben het dagelijks leven volledig door elkaar geschud.

Vanwege de gezondheids crisis veroorzaakt door COVID-19 kunnen we dit jaar geen gasten naar Amsterdam halen. Maar de regisseurs, acteurs en actrices uit de films in ons programma zijn wel digitaal aanwezig op het festival. Via sociale media houden we je op de hoogte van talkshows, Q&A's en andere ontmoetingen.

Klik hier voor het volledige programma in Amsterdam, Rotterdam en Den Haag.

Amsterdam Spanish Film Festival (ASFF)

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

The screenshot shows the website for the Amsterdam Spanish Film Festival. At the top, there are social media icons (Facebook, LinkedIn, Twitter, Instagram, Email) and a 'NETHERLANDS' dropdown menu. A yellow 'IAMEXPAT FAIR' button is also visible. The main navigation bar includes 'EXPAT INFO', 'CAREER', 'HOUSING', 'EDUCATION', 'LIFESTYLE', and 'EXPAT SERVICES'. The page title is 'Amsterdam Spanish Film Festival' with a date range of 'Oct 28, 2020 - Nov 08, 2020'. It lists 'Various locations' as 'Amsterdam, Rotterdam, The Hague' and a price of '11 euros'. There are social media sharing icons and a 'Like' button. The main text describes the festival's 5th edition, focusing on Spanish and Latin American films. It lists participating cinemas for Amsterdam (Pathé Tuschinski and Eye Film Institute), Rotterdam (Lantaren Venster and Pathé Schouwburg), and The Hague (Pathé Buitenhof). A 'Book your movie tickets' section encourages users to visit the festival website.

Digital marketing

We increased our online campaign during the 6th edition of the Spanish Film Festival

Our digital marketing campaign experienced an increasing of activity and impact during this last year. This is explained by the increase in the use of electronic devices and the corresponding and immediate digitalization that we are experiencing due to sanitary, ecological and efficiency reasons.

Our audience and target is in between 25 and 54 years, young people willing to create and generate opinion. So 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.

FESTIVAL PROGRAM BROCHURE & POSTERS

One of the cornerstones of the Festival's promotion were the Program brochures and posters. We made three versions for the different host cities, as the program and identity was not the same in each one. This year no physical copies were printed due to health and eco reasons, so we turned the brochures into Digital Booklets that were available to download in our website. The program and posters were distributed, shared and posted online and also available to download in our website and official App.

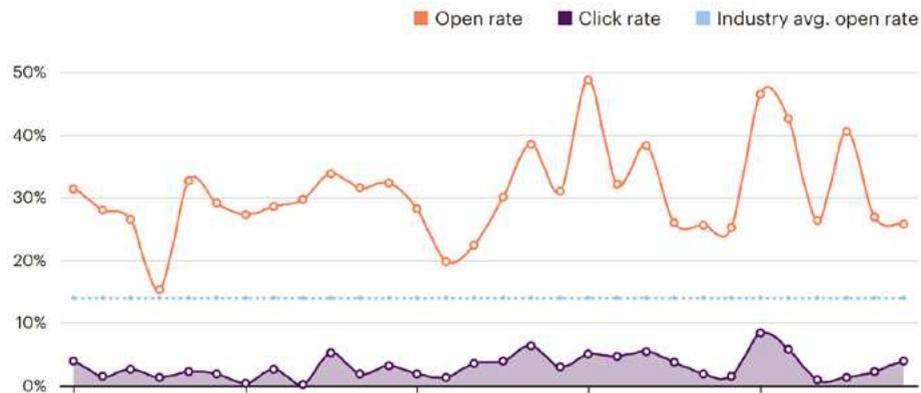


FESTIVAL'S TRAILER

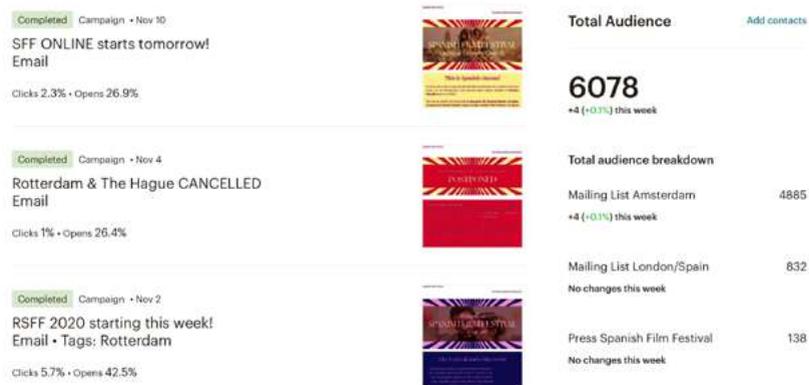


The ASFF trailer was played repeatedly at the cinema venues in Amsterdam during the two weeks prior to the Festival and before every screening during the Festival days. Additionally, it was shared on online magazines, blogs and multiple social media channels. In this edition, we have collaborated with **NS Onderweg** (principal passenger railway operator in the Netherlands) to show the trailer in the screens of the trains in Amsterdam along with information about the event. As in previous years, the Festival's trailer was a fundamental piece in our promotion to give visibility, increase our audience outreach, and generate much more expectation towards the Spanish Film Festival.

NEWSLETTERS



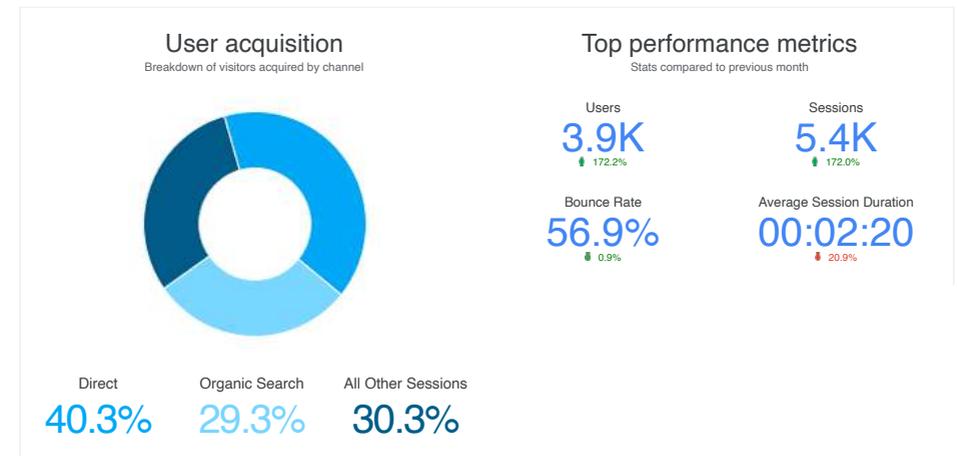
Our newsletter remains one of the most effective ways of driving traffic through to our website and our collaborator's websites through the embedded links, surpassing paid advertising. A total of 80,5K emails were sent during the 2020 campaign in Amsterdam, Rotterdam and The Hague, and the overall open rate was around 30%, surpassing industry benchmarks according to our newsletter provider. Dedicated newsletters from Eye, Pathé, LanterenVenster, Cineville were sent prior to the Festival days and other Side events.



WEBSITE TRAFFIC

Our website traffic **keeps growing** in number of users and sessions every year. In 2020 we received more visitors than the previous ones due to the great commitment that we have been making towards the digital promotion of the Festival. We increased our activity on Social media and we have also strengthened our online presence.

This year 2020, we redesigned the site to make it more attractive and more functional to our audience. People now can have a beautiful overview of the current edition of the festival, check the complete program and read more about the films, special events and guests that shape it. They can also have a look at the previous editions of the festival and other side events that we offer every year.



Our website visitors mainly come from our Social Media channels and our Newsletters, but we also receive external users from the publicity and media coverage that are curious about the Spanish Film Festival and become potential new audience.

SOCIAL MEDIA ACTIVITY

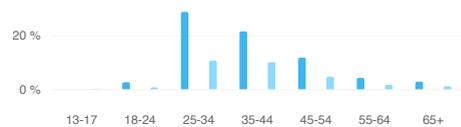
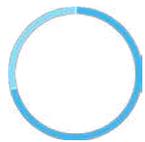
As a society in rapid and constant change due to the new technologies and with a 77% of our audience between 25 and 54 years old willing to create and generate opinion, we believe that the immediacy of all our digital media and specially social media is a powerful tool that we should use to spread immediate 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.

Me gusta de la página de Facebook

3927

Edad y sexo

Mujeres 71,3 % Hombres 28,7 %



Seguidores de Instagram

2184

Edad y sexo

Mujeres 62 % Hombres 38 %



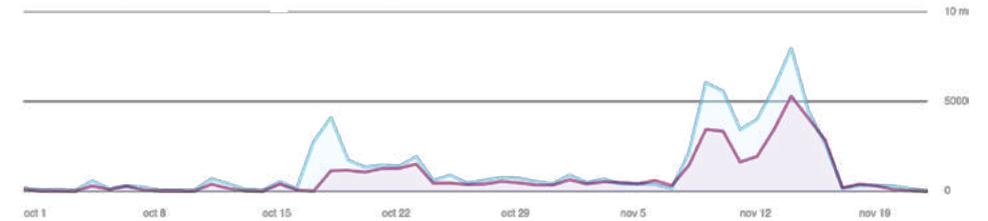
One of the main goals of our marketing campaign this year was to strength our online presence and incresse our Social media channels in number of followers and repercussion. To achieve that, we decided to reinforce the Festival's digital campaign, with a renewal of its image that we also applied to the design of the posts on social media. Apart from that, we also collaborated with multiple film distributors in The Netherlads along the year —specially during summer, when our activity was more calmed— to promote Spanish films that were arriving to the Dutch theathres through ticket raffles and other promotions. We keep our audience constantly interested with new content every week, so we don't loose our viewers' awareness of the Festival and their knowledge of its existence.

Alcance de la página de Facebook

45 204 1031,2 %

Alcance de Instagram

25 775 1273,2 %



We also made paid promotions inside the Social Media platforms to increase our impact and reach larger audiences. Some of the posts that we promoted were a hugh success and they had a very positive impact on ticket sales and visits to the SFF's website.

We also generated succesful publicity with our Social Media activity. Our guests and representatives of the films at the Festival shared multiple of our posts with their huge audiences. Some of them, like Leticia Dolera or Natalia de Molina with thousands of followers online!



Contenido reciente	Alcance	Me gusta y reacciones	Comentarios	Contenido compartido
The upcoming Onlin... lunes, 9 de novie...	16,7 mil	81	4	--
The upcoming Onlin... lunes, 9 de novie...	14,9 mil	62	2	--
The #SpanishFilmFe... lunes, 19 de octub...	5290	67	0	--



CONCLUSION

This was the 6th edition of the Spanish Film Festival (in this extraordinary year)

Goals & Achievements

We could successfully adapt to the new situation despite the difficulties

Despite the difficulties we've had all over the year to carry out the festival, we are especially proud of the reception that this edition has had. We also feel very grateful for the support we received from our sponsors & funders, and all the people that made possible that the SFF happen in this year 2020.

GOALS IN 2020

Before COVID-19:

- To have a strong marketing campaign
- To increase number of visitors
- To reach and consolidate young audience through our educational program
- To demonstrate the compelling variety of Spanish cinema in all its richness
- To add new venues, such as the Rijksmuseum to get a diverse audience.

After COVID-19 & strengthening of measures:

- To simplify the format (less people, less movement, less contagion).
- To adjust it with the priority of creating a safe space and also offer a cinematographic experience that is as pleasant as possible
- To reinforce the intercultural exchange through the Spanish Cinema Without Fear section
- To have the filmmakers virtually present at the festival through welcome videos
- To showcase the selected shorts on COVID-19 in Spain through the section Lockdown Talent.
- To add more cinema venues to screen the film multiples times (more reach).



Stay updated and follow us for our upcoming and exciting announcements!

 [amsterdamspanishfilmfestival](#)  [asffofficial](#)  [sinfincinema](#)  [asffofficial](#)

#sff2020

www.spanishfilmfestival.nl