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# SPANISH FILM FESTIVAL

5 — 14  
NOV 2021

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# SPANISH FILM FESTIVAL 2021

This was the 7<sup>th</sup> edition of the Spanish Film Festival



# SPANISH FILM FESTIVAL 2021

ASFF 2021 edition celebrated its 7<sup>th</sup> anniversary from Friday November 5<sup>th</sup> to Sunday 14<sup>th</sup> 2021.

The film *La boda de Rosa / Rosa's Wedding* by *Icía Bollaín*, was the film selected for the opening of this very special edition, with the presence of 3 Goya award winner *Candela Peña*, who fascinated the audience with her naturalness and sense of humor.

This was the starting point of 10 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.



# Facts & Figures



4.106 LOYAL VISITORS



AMSTERDAM



7 SPECIAL GUESTS  
2 ONLINE  
introducing the films and Q&A



9,6 K FOLLOWERS  
on Social Media channels



60% DUTCH ATTENDANCE  
and 40% Expats



23 SCREENINGS



SPECIAL EVENTS OFFER  
Apart from the main program



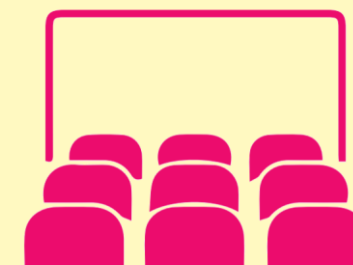
186K NEWSLETTER SENT  
with a 27,6% open rate



65,1% FEMALE AUDIENCE  
and 83% of our audience is between  
25-54 years old



16 FEATURES FILMS  
1 SHORTFILM  
Mostly Core program



4 CINEMA VENUES



€95.714 MEDIA VALUE  
on Print and Online Media

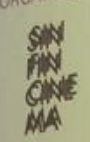




THANKS THANKS THANKS THANKS THANKS THANKS THANKS THANKS

IN COLLABORATION WITH

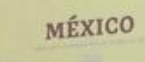
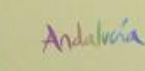
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A close-up, slightly blurred photograph of a person's face in profile, looking down at a program booklet they are holding. The booklet is for the 'SPANISH FILM FESTIVAL' and features a portrait of a woman. The text 'ABOUT US' is overlaid in a large, white, serif font. Below it, a line of text explains the festival's origin. The background is warm and out of focus, showing bokeh light effects.

# ABOUT US

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



# About Us

**Amsterdam Spanish Film Festival (ASFF)** is 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**. This festival is an initiative founded in 2012 by Sin Fin Cinema.



# Mission & Vision

The **Amsterdam Spanish Film Festival** is a unique film exhibition initiative allowing people based in Amsterdam and broader audiences to discover and engage with a carefully honed selection of cinema from Spain and Spanish speaking Latin America. The Festival was founded and launched in 2012 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 7th edition we aimed to definitely **establish and firmly consolidate the initiative in a more independent way to spread Spanish Cinema and Culture as we have done 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.

# 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 & Artistic Programmer Virginia Pablos	General Coordinator Sandra Bolz	Program assistant Myriam Bejaoui	Design & Creative Direction What The Studio
Festival Producer Ana Castañ	Producer Assistant Ana María Villalobos	Fundraising & Development Shiko Boxman	Head of Finance Elena Herranz
Videographer Hans Peter Schepp	Content Creator Samuel Fuentes	Festival Trailer Pedro Vilas	Web Developer Floris Douma
	Interpreters Jasper Jacobs Carolina Mayda	Hospitality & PR Lorena Camacho Ángela Bermúdez	





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# MARKETING CAMPAIGN



# Marketing Strategy

The 7<sup>th</sup> edition of the Spanish Festival finally took place 5<sup>th</sup> – 14<sup>th</sup> Nov 2021

The marketing campaign started with the press release on September 14<sup>th</sup> and concluded with the end of this year edition on November 14<sup>th</sup> 2021.

## Marketing goals

Our main marketing goals for this 7th 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.
- Promote the festival through the social media channels of Influencers in NL and VIP people.



## 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

## Outreach

For the past 7 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.



# Marketing Strategy

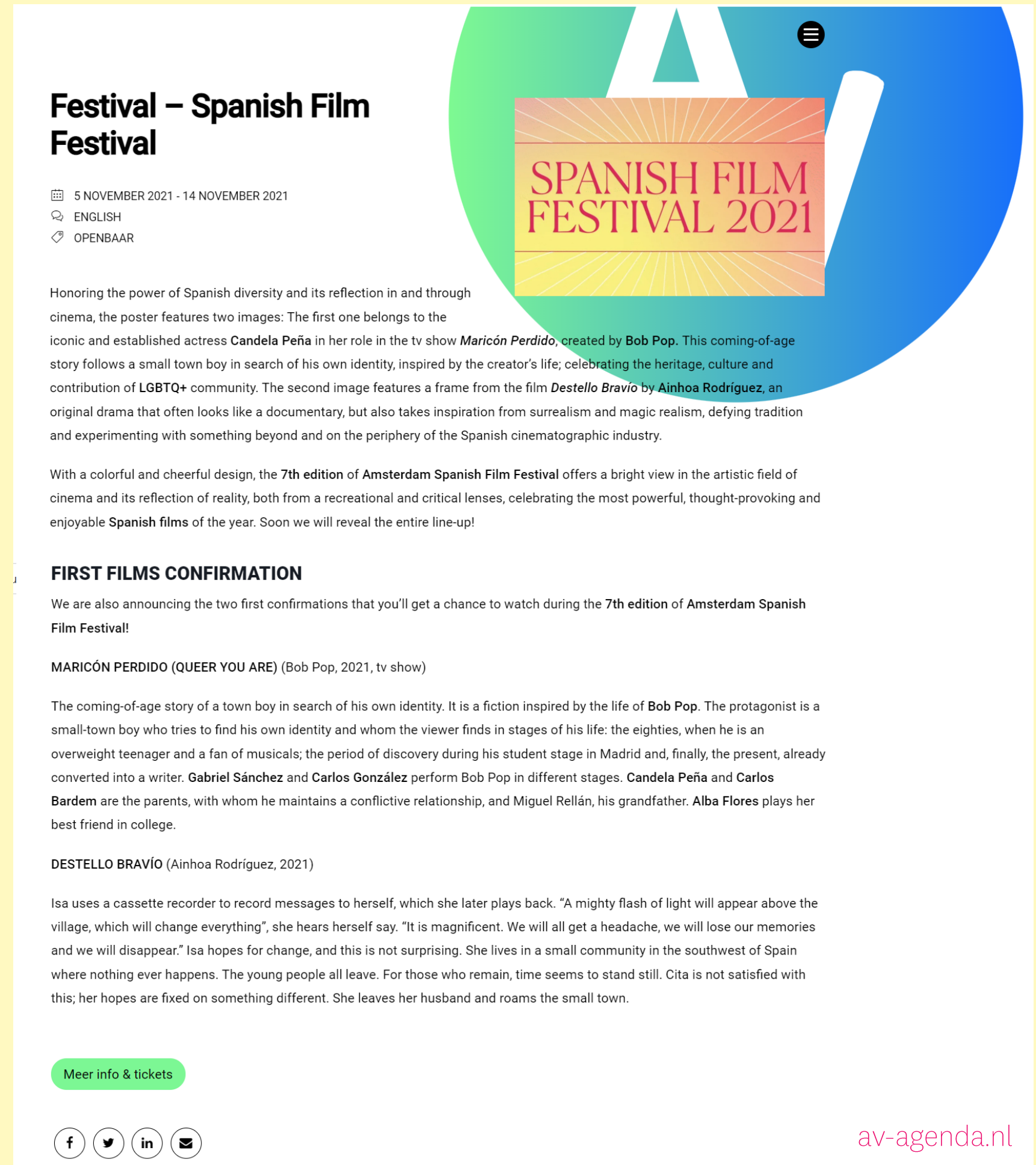
## Media coverage & publicity

Our marketing campaign is also supported by a strong publicity campaign through our media partners and communication agency doing media coverage across newspapers and online media such as TrosKompas, de Filmkrant, AV Agenda, spanjeliefhebbers.nl or coolesuggesties.nl.

## Media Coverage

The media coverage has represented this year a total of € 95.714 media value reaching 1.400.104 people in all media.

\*Data calculated from UVPM/Folloers/likes regarding online media.





## The Spanish Film Festival on the media



[News](#)[Reviews](#)[All products](#)[watch at home](#)[Eyelet \(VoD\)](#)

AGENDA

Date

04-11-2021

Author

Jos van der Burg

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### Focus: Spanish Film Festival bigger than ever



La boda de Rosa

The Spanish Film Festival is also back. The seventh edition is bigger than ever with screenings in the Amsterdam cinemas Tuschinski, De Munt, Eye Filmmuseum and the OBA. A selection of Spanish films from the past year is shown. Most are made by women. That alone is special for a festival.

Ask movie buffs to name Spanish directors and chances are they won't get any further than Pedro Almodóvar. The Spanish Film Festival proves time and again that the Spanish film culture has more to offer than this figurehead. A good example is Iciar Bollain. This interesting filmmaker is not unknown in the Netherlands – three of her films have been released here ( *Te doy mis ojos* , *Mataharis* and *También la lluvia* ) – but we have lost track of her in the last ten years. The Spanish Film Festival brings her back to the spotlight with two recent films. The first is the festival opening film *La boda de Rosa* ("Rosa's wedding"). In this light-hearted drama, a woman in her forties, tired of always being of service to others, especially her family, decides to start her own business. The fact that she takes her life into her own hands causes a shock in her environment. No one will miss the feminist message in the pleasant feel-good film. Leading actor Candela Peña is present at the screening on the opening night.

*Maixabel* is Bollain's second film at the festival. In it, eleven years after her husband, a politician, was murdered by the Basque separatist movement ETA, a woman confronts two of the murderers. She visits them in prison in order to achieve something of a reconciliation. The drama, based on true events, in which the always excellent Luis Tosar plays one of the murderers, has been widely praised for Bollain's honest approach.

Fernando León de Aranoa is also a fixed directorial value in Spain. His is *El Buen patrón* to see ( "good boss"), the closing film of the festival. Acting cannon Javier Bardem plays a factory owner, whose charming exterior hides a hard-core capitalist manipulating his employees.

Traditionally, the Spanish Film Festival pays specific attention to the LGBTIQ+ community. Two productions can be seen. The series *Maricón perdido* (*Queer you are!*) follows a boy's struggle for identity from his teenage years in the eighties to his life as a writer in the present day. Creator and director Bob Pop, who is present at the festival, drew from his own life for the 'coming of queer' series. In Pablo Cabellero's comedy *Donde caben dos* ('where there's room for two') a group of people spend a night together, where they discover a lot about their sexual desires and identity.

Andalusia is featured with three films in Andalusian Focus. This includes *La trinchera infinita* ('the infinite trench') by directors Aitor Arregi, Jon Garaño and José María. The film follows a married couple from 1936, whose husband is an anti-fascist. When the fascists win the civil war in 1939, he hides in his house. For fear of revenge from fascists, he will remain in hiding for thirty years (!). The film received no fewer than fifteen Goya (Spanish Golden Calf) nominations. Belén Cuesta, who is present at the festival and plays the role of the woman married to the anti-fascist, won the Goya Award for best actress. She can also be seen in the festival film *Sentimental* (Cesc Gay), in which two couples struggle with their relationship.

Under the title Spanish Cinema Without Fear, the festival screens two films that show the problems of modern Spain. In the three-hour documentary *El año del descubrimiento* ('the year of discovery'), filmmaker Luis López Carrasco contrasts Spain's promotional image during the 1992 Olympic Games with the anger of the people of Cartagena over the closure of local factories. In Ainhoa Rodríguez's drama *Destello bravío* ('ferocious spanking') a woman sees her village in southwestern Spain empty due to lack of work. Young people leave and life comes to a standstill. She tries to turn the tide with magical-realistic thinking.

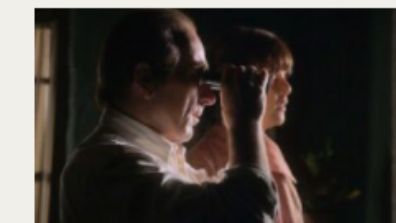
Oh yes, still Almodóvar. The festival doesn't forget him either, because it shows *The Human Voice*, an adaptation of Jean Cocteau's one-act play with Tilda Swinton as an abandoned woman who has a telephone conversation with her ex.

Finally, besides the eyes, the festival does not forget the stomach, because after many screenings there are drinks and snacks.

Spanish Film Festival | November 5 to 14 | Pathé Tuschinski, Pathé De Munt, Eye Film Museum and OBA, Amsterdam




El buen patron



La trinchera infinita





Amsterdam

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**TIME**  
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> Cinema Amsterdam

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VENUE PAGE

## Amsterdam Spanish Film Festival

Amsterdam Spanish Film Festival – This is a fabulous film festival that will allow you to see the very best of cinema from Spain. It shines a light on the latest Spanish blockbusters. You can also see the very best of independent Spanish cinema. Many people will know the films of Almodovar, but there is so much more to discover and love. This is the aim of this brilliant festival – to showcase Spanish cinema as a whole. And to top a fabulous agenda of great films, many of the directors and actors will be present too. This is a festival for everyone and a festival of discovery. All screenings will have English subtitles. Keep up to date about the Amsterdam Spanish Film Festival on the [official page](#). See more cinema events in Amsterdam with our [handy overview](#).

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SPANISH FILM FESTIVAL

5 – 14 NOV 2021

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## Amsterdam Spanish Film Festival

Nov 05, 2021 - Nov 14, 2021

Various locations

Amsterdam,



The Amsterdam Spanish Film Festival celebrates its 6th edition in 2021. The festival focuses on films from Spain and Latin America. The films will be shown in Spanish with English subtitles, rather than Dutch ones, therefore it is perfect for expats.

Amsterdam Spanish Film Festival shines the lens on the cinema of Spain and the Spanish-speaking Latin American countries, showcasing trends in mainstream Spanish-language film and also shedding light on independent and experimental Spanish films for audiences in many renowned [cinemas in Amsterdam](#).


### Where and when to watch films during the Amsterdam Spanish Film Festival

The film festival takes place at the following participating cinemas:


- > Pathé Tuschinski
- > Pathé de Munt
- > Eye Film Museum
- > OBA

### Book your movie tickets


There are so many fantastic Spanish language films to share with the film-buffs of Amsterdam. Get your tickets on the [Amsterdam Spanish Film Festival website](#) and enjoy!




Black Beach | Esteban Crespo | Tráiler | StyleFeelFree




Ver más ta...








Compartir



Mirar en

 YouTube



16





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## Amsterdam Spanish Film Festival

**Date:** 5-11-2021 to 14-11-2021

**Address:** Pathé Tuschinski, Pathé de Munt, EYE and Cinecenter, Amsterdam ( [Route](#) )

**Price:** from 10 euros



From Friday 5 to Sunday 14 November, fans of Spanish film can indulge themselves again during the 7th edition of the Amsterdam Spanish Film Festival (ASFF). This year again, this edition will be dominated by recent, original and most impressive films of Spanish cinema. In addition to an extensive genre of Spanish films, the Amsterdam Spanish Film Festival also offers live music, snacks, wines, Q&As and workshops.

Knowing more? [Amsterdam Spanish Film Festival](#)

The Amsterdam Spanish Film Festival will take place in Pathé Tuschinski, Pathé de Munt, EYE Filmmuseum and at this year's new location of the OBA, where the educational activities take place. Tickets for the ASFF will be on sale from 28 October via the websites of the participating cinemas.

**Opening film: La boda de Rosa**

*La boda de Rosa* (*Rosa's Wedding*), the eighteen-award-winning comedy including several for lead actress **Candela Peña** ( *Todo sobre mi madre/ All about my Mother*), is the official opening film of ASFF. In this crowd favourite, Peña plays a 45-year-old dressmaker who is always ready for others but now finally chooses for herself, and rediscovers her first great love in this anti-romcom: sewing. With an unmistakable feminist message, this feel-good film is a great match for the seventh edition of ASFF, whose film selection is made up of by female makers. The festival's diversity and inclusion mission is also reflected in a dedicated LGBTQ section. The talented and acclaimed Peña will be present at the premiere and will talk to the audience afterwards.

### Highlights

With *Sentimental* ( *The People Upstairs* ), Cesc Gay successfully translated his viciously witty theater hit about two neighbor couples who come together to the silver screen. Leading actress and star actress **Belén Cuesta**, who is also known for the worldwide popular series *La Casa de Papel* , will be present on the premiere *evening* and will also attend the screening of the acclaimed and Spanish Oscar entry *La trinchera Infinita* ( *The endless trench*) to attend. The gripping psychological drama about a black page in Spanish history. Belén Cuesta has won many awards for her performance, including the Goya (Spanish Oscar) for Best Actress. Belén Cuesta will also give a Q&A after the screening of *Sentimental* and *La trinchera Infinita* .

A special screening of *The Human Voice* , followed by an exclusive online Q&A with **Pedro Almodóvar** and actress **Tilda Swinton** , while enjoying Spanish drinks and jamón ibérico.

Special screening of the sitcom *Maricón perdido* (*Queer I am*), the autobiographical and 'coming of age' story of and about creator Roberto Enríquez (better known as **Bob Pop** , television personality, columnist, blogger and actor). He will attend the screening with actress **Candela Peña** .

### FROM THIS SERIES

Select Series

### ABOUT THIS ARTICLE

Category:  
[events](#) [calendar](#)

Subject:  
[spain](#) , [true story](#)

Written by: Dennis van Houts  
Date:October 18, 2021

The magical *Destello bravío* by **Ainhoa Rodríguez** looks like a documentary but is also inspired by surrealism and magical realism. *Destello bravío* shows a, at first glance, quiet village in southwestern Spain, from a heartwarming female perspective. Using non-professional actors, disruptive electronic music and evocative camera work, *Destello bravío* proves that even the mundane can be exceptional. Director Ainhoa Rodríguez will be present during the screening.

From Mexico comes the controversial *Nuevo orden* (*New Order*) by **Michel Franco** , which was awarded a Silver Lion at the Venice Film Festival. In this dystopian thriller, a

Rich man's daughter's wedding party finally gets out of hand when the enraged underclass revolts.

*New Order* hits theaters in December.

The documentary *Antonio Machado. Los días azules* by Laura Hojman takes its title from the last stanza written by the poet Antonio Machado (1875-1939). The film outlines the places where he lived and worked, a portrait of this poet, philosopher and playwright, who championed culture and education. Director Laura Hojman will be present at the festival, where a Dutch poet will provide Machado with a poetic context.

### Special guests

A number of special guests will be present during the festival. Below an overview:

- Candela Peña (opening night and Maricón Perdido: *Queer I am* )
- Belén Cuesta ( *Sentimental/The People upstairs, La trinchera Infenita/The endless trench* )
- Bob Pop (Maricón Perdido: *Queer I am* )
- Julia de Paz Solvas ( *Ama* )
- Ainhoa Rodríguez ( *Destello bravío*)

### About the Amsterdam Spanish Film Festival (ASFF)

Amsterdam Spanish Film Festival is a unique initiative that offers a wide audience in the Netherlands the opportunity to immerse themselves in a careful selection of Spanish cinema and Spanish-language films from Latin America. ASFF is organized and programmed by SIN FIN CINEMA and not only offers the visitor an overview of the latest trends in mainstream Spanish cinema, but also has an eye for independent, artistic and experimental Spanish and Spanish-language films.

### Practical information

The Amsterdam Spanish Film Festival will take place from 5 to 14 November 2021 in Amsterdam at Pathé Tuschinski, Pathé de Munt, EYE and OBA. After most performances there is the possibility to chat while enjoying a snack and a drink, offered by the Amsterdam Spanish Film Festival. Ticket sales for the Amsterdam Spanish Film Festival will start on October 28 via the websites of the participating cinemas. The full program will be announced shortly.

Share this post on social media:



## SPAANS EN FRANS

U kunt uw kennis van zowel de Spaanse als de Franse cinema bijspijkeren deze weken. Van 5 t/m 14 november is het Amsterdam Spanish Film Festival (ASFF). Ook dit jaar staat dit festival weer in het teken van recente, originele en indrukwekkende Spaanse films. Het ASFF biedt naast films ook hapjes, livemuziek, wijnen, interviews en workshops. Eveneens in de hoofdstad (al wordt een selectie van het programma ook vertoond in andere steden) is het Franse filmfestival Tapis Rouge, van 11 t/m 16 november. Hier ziet u een gevarieerde selectie van premièrefilms, exclusieve screenings van films die in Nederland niet worden uitgebracht, en specials, met waar mogelijk gasten uit de Franse cinema. [amsterdamspanish-filmfestival.com](#) [tapisrougefrans-filmfestival.nl](#)



SPANJE  
liefhebbers

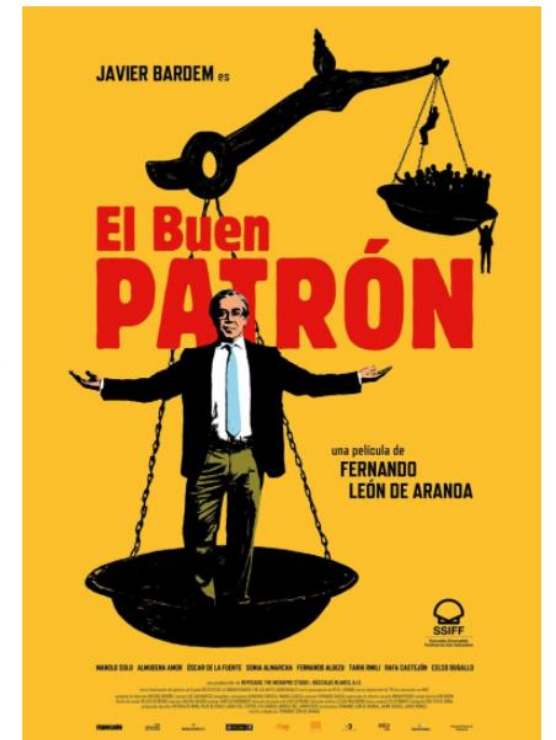


El Buen Patrón is closing film on November 14 of Amsterdam  
Spanish Film Festival

Nov 8, 2021 | Movies & Series . Tios

On Sunday, November 14th closing 7<sup>e</sup> edition of the Spanish Film Festival Amsterdam (asff) with *El Buen Patrón* of director Fernando León de Aranoa. *El Buen Patrón* is a comedy drama about manufacturer Blanco (Bardem) who is awaiting a visit from a committee that could award his company an award. The manufacturer of industrial scales goes completely crazy when he meddles in the private problems of its employees and crosses every conceivable line. With this he unconsciously sets in motion an explosive chain reaction with major consequences.

Watch the trailer with English subtitles:



*El Buen Patrón* had its world premiere at the International Film Festival in San Sebastián and has been selected as a Spanish Oscar entry. The Amsterdam Spanish Film Festival can be experienced from 5 to 14 November 2021 at the Amsterdam locations Pathé Tuschinski, Pathé de Munt, EYE Filmmuseum and OBA. In addition to a variety of Spanish films, there is also live music, snacks, wines and Q&As.

For ticket sales for the ASFF go to: [spanishfilmfestival.nl](https://spanishfilmfestival.nl).

Share this:





The cornerstone of the Festival's promotion is the 48-pages Amsterdam Program brochure. 8.000 copies were printed and distributed throughout the city in key cultural locations cafes and restaurants. Digital versions were posted and distributed online.

Complementing the Program brochures A0 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 the two previous weeks in a large number of cinemas in Amsterdam giving this way much more visibility to the festival, our funders and sponsors, reaching an **estimated audience** of **16,839** people **fully focused**.





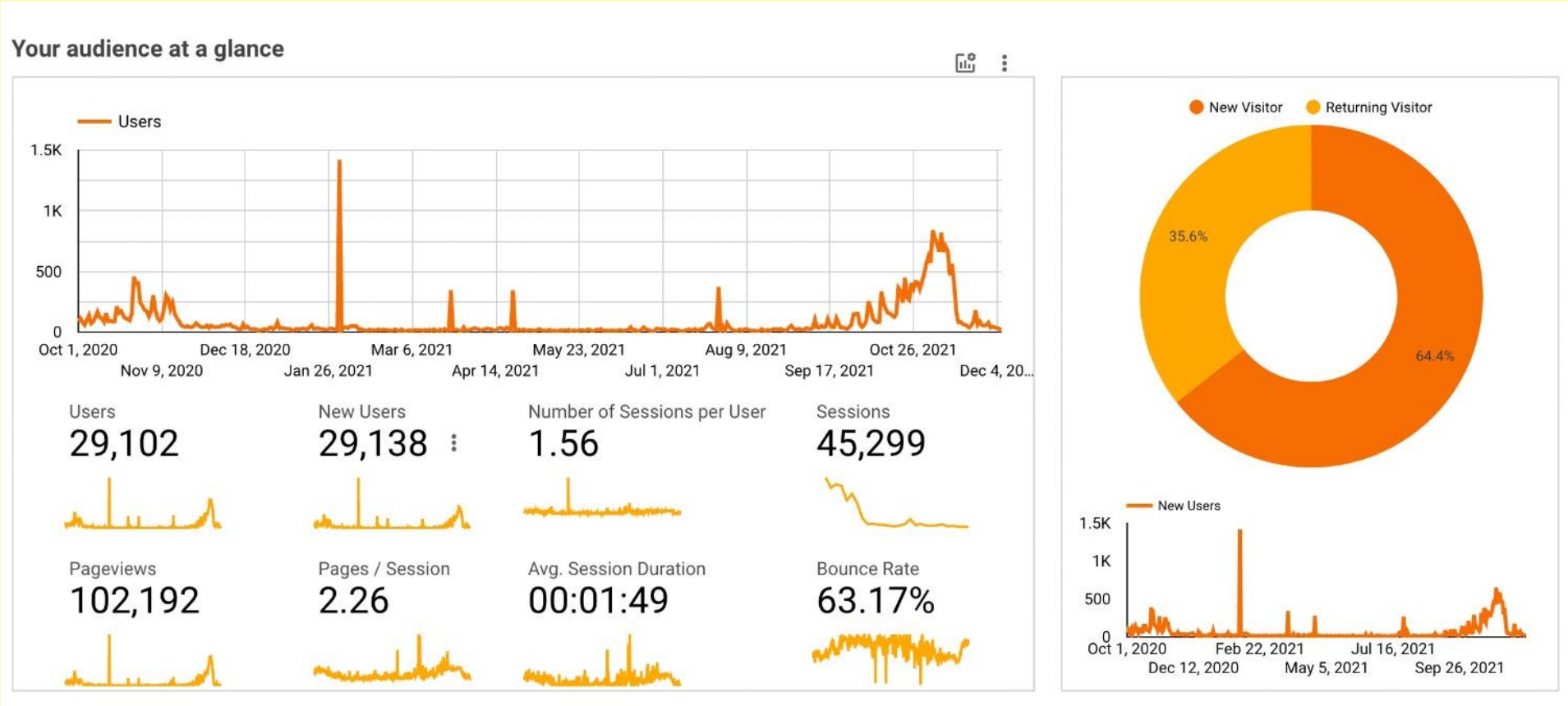
# Digital Marketing

As a society in rapid and constant change due to the new technologies and with an 83% of our audience between 25- and 54-years old wiling to create and generate opinion, we believe that the immediacy of all our digital media and especially 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

Our website receives every year almost 30,000 visitors.

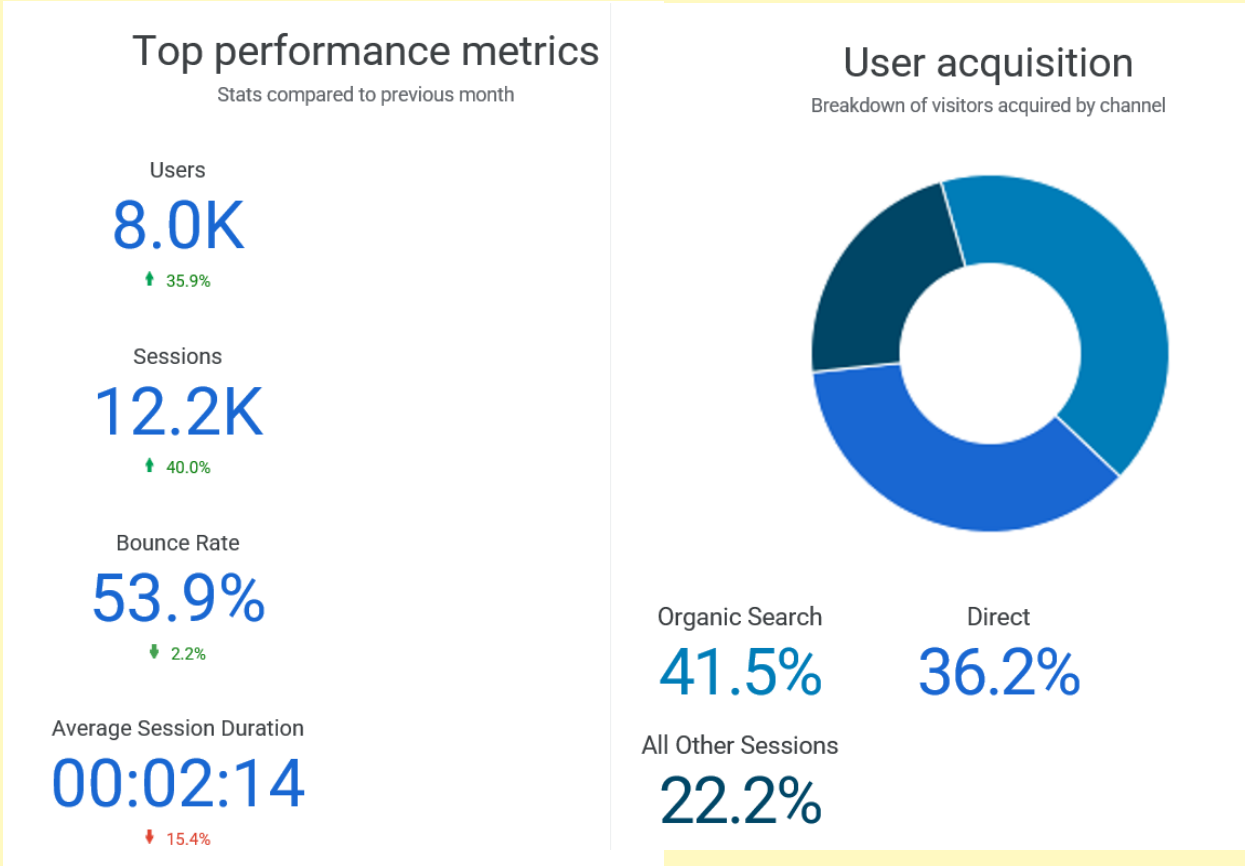
Our website traffic keeps growing in number of users and sessions every year. In 2021 we received more than twice visitors than the previous year due to the great commitment that we have been making towards the digital promotion of the Festival. We incresaed our activity on Social media and we have also strengthened our online presence.



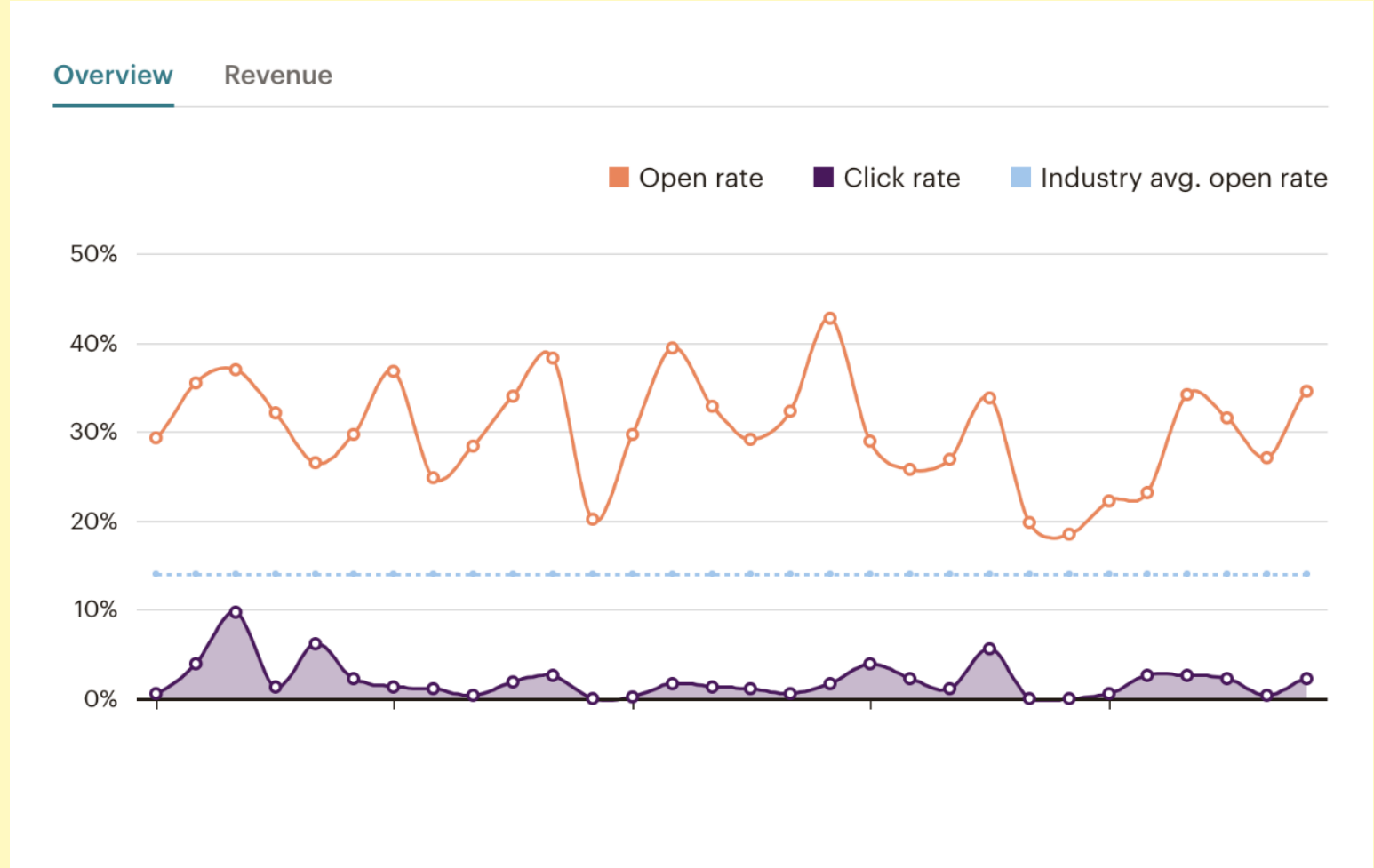


In 2020, we redesigned the site to make it more attractive and more funtional to our audience. People can have a beautiful overview of the current edition of the festival, check the complete program and read more about the films, special events and guests that shape it. They can also have a look at the 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.







## 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 186K emails were sent during the 2021 campaign, and the overall open rate was around 27,6%, surpassing industry benchmarks according to our newsletter provider\*. After this edition we have get 180 new contacts for our newsletter.

Dedicated newsletters from Eye, Pathé, OBA, Instituto Cervantes, Rozenfilmdagen, Flamenco Biennale and Filmkrant were sent prior to the Festival days.

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



Social Media     2.455     7.174

In 2021 we have increased our social media followers and likes\*. We have doubled our Instagram followers in the last two years, and we have gain 2,6% followers in facebook.

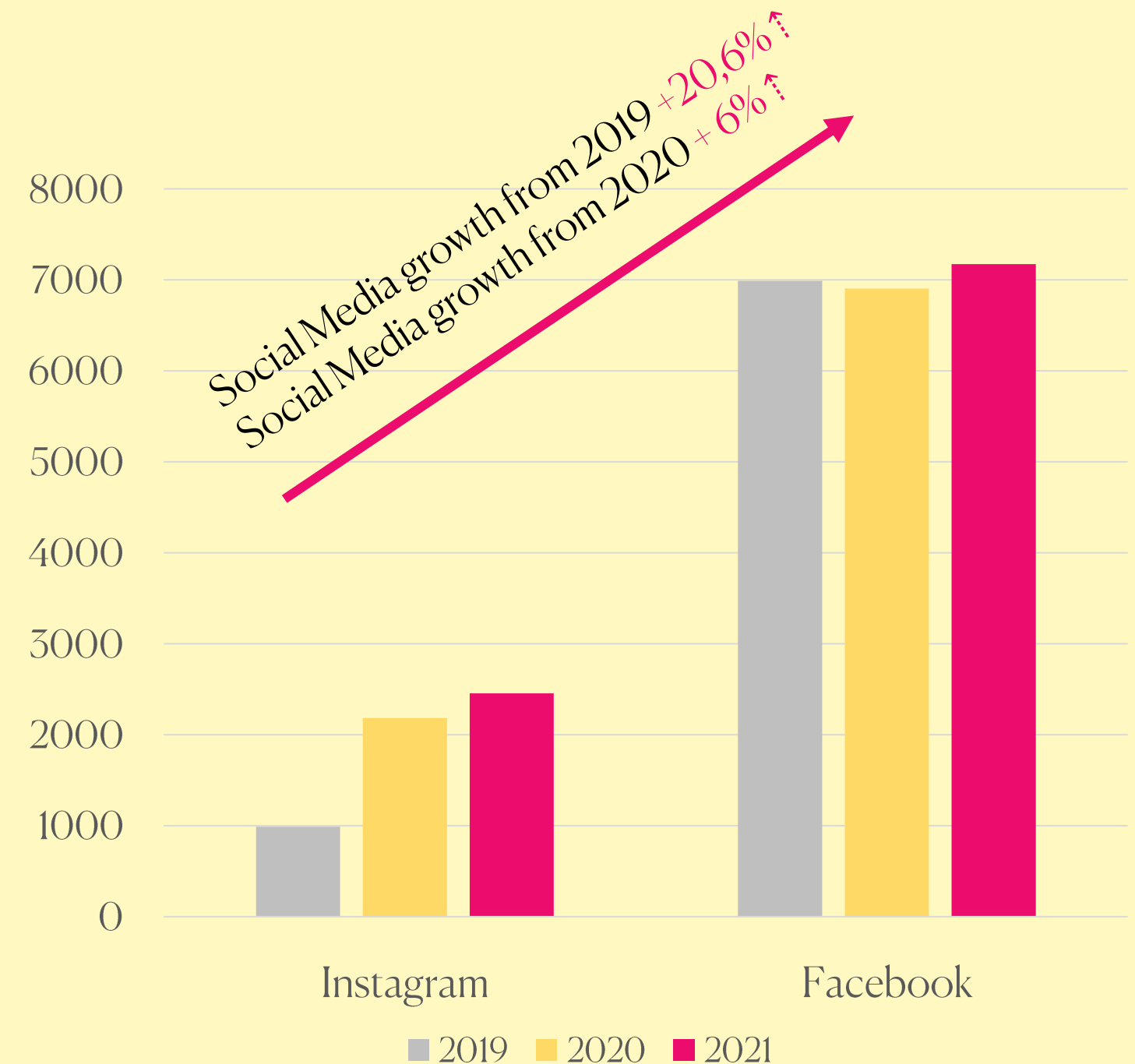
We have done this together with our partners via direct and cross promotion of our programs . We experienced again a strong growth across all of the Festival's Social Media Channels through dedicated and content-driven strategies.

Social media channels from our partners and industry collaborators such as Rozé Filmdagen, Flamenco Biennale, Cineville, Instituto Cervantes, Eye Filmmuseum, Pathé... shared our events on their social media channels (institutions, newspapers, magazines, city blogs, cultural bloggers).

In addition, ASFF's collaborators and guests like Candela Peña, Bob Pop or Belen Cuesta shared their experiences at the festival using their own profiles.

• A total of 9.629 followers on all our Social Media channels

\* For these figures both Sin Fin Cinema and ASFF profiles have been taken into account. SFC is the entity that organizes 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.

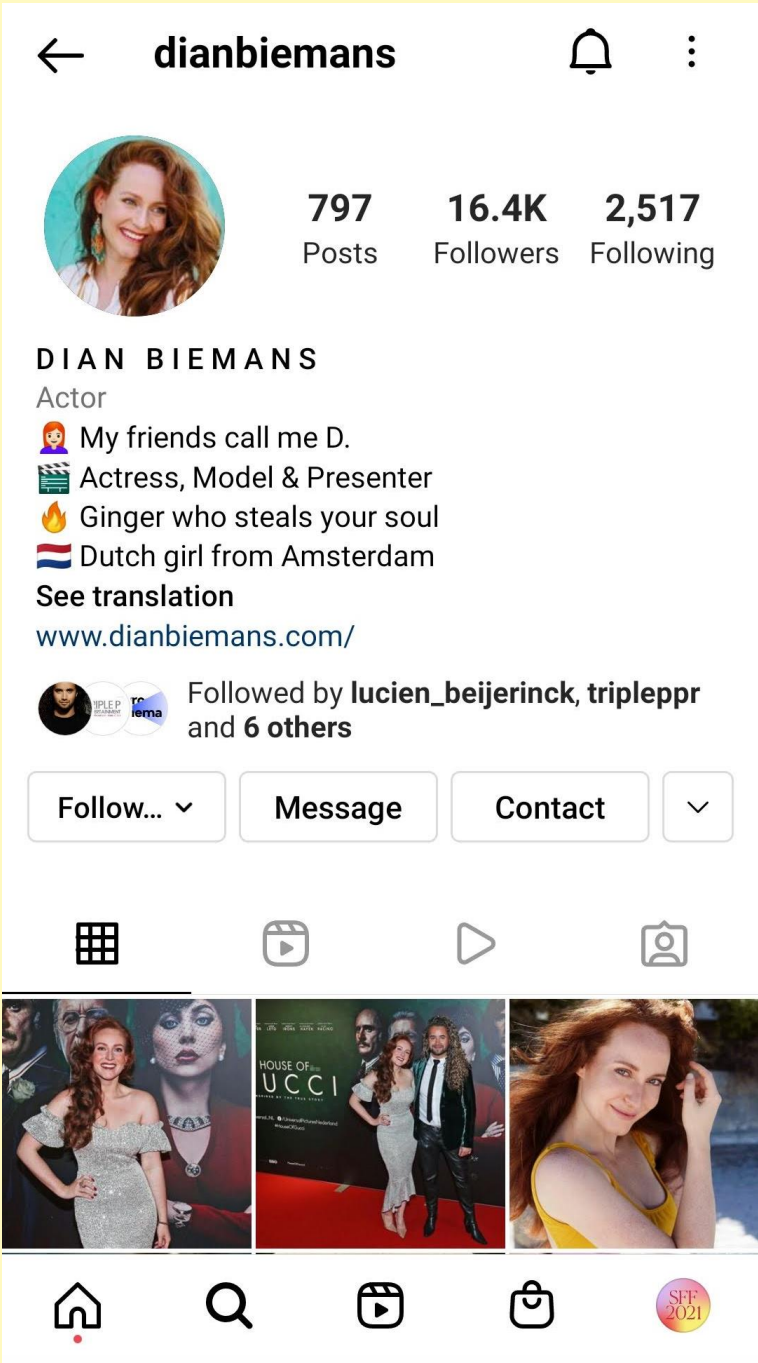


\*A total of 9.629 followers on all our Social Media channels






Influencers


Some well know influencers came to the ASFF this edition, such as Dian Biemans, Peggy Vrijens, Bas Kusters or Elle Van Rijn. This made the festival more visible in social media, adding this year a new approach to the media coverage.







ellevanrijn





253  
Posts

3,933  
Followers


1,081  
Following


Elle van Rijn  
Writer  
Schrijven, lezen, familie, reizen  
See translation  
[bit.ly/39YHZwV](https://bit.ly/39YHZwV)

 Followed by nadjahupscher, dariabukvic and 2 others




Following 






Message










Elle Schrijft







stephanievaneer





31  
Posts

79.8K  
Followers


573  
Following


Stephanie van Eer Periscal

 Followed by jonkarthaus, julianauta and 13 others


Following 

Message







luna






@








♥




-








26





robertschoemac...





847

Posts

2,101

Followers

1,041


Following


Robert Schoemacher

Aesthetic physician/cosmetic doctor since 1989.  
Married to Claudia. Children : Moos, Livia. Afspraak:  
info@schoemacher.nl  
[www.schoemacher.nl/](http://www.schoemacher.nl/)


Following

Message







Bagatelle




@emrose\_pic...





He's dangero...







Coco, Marbella













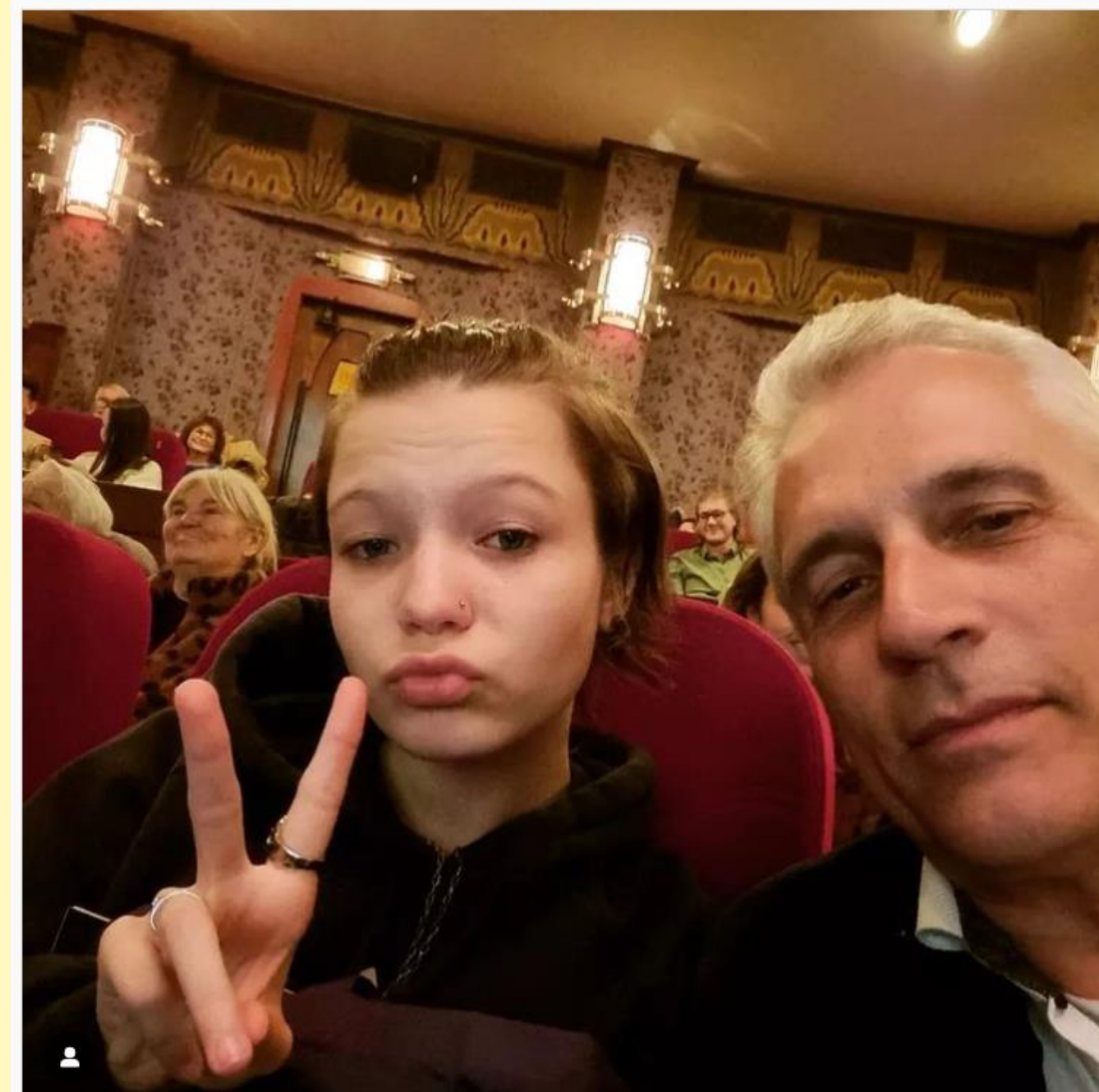

















robertschoemacher • Following


Tuchinski Amsterdam Centrum








robertschoemacher


Premiere 7th edition of Spanish Film Festival Amsterdam. Opening film was La Boda de Rosa (Rosa's Wedding), a sympathetic film about a woman who realises at 45 that she has always lived her life to serve everyone else. Desperate, she is compelled to take the sudden decision to leave everything behind and focus on herself. She plans to symbolically marry herself (!) and pursue her dream of starting her own business. Director : Icíar Bollaín. Lead : Candela Peña, who was present at the premiere. @asffofficial @candela\_penya #pathetuschinski #sff2021 #AmsterdamSpanishFilmFestival #mijnliefie ♥












Liked by tripleppr and 109 others

NOVEMBER 6



Add a comment...

Post



←

peggyvrijens

230

12.7K

496

Posts

Followers

Following

**Peggy Vrijens**

Actor

Actrice in theater, film, televisie, mocap, stemacteur, voice-over, presentatrice. Expeditie-Robinson finaliste, en WIDM kandida... more

See translation

Followed by nadjahupscher, hans\_van\_akkeren and 3 others

Following ▾

Message ▾

Hoogtepunten

Shoot

Koud

Shoot

peggyvrijens • Following

Tuchinski Amsterdam Centrum

...

Opening van het @asffofficial Filmfestival#tuschinski#labodaderosa#openingsfilm#bioscoop#rod eloper#redcarpet

5w

Mooie vrouwen! 🥰

5w 3 likes Reply

♡

Peggy!!!!!!! GEWELDIGE foto !! Met mooie vrouwen & mooie outfits 🥰

5w 1 like Reply

♡

5w 2 likes Reply

♡

Liked by tripleppr and 203 others

NOVEMBER 5

Add a comment...

Post

28



←

baskosters

2,838

22.3K

5,313

Posts

Followers

Following

Bas Kusters

Artist

Dutch artist and designer, with love for characters, drawing and textiles. For info about artworks please email on [info@baskosters.com](mailto:info@baskosters.com)

See translation

[www.voordekunst.nl/projecten/12801-boek-bas-ko...](http://www.voordekunst.nl/projecten/12801-boek-bas-ko...)

Followed by **sallieharmsen**, **tivolivredenburg** and **31 others**

View Shop

Follow...

▼

Message

Contact

▼

Book 100MJ

STUDIO

WILD

Bas for Zenner

←

maikdeboer

365

28.8K

2,063

Posts

Followers

Following

MAIKDEBOER (Michael de Boer)

Public figure

Presentator 🗣 Lifestyle en fashion 👓 Interieur styling 💡 Levensgenieter 📷 Barcelona 🇪🇸 en Amsterdam 🇳🇱

See translation

[www.maikdeboer.nl/](http://www.maikdeboer.nl/)

Followed by **stephanievaneer**, **julianauta** and **13 others**

Following

▼

Message

Plantenbakken

Commercial

Work

Winnaars

29



←

yenthebos

🔔

⋮

582

6,160

549

Posts

Followers

Following

Yenthe, 17 Jaar

Actor

Film:pony place,meester kikker,Jack besteld een broertje,Sinterklaas film 2019,all you need is love,Engel.

Serie:vrolijke kerst,KLEM 1,2,... more

See translation

Alkmaar

Followed by mariemaevanzuilen, sabijndunnewijk and 7 others

Following ▾

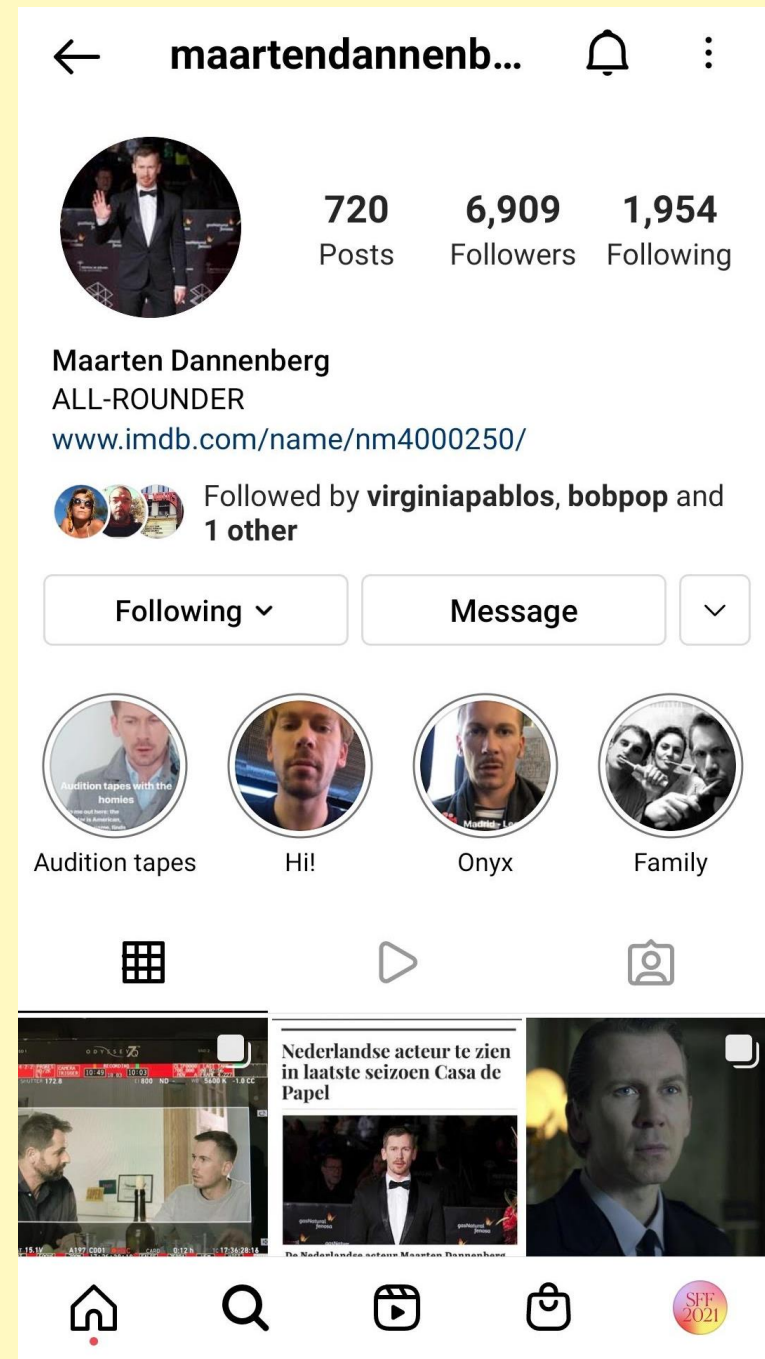
Message

▾

❤️

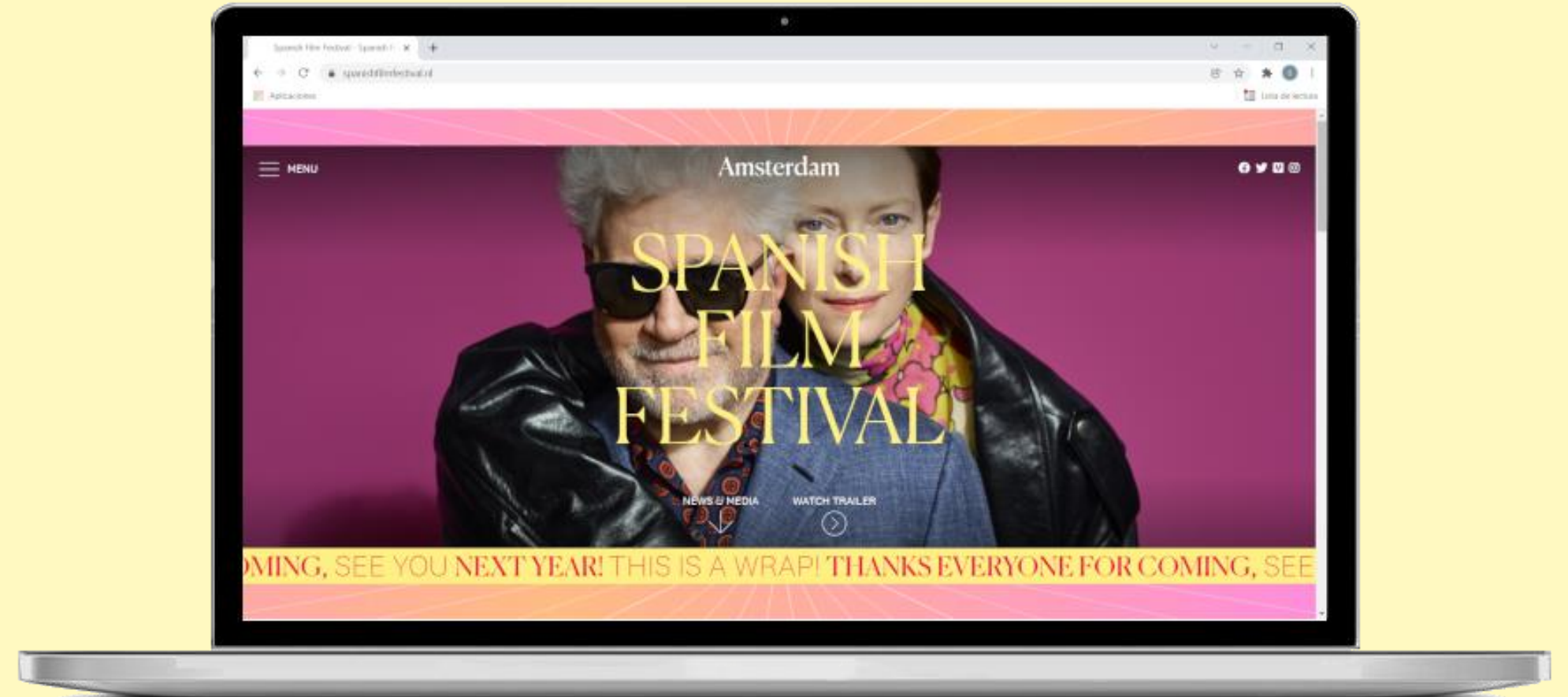
30







# Social Media Activity



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

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

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

 [spanishfilmfestival.nl](https://spanishfilmfestival.nl)





# Amsterdam FILM FESTIVAL

amsterdams  
fonds voor de  
kunst

NL FILM  
FONDS

Andalucía



Cooperación  
Cultural

SINCE 1993  
JEANIECO



NL FILM  
FOND

Europa

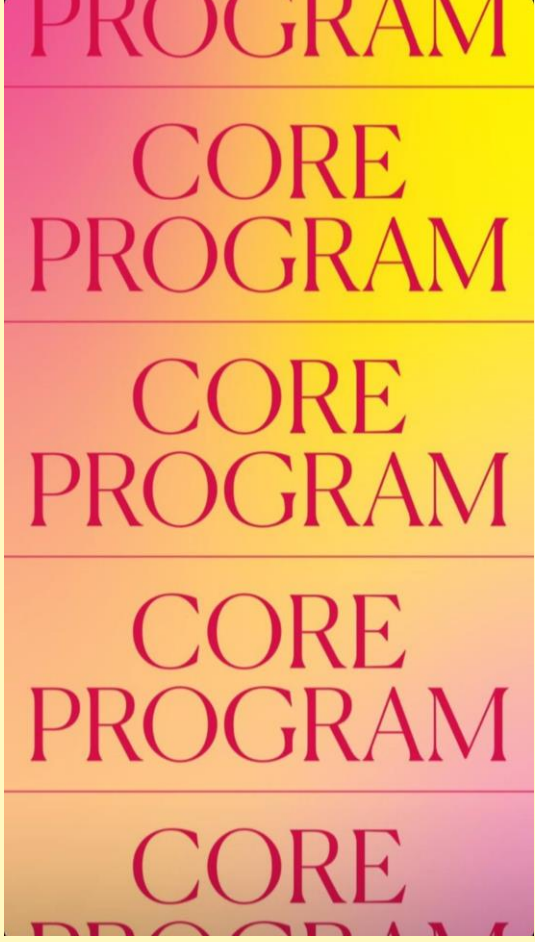
amsterdams  
fonds voor de  
kunst



Social Media Activity

One of the main goals of our marketing campaign this year was to strength our online presence and increse our Social media channels in number of followers and repercussion. To achieve that, we have continued las year´s strategy by using the new image applied to the design of the posts on social media. 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.

We also generated successful 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 Candela Peña or Belen Cuesta with thousands of followers online!





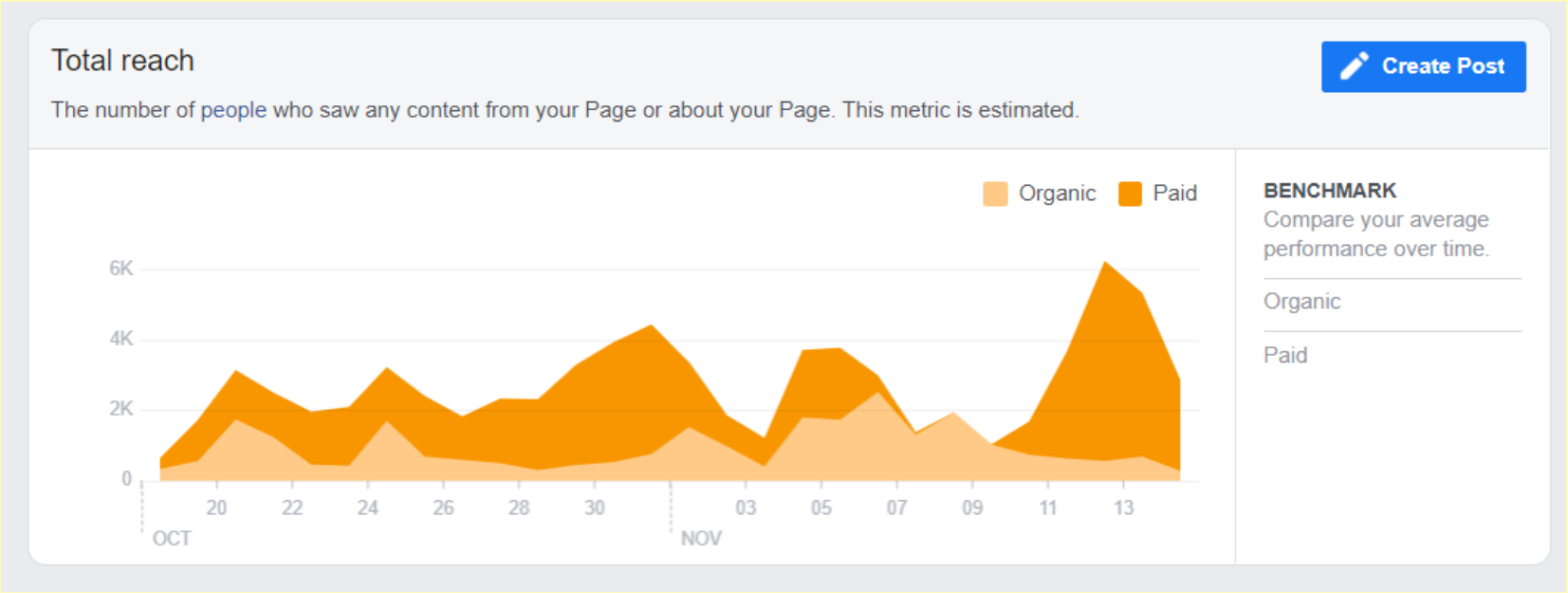
We also made paid promotions inside the Social Media platforms to increase our impact and reach larger audiences. Some of the posts that we promoted were a huge success and they had a very positive impact on ticket sales and visits to the ASFF's website. We have reached **72.840** on Facebook and **25.992** on Instagram.

Instagram




Facebook

Organic	Paid	Total del día
26.138	46.702	72.840






**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · November 14 ·

🇮🇹 **TODAY'S HIGHLIGHT** 🇮🇹 As part of our section 'Focus Latino', dedicated to discovering and celebrating Latin American Cinema, today we have the screening of 'Nuevo Orden / New Order' by Michel Franco at 17:30h in [Pathé](#) Tuschinski.

📺 In collaboration with [Embajada de México en los Países Bajos](#), don't miss it! Tickets available here 📄 <https://bit.ly/3HjxJ1e>



PATHE.NL  
**'Nuevo orden' trailer | ASFF 2021**  
[Book now](#)

2,135  
People reached

263  
Engagements

[Boost again](#)


Boosted on November 14  
By Samuel Fuentes Sanchez

Completed

People reached 1.9K

Link Clicks 115


[View results](#)

**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · November 14 ·

🔥 **TODAY: CLOSING NIGHT** 🔥 Javier Bardem is a beleaguered Spanish factory boss in ruthless pursuit of winning an award for excellence in the waspish corporate comedy 'El buen patrón / The Good Patron' by Fernando León de Aranoa.

🍷 Make sure to join us tonight at 19h in our Closing Night TODAY in [Pathé](#) Tuschinski, as Spanish drinks will be served before the screening (from 19h to 20h) thanks to [Jean Leon](#), [Walraven/Sax](#) & [Mahou](#)! The film will start at 20.30h.

📺 Don't miss it, t... [See more](#)



PATHE.NL  
**'El buen patrón' trailer | ASFF 2021**  
[Book now](#)

3,418  
People reached

237  
Engagements

[Boost again](#)


Boosted on November 14  
By Samuel Fuentes Sanchez

Completed


People reached 3.1K

Link Clicks 71

[View results](#)

**Amsterdam Spanish Film Festival**  
Published by Instagram · November 12 · Instagram ·

🔥 **TODAY'S LGBTIQ+ HIGHLIGHT** 🔥 'Donde Caben Dos' is an uninhibited and very choral comedy, of cross stories about the oscillating world of couple relationships and about how difficult it can be to separate sex from love. An amazing cast of huge Spanish stars will enter the world of swingers in search of new experiences. Don't miss this experience on Friday 12th November at 21h in [Pathé](#) De Munt and Sunday 14th November at 14:30h in [Pathé](#) Tuschinski. Co-presented by [Roze Filmdag](#)... [See more](#)



SPANISHFILMFESTIVAL.NL  
**Donde caben dos - Spanish Film Festival**  
[Book now](#)

2,652  
People reached

498  
Engagements

[Boost again](#)

Boosted on November 12  
By Samuel Fuentes Sanchez


Completed

People reached 2.5K


Link Clicks 225

[View results](#)



**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · November 1 ·

🔥 CORE PROGRAM HIGHLIGHT 🔥 In the year 2000, Maixabel Lasá's husband, Juan María Jauregui, was killed by ETA. Eleven years later, she receives an incredible request: one of the men who killed Juan wants to meet with her in the prison where he is serving his sentence. An inspiring film by the multi-awarded Icíar Bollaín, who is also screening 'La boda de Rosa' in [#SFF2021](#). Based on a true story, 'Maixabel' ripe with emotion and humanity, with stand-out performances by Blanca P... [See more](#)



AMSTERDAMSPANISHFILMFESTIVAL.COM  
**'Maixabel' trailer | ASFF 2021** [Book now](#)

2,255  
People reached

158  
Engagements

[Boost again](#)

Boosted on November 1  
By Samuel Fuentes Sanchez

Completed


People reached 1.8K

Link Clicks 37


[View results](#)

👍👏 9

3 Comments 7 Shares

**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · October 29 ·

🔥 CORE PROGRAM HIGHLIGHT 🔥 The film 'Ama' tells the story of so many women who are facing the trials and tribulations of motherhood alone. A journey, that will lead to mother and daughter becoming closer, when previously their relationship was distant and practically nonexistent. Don't miss it on 11th November in [OBA Amsterdam](#) at 20h and 12th November in [Pathé De Munt](#) at 18:30h! Both screenings will be followed by a Q&A with director Júlia de Paz and scriptwriter Núria D... [See more](#)



SPANISHFILMFESTIVAL.NL  
**AMA trailer** [Book now](#)

3,235  
People reached

283  
Engagements

[Boost again](#)


Boosted on October 30  
By Samuel Fuentes Sanchez

Completed


People reached 3K

Link Clicks 91

[View results](#)

**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · October 29 ·

🌿 SPECIAL EVENT 🌿 "These blue days and this childhood sun": this is the last verse Antonio Machado wrote before he died. In the documentary 'Antonio Machado, los días azules / Antonio Machado, The Blue Days' personalities such as Ian Gibson, Elvira Lindo, Antonio Muñoz Molina and Luis García Montero, among others, accompany us in this portrait of Machado the poet by Laura Hojman. Don't miss it on 10th November at [OBA Amsterdam](#)! In collaboration with [Spain.info](#), [Junta de An...](#) [See more](#)



SPANISHFILMFESTIVAL.NL  
**'Antonio Machado. Los días azules' trailer** [Book now](#)

2,997  
People reached

215  
Engagements

[Boost again](#)



Boosted on October 29  
By Samuel Fuentes Sanchez

Completed

People reached 2.8K





Link Clicks 51



**Amsterdam Spanish Film Festival**  
Published by Instagram · October 21 · Instagram · 

🔥 CORE PROGRAM HIGHLIGHT: 'LA BODA DE ROSA (ROSA'S WEDDING)' 🔥



Have you already checked the details about our fantastic Opening Film? 'La boda de Rosa (Rosa's wedding)' directed by Icíar Bollaín will not only kick off our 2021 edition on Friday 5th Nov at [Pathé Tuschinski](#) but it will also be screened on 7th and 8th Nov at [Pathé De Munt](#). The Friday 5th & Sunday 7th screenings will be followed by a Q&A will lead actress and multi-awarded guest Candela Peña . Spanish drinks wil... [See more](#)



3,428  
People reached

58  
Engagements

Boost post

 8

1 Share

**Amsterdam Spanish Film Festival**  
Published by Samuel Fuentes Sanchez · October 11 · 

🎉 PROGRAM ANNOUNCEMENT & TICKET SALES 🎉

The full program of [#AmsterdamSpanishFilmFestival2021](#) is now online! We are thrilled to welcome our beloved audience back to the cinemas for our 7th edition of the [#ASFF2021](#) from 5th to 14th November. We are proud to announce a program primarily made up of Dutch premieres, which also highlights the talent of female directors. We look forward to welcoming you at our iconic venues: [Pathé Tuschinski](#), [Pathé De Munt](#), [Eye Filmmuseum](#) and [OBA A...](#) [See more](#)



AMSTERDAMSPANISHFILMFESTIVAL.COM

ASFF 2021 Full Program Announcement

Learn more

6,777  
People reached

527  
Engagements

Boost again

Boosted on October 19  
By Samuel Fuentes Sanchez

Completed

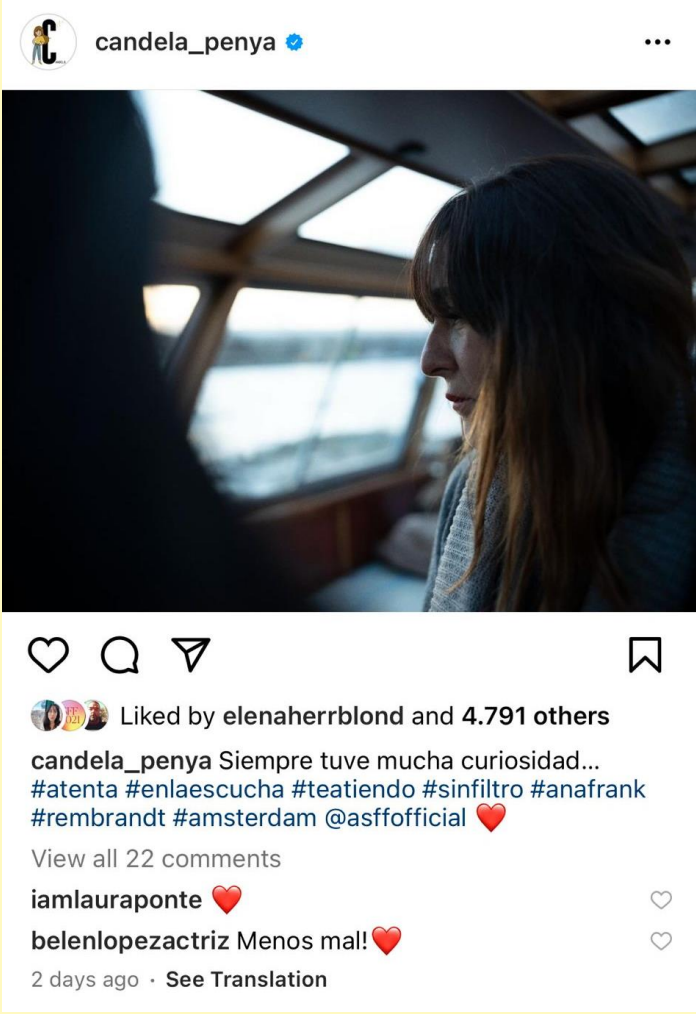
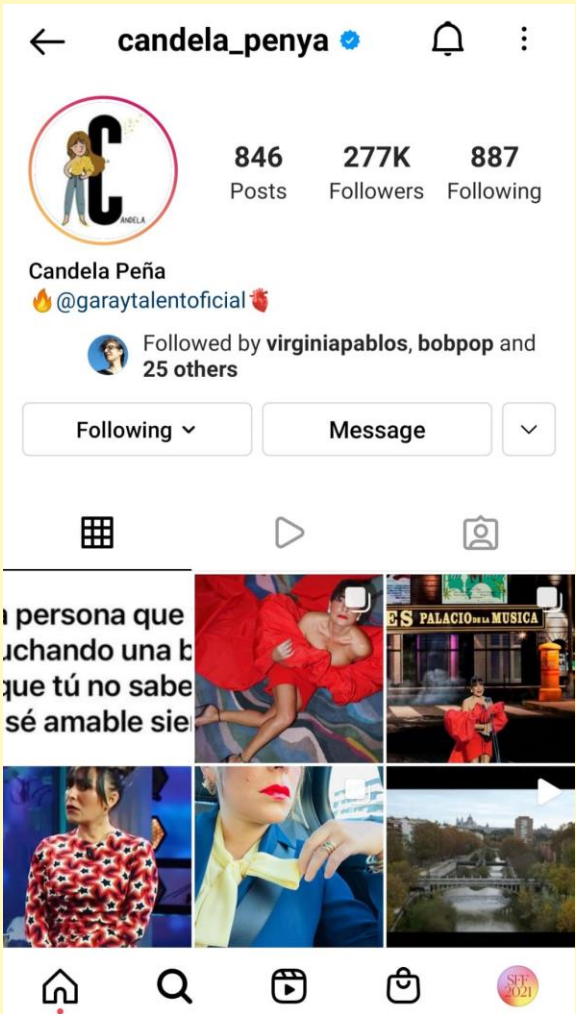
People reached 6.6K

Link Clicks 149

View results



Social Media Activity Of Our Guest



Candela Peña some days after been with us talking about the Amsterdam Spanish Film Festival in “La Resistencia” TV show!\*

\*This show audience is more than 40.000 people.




←

belen\_cue

🔔

⋮



1,207

961K

1,248

Posts

Followers

Following


Belén Cuesta

Visual Arts

Actriz y otros quehaceres

See translation

gosua.com/




Followed by sarahtekath, festivalsevilla and 22 others

Follow... ⌵

Message


Email


⌵





Holi

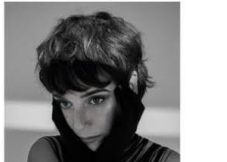































belen\_cue 6m

⋮

✕


SEE YOU TONIGHT!

@ASFFOFFICIAL



asffofficial


@LATRINCHERAFILM





belen\_cue


🔔


⋮














Liked by kortajarenajon and 26.049 others

belen\_cue

Amsterdam por mi Maquita

View all 74 comments

macarenagarciaoficial

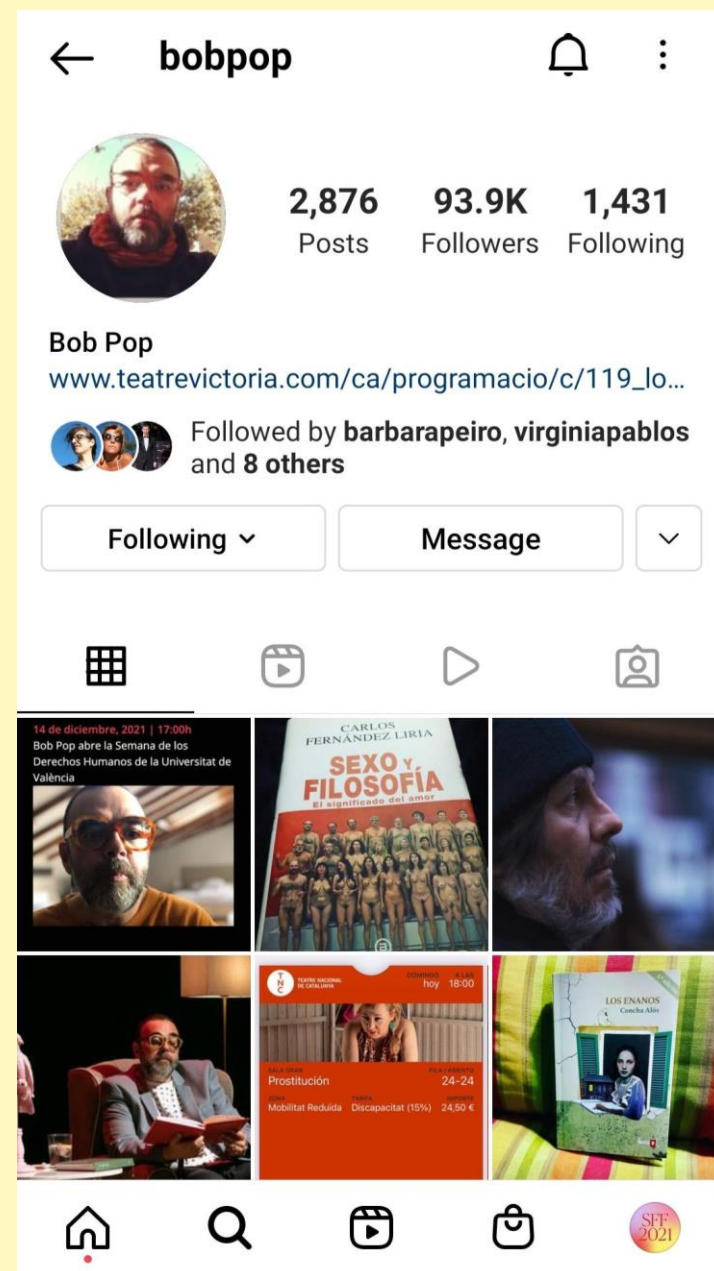
❤️❤️❤️❤️❤️

2 December

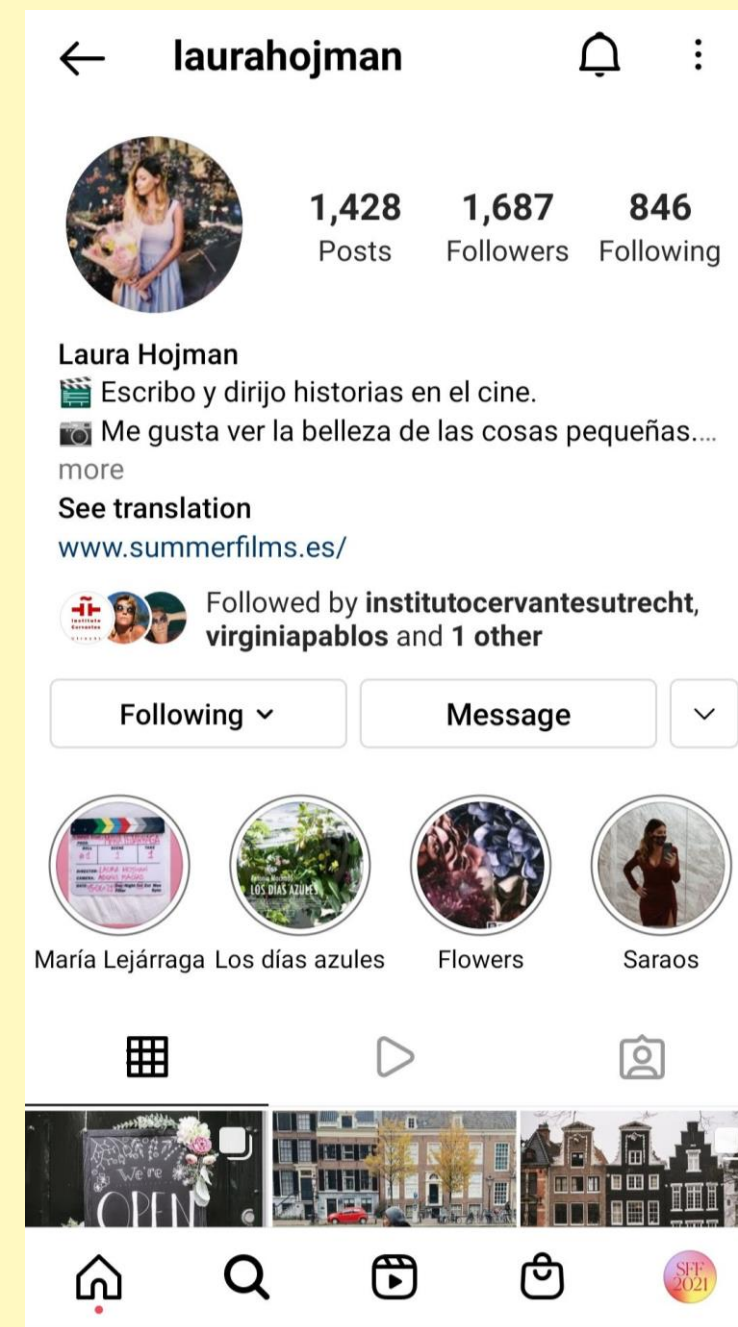
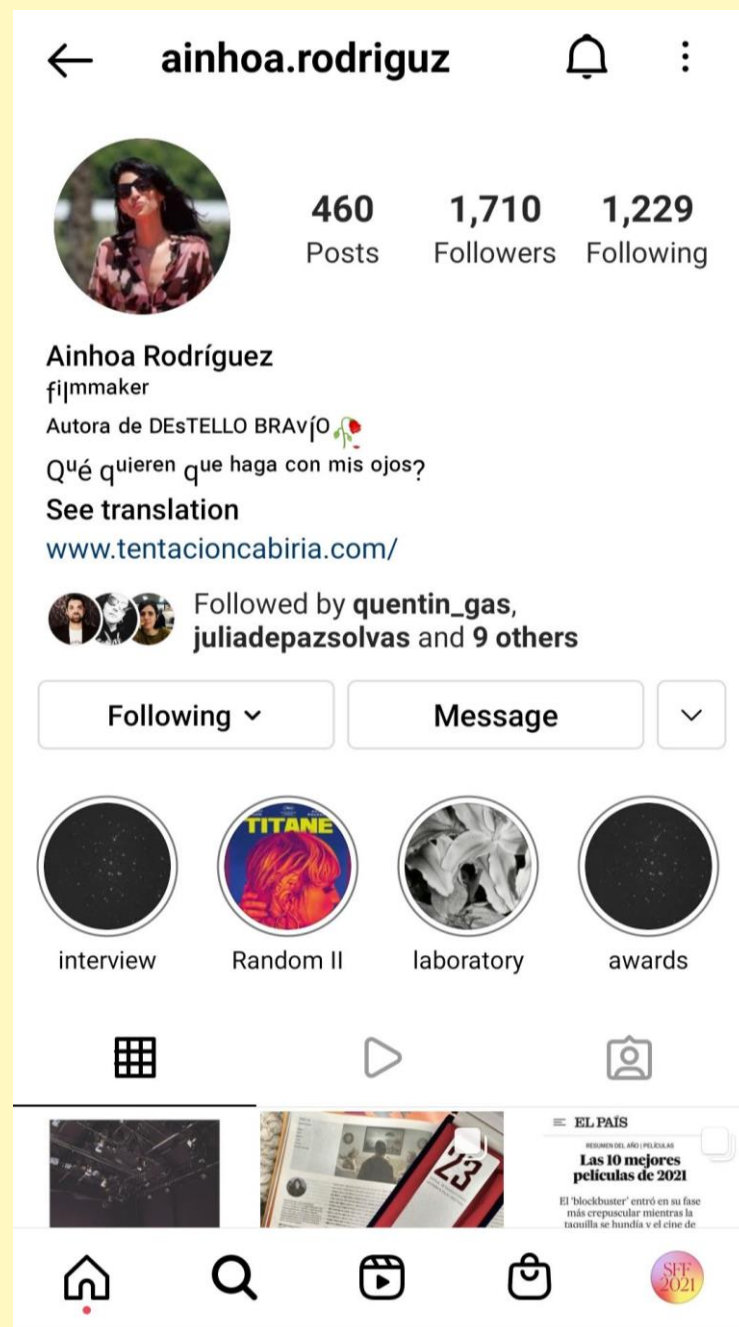
See Translation

40



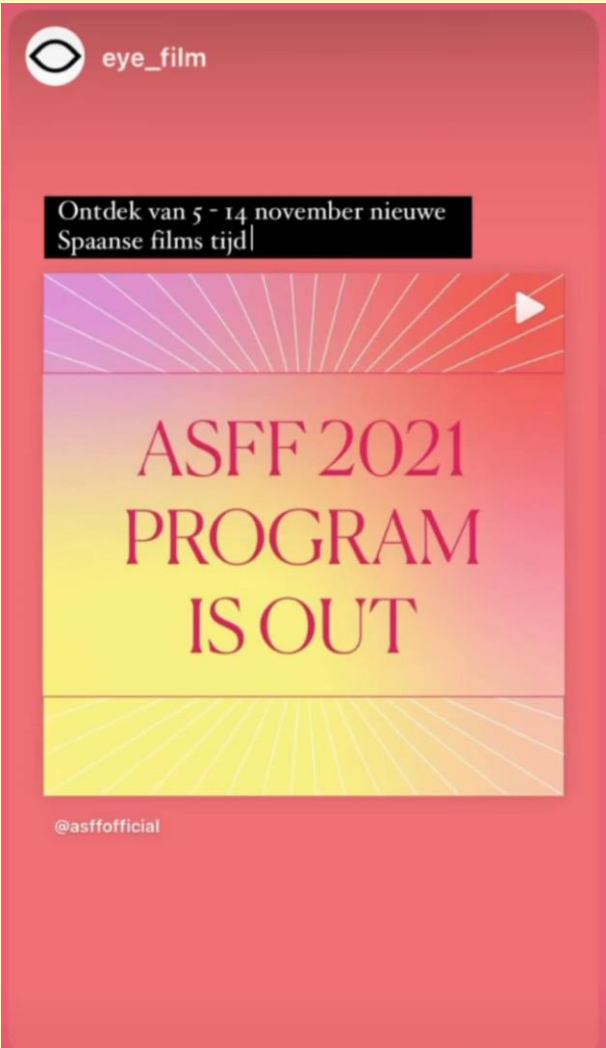
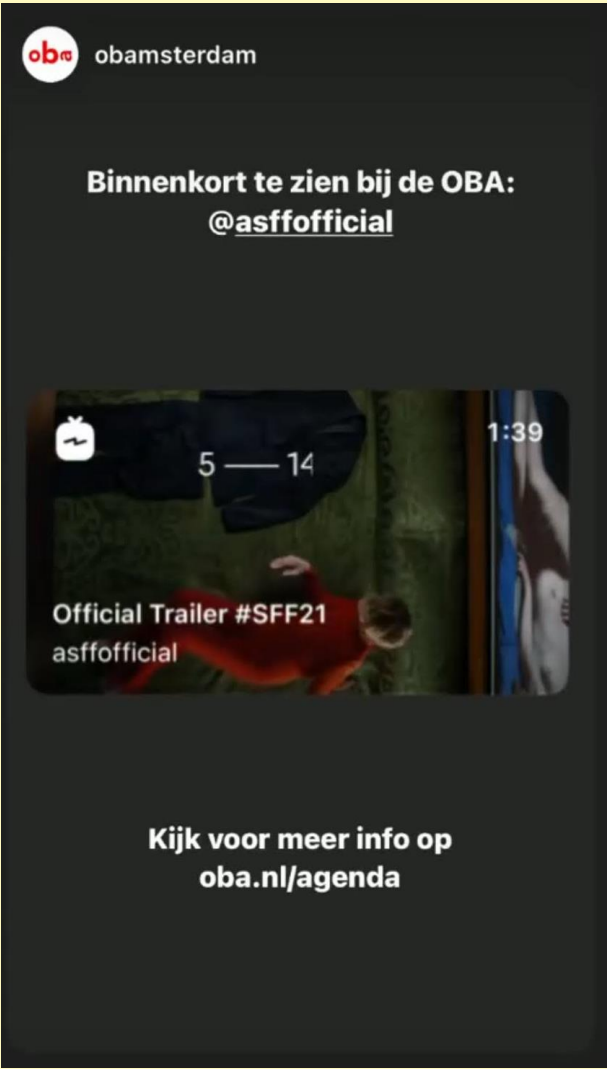




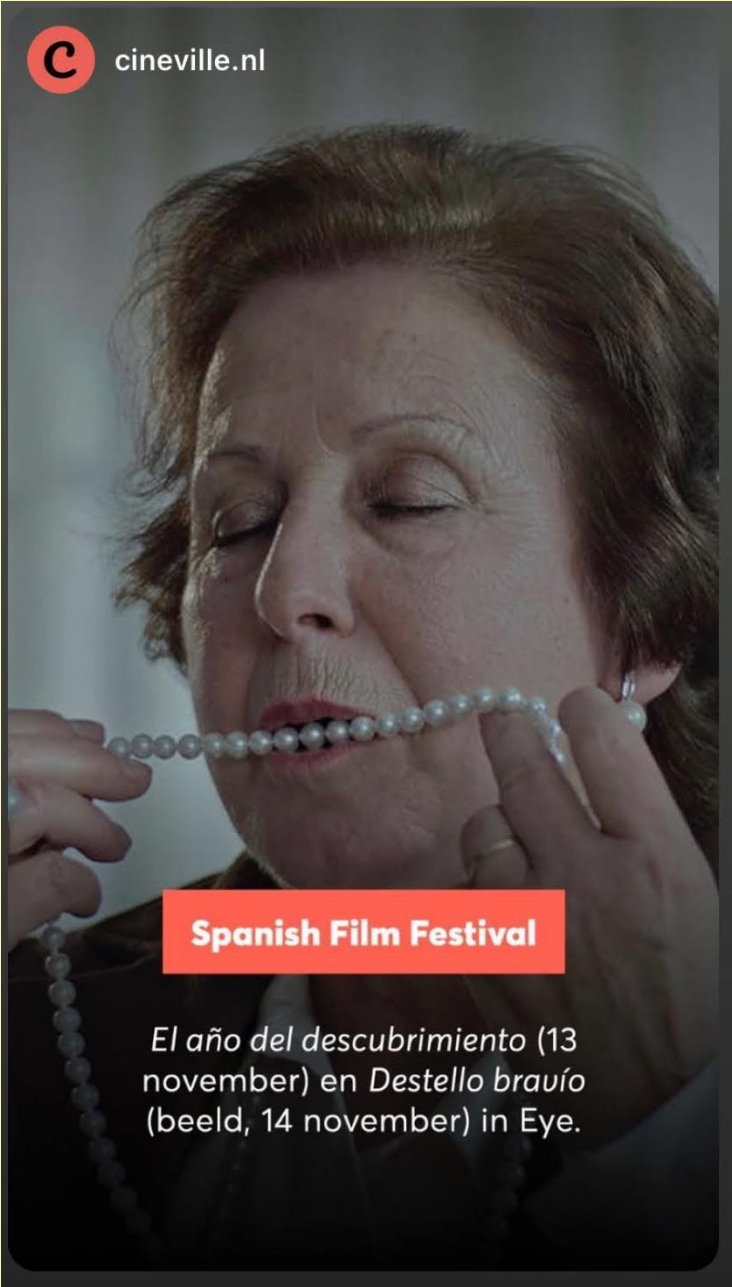
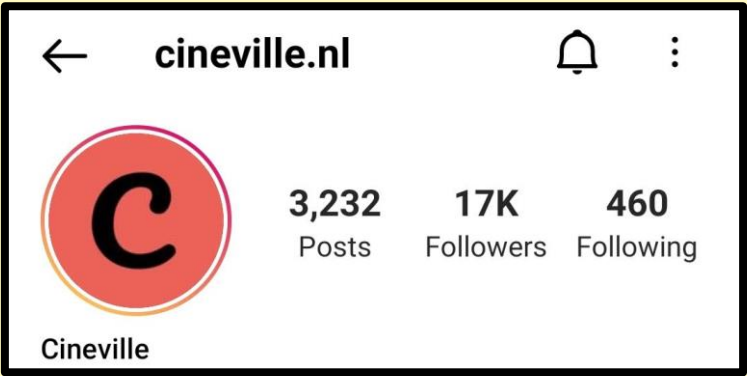





Social Media Activity Of Our Partners











**Pathé**  
★ 4.5 (1,159) · Movie Theater

  
Like

**5,657**  
Total Likes

**5,778**  
Total follows

 **Pathé (Tuschinski)**  
Oct 31, 2021 · 🌐

Do you want to have a Spanish experience in Amsterdam? We are giving away 1 x 2 tickets to watch the film 'Sentimental / The People Upstairs' as part of [Amsterdam Spanish Film Festival](#) at [Pathé Tuschinski](#) on Wednesday 10th November at 21:00h! The screening will be followed by a Q&A with actress Belén Cuesta (La casa de papel / The Money Heist). Spanish drinks will be served after the film. How to participate: share this post tagging us and Amsterdam Spanish Film Festival (@amsterdamspanishfilmfestival). Make sure you share it publicly so we can see your tag of the post. You have until Nov 4th to participate, the winner will be announced on Nov 5th. Buena suerte!



**Pathé (Tuschinski)**  
Oct 26, 2021 · 🌐

We are thrilled to welcome our beloved audience back to the cinema for our 7th edition of the [Amsterdam Spanish Film Festival](#), which will be held from 5th to 14th November. After a year and a half of uncertainty, we are delighted to be able to host a festival that will throw Spanish cinema into the spotlight once again 🇪🇸

For information and tickets please visit <https://www.pathe.nl/asff>



**SPANISH  
FILM  
FESTIVAL**  
**NOV 2021**  
**5 — 14  
NOV 2021**  
**5 — 14**



**ESTIVAL.NL SPANISHFILMFESTIVAL.NL SPANISHFIL**



Marketing Campaign  
Social Media Activity



roze\_filmdagen



835

Posts

2,563

Followers

439

Following

Roze Filmdagen | Amsterdam



institutocervante...



408

Posts


1,530



Followers


167

Following

Instituto Cervantes Utrecht



spaansemariaele



85

Posts

547

Followers

420

Following

ELE Spaanse Maria




roze\_filmdagen




Do you have |




link in b|



institutocervantesutrecht





asffofficial





asffofficial This year we had very special guests thanks to @aireuropa : Candela Peña, Rocio Molina,...

@ASFFOFFICIAL





spaansemariaele




@ASFFOFFICIAL


@INSTITUTOCERVANTESUTRECHT

¡Festival de cine español de Amsterdam!







International Locals Amsterdam  
★ 5.0 (1) · Media/news c...

Like


Follow



GroupsPostsReviewsVideosPhotosEventsAboutCommunity

44,801  
Total likes


46,142  
Total follows



International Locals Amsterdam  
November 8 · 🌐

The [Amsterdam Spanish Film Festival](#) is now on and one more week to go. So many great films to see! Read all about it in our Q+A with the organisers.

<https://internationallocals.nl/.../spanish-film-festival.../>



INTERNATIONALLOCALS.NL

Spanish Film Festival Article - Amsterdam - International Locals



International Locals Amsterdam  
Published by David Amsterdam · October 25 at 9:27 PM · 🌐

This will be amazing!



**Amsterdam Spanish Film Festival**  
October 25 at 8:39 PM · Instagram · 🌐

A NIGHT OUT WITH ALMODÓVAR! ❤️ Save the date! On Thursday 11th November at 21h 'The Human Voice', the first English-spoken film by [#PedroAlmodóvar](#) with [#TildaSwi...](#) See More

82223–  
People reachedEngagementsDistribution Score

Boost Unavailable





# FESTIVAL'S PROGRAM



# Festival Program 2021

ASFF film program selection includes every year a unique showcase of the newest 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, Pathé de Munt and OBA 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 **17 films** and **one series** 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 live 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.



## Festival Sections

The film program this year was divided in 7 different sections; a hand-picked selection of films from various genres & topics, demonstrating the compelling variety of Spanish cinema in all its richness

### LGBTIQ+ program

---

To celebrate the heritage, culture and contributions of lesbian, gay, bisexual, transgender, queer and intersex self-defining groups. Raising awareness and advancing education on matters affecting the lgbtiq+ community. This year we have a film and a series in this section: *Donde Caben Dos* and *Maricon Perdido* (Queer you are).

### 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. This year we had on board actresses such as *Belén Cuesta* and *Candela Peña* presenting their films for the core program.

### Andalusian Focus

---

A glimpse into cinema from andalusia, in partnership with Turespaña & Andalucía Tourism board with a very strong cultural identity, Andalusia is undoubtedly one of the most fertile regions of Spain for artistic creation. This cycle covers the various paths taken in recent times by andalusia cinema, from blockbuster films to independent auteur productions. Three films are included in this category: *El Verano Que Vivimos*, *Antonio Machado Los días Azules* and *La Trinchera Infinita*.

### Spain Meets The Netherlands

---

Highlighting the festival's DNA, and synergy between the Spanish and Dutch cultures, Spanish & Dutch cinema join forces in this intercultural exchange. The film *Las Consecuencias* belongs to this section.

### Focus Latino

---

Dedicated to discovering and Celebrating Latin American cinema. With the film *Nuevo Orden*. This edition México compadre!

### Spanish Cinema Without Fear

---

A special film section which presents Spanish works that defy tradition and have the courage to experiment with something beyond and on the periphery of the Spanish cinematographic industry. This year there are two films in this section: *El Año Del Descubrimiento* and *Destello Bravío*.







## Educational Program

Young audiences are the audience of the future, and at ASFF we want to take care of this. Every year ASFF offers the very best in contemporary spanish and latin american cinema to schools with the aim of introducing students to the language and cultures of these territories. From elementary school to high school, this program of two films, accompanied by an educational activity, is offered to the teachers. In close collaboration with the Instituto Cervantes in Utrecht ASFF organized an educational program with the films *Los Futbolísimos* and *Vivir Es Facil Con Los Ojos Cerrados*.

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. A total of 371 students participated this year in the educational program.





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# SPANISH FILM FESTIVAL

5 — 14  
NOV 2021

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¿Qué tienen en común los personajes de Antonio y John Lennon?

01:00

A Tienen problemas con las drogas.

B No tienen pareja.

C Tienen una crisis existencial.

D Tienen demasiado dinero.

50 / 81 Answers

6 5 3 - 2 6 9 81 students

sound student devices show for student

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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 of the spanish series **Maricon Perdido (Queer You Are)**. An original story of a town boy in search of his own identity. Inspired by the life of Bob Pop, the director himself, the fiction illustrates different stages of the protagonist's life from the eighties when he was an overweight teenager and a fan of musicals, passing by his student stage in Madrid, to the present when he becomes a writer. 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 the director and one of the actresses. **Director and scriptwriter Bob Pop** and **actress Candela Peña** enlivened the session.



## 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 city of Amsterdam with a festive atmosphere during these 10 days.





A photograph of an audience seated in a theater, clapping. The theater has ornate walls with decorative moldings and several small, glowing lights. The audience is seated in rows of red upholstered chairs. In the foreground, a man with grey hair is clapping, wearing a dark t-shirt. Next to him, another man is also clapping. A woman with blonde hair is visible in the background. A purple bag with a logo is visible on the right side of the frame. A glass of red wine is on a small table in the foreground.

# SPECIAL EVENTS



## OPENING NIGHT PREMIÈRE LA BODA DE ROSA



With the aim to celebrate excellence in all these cinematic achievements that ASFF has brought to Amsterdam, the festival started with the première of *La Boda de Rosa* / *Rosa's Wedding*. The protagonists of this amazing film Candela Peña attend the screening. And Spanish drinks & ham were served before the film to welcome visitors to the opening night!

## BELÉN CUESTA ATTENDING



The internationally recognized actress Belén Cuesta is a lead actress in not one, but two of the films of this year's selection. She is known for *La Casa de Papel* / *Money Heist*, but at our festival we have admired her work in *La Trinchera Infinita* / *The Endless Trench*, in which she plays a brave wife during the Spanish Civil War. Furthermore, she also came to Amsterdam to present the phenomenal *Sentimental* / *The People Upstairs* by awarded filmmaker Cesc Gay. Spanish drinks will be served on these special occasions.



## A NIGHT OUT WITH ALMODÓVAR & TILDA SWINTON



The critically-acclaimed 30 min. film was followed by a 45 min. entertaining and insightful recorded Q&A. Hosted by Mark Kermode, Pedro and Tilda discuss the inspirations they drew on for the film, how *The Human Voice* fits within the 'Almodóvar oeuvre', and what Pedro will be making next - including a great surprise for Tilda. Recorded under lockdown conditions, the discussion features visual references and clips to create a dynamic and interesting companion piece to the short film.

## MARICÓN PERDIDO (QUEER YOU ARE)



A three-hour marathon screening with a break in between to enjoy Spanish drinks & tapas and also celebrate love, diversity and LGBTIQ+ awareness. Bob Pop, creator and protagonist of this amazing TV Series, was there to present *Maricón Perdido / Queer You Are*. He was accompanied by awarded actress Candela Peña, who also attend an exclusive Q&A. They gave us all the details of the series.



## DISCOVER ANTONIO MACHADO



The perfect way to discover one of the most respected authors from the 20th century of Spanish literature. The premiere was followed by a Q&A with director Laura Hojman. A Spanish Drink was served after the session to celebrate Machado's figure!

## MEXICAN EVENT: PREMIÈRE OF NUEVO ORDEN (NEW ORDER)



To complement the premiere of the Mexican hit, they were offered some truly tasty Mexican treats.

## CLOSING NIGHT: PREMIÈRE EL BUEN PATRÓN



ASFF feels honoured to have been able to celebrate this 7<sup>th</sup> edition with our amazingly dedicated audience. To thank you all, we wanted to offer a night to remember with the exclusive première of El Buen Patrón / The Good Boss wrapping up the festival. The screening was followed by a Q&A with a special guest (TBC).









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# Amsterdam SPANISH FILM FESTIVAL

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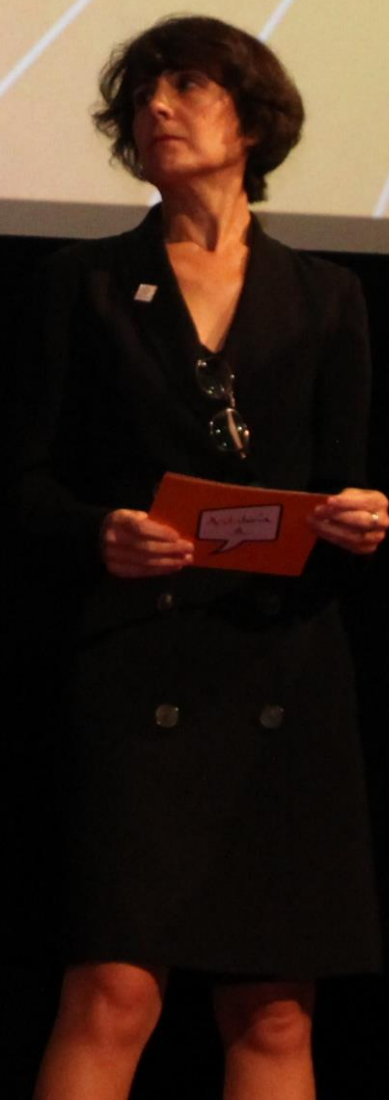
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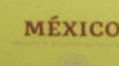
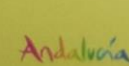
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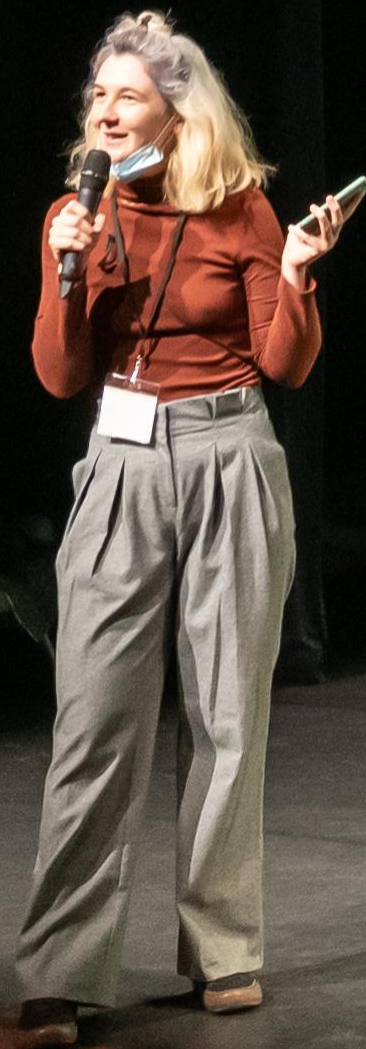












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# SPECIAL GUESTS



# Special guests

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

## Belén Cuesta



Belén Cuesta (Sevilla, 1984) is a Spanish actress. Best known for her roles in TV shows such as Money Heist (La Casa de Papel), where she plays ‘Manila’ in the third, fourth and fifth season of the show, which has just been released. She has also worked in Netflix’s Paquita Salas and movies such as Holy Camp! (La Llamada) (Javier Calvo, Javier Ambrossi, 2017) or A Spanish Affair 2 (Emilio Martínez-Lázaro, 2015).

She’s been nominated to the Goya Awards three times, obtaining Best Leading Actress in 2020 with The Endless Trench, which is part of this year’s edition. Belén Cuesta has also joined the Amsterdam Spanish Film Festival to introduce her latest film The People Upstairs (Sentimental) directed by Cesc Gay, which has been the centerpiece film of this 7th edition.

## Candela Peña



Candela Peña (Gavá, Barcelona, 1975) is a Spanish actress. She’s worked with some of the most recognized Spanish directors such as Pedro Almodóvar (All About My Mother), Isabel Coixet (Yesterday Never Ends), Fernando León de Aranoa (Princesses), Cesc Gay (A Gun in Each Hand), Paco León (Kiki, Love to Love) or Icíar Bollaín (Take My Eyes; Rosa’s Wedding, etc).

She’s won three Goya Awards (Spanish Cinema Academy Award) and she’s been nominated eight times to it. Candela Peña has not only joined us for our opening film La Boda de Rosa, but she has also joined the Q&A of the wonderful tv series Maricon Perdido.



## Bob Pop



Roberto Enríquez (Madrid, 1971), better known as Bob Pop, is a TV critic, fashion expert, columnist, writer, blogger, actor, screenwriter and television & radio collaborator, especially known for his participation in the late night Late Motiv. He's written for newspapers and magazines such as El Diario, Mongolia, Vogue Spain or Vanity Fair Spain.

Maricón Perdido is his tv series that he created and wrote based on his own life. We have been honored to premiere the series at our festival and to welcome Bob Pop for a Q&A afterwards.

## Laura Hojman



Laura Hojman is a Spanish director, screenwriter and producer. In 2018 he made his directing debut with Tierras Solar, a documentary inspired by Rubén Darío's work that premiered at SEMINCI. In 2020 she received the RTVA Award for Best Filmmaker in Andalusia and she is currently preparing her next feature film María Lejárraga, la autora en la sombra.

Laura has come to Amsterdam to discuss her second feature film, Antonio Machado, The Blue Days, which won the Imagenera Award from the Andalusian Studies Center, six Asecan Andalusian Cinema Awards and has been nominated for the Forqué Awards in the category of Best Documentary.



## Júlia de Paz

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Júlia de Paz (Sant Cugat del Vallès, Spain, 1995) is a director and screenwriter. She studied Film and Audiovisual Media at the ESCAC in Barcelona, specialising in filmmaking. She has directed the short films *Atrapado* (2012), *Fran* (2016) and *Ama* (2018), seed of the homonymous feature film, which competed at the last Malaga Festival, where its protagonist, Tamara Casellas, won the Silver Biznaga for Best Actress. She was also one of the female directors of the anthology film *La filla d'algú* (2018).

Júlia de Paz has come to the Amsterdam Spanish Film Festival to attend the international premiere of her first feature film: *Ama*.

## Núria Dunjó López

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Núria Dunjó López is a screen writer. She studied at ESCAC University in Barcelona. She has participated in the screenplays of several short films: *No Me Despertéis* by Sara Fantova (Rotterdam 2019), *Te Busco en Todos* by Celia Giraldo (D'A 2019), *Marleni, no Marlen* by Carmen Aumedes (Bogoshorts 2020) and *Miserable yo* by Águeda Sánchez (Abycine 2020).

In 2019, she complements her studies at Columbia University in New York. At the same time, she begins a master in Opera Prima at ESCAC where, since then, she has been developing the feature film *Jone*, a veces by Sara Fantova. She takes the step to feature film with *Ama* by Júlia de Paz; premiered at the 24th edition of the Malaga Film Festival and selected in *Made in Spain* at the San Sebastian Festival. In 2020 she begins to develop the short film *Harta*, also by Júlia de Paz. And also, *Festina Lente*, a feature film by Carlos Villafaina, both projects with the production company Mayo Films.



# Rocio Molina



Rocío Molina, a restless dancer, was born in Malaga in 1984. She graduated with honors at the Royal Dance Conservatory in Madrid and became part of the cast of professionals companies with international tours.

The iconoclastic choreographer has coined her own artistic language based on a reinvented traditional flamenco style which respects its essence but embraces the avant-garde.

At 26, the Spanish Ministry of Culture awarded her the National Award for Dance for “her contribution to the renewal of flamenco and for her versatility and strength as a performer capable of handling the most diverse registers with freedom and courage.”

Her artistic research has been recognized with awards at a national and at an international level.





## Film Program

A total of 17 films and one series had been show this year on the festival.

### LA BODA DE ROSA ROSA'S WEDDING

#### Opening film

From writer & director Icíar Bollaín (Take My Eyes, Even The Rain, Yuli), the joyous new romantic comedy La Boda de Rosa / Rosa's Wedding features the superb Candela Peña (Truman, Kiki, Love to Love) as a woman who finally decides to take charge of her life after always putting others first.

Rosa, about to turn 45, realizes that she has always lived for others, so she decides to shake things up, leave it all and press the nuclear button. She wants to grab hold of the reins of her life and fulfill her dream of having her own business. But she soon discovers that her father, her siblings and her daughter have their own agenda, and that changing her life is going to be anything but easy since it is not in the family 'script'.



DIRECTED BY **ICÍAR BOLLAIN**  
CAST **CANDELA PEÑA, SERGI LÓPEZ, NATHALIE POZA, PAULA USERO**  
2020 • SPAIN • 90 MINS • COMEDY/DRAMA

### EL BUEN PATRÓN THE GOOD BOSS

#### Closing film

El Buen Patrón / The Good Boss is a biting and acerbic character study with Javier Bardem in the titular role and a darkly funny social satire of the workplace. This is the third collaboration between award-winning director Fernando León de Aranoa and Academy Award© winner Javier Bardem, following Loving Pablo and Mondays in the Sun.

Standing on the industrial outskirts of a small provincial town, for decades Básculas Blanco has been making industrial scales for major retail outlets, to weigh vehicles and livestock. Blanco, its owner, is happy. His business is going through a healthy period: they are about to receive the Business Excellence award from the provincial government.



DIRECTED BY **FERNANDO LEÓN DE ARANOA**  
CAST **JAVIER BARDEM, MANOLO SOLO, ALMUDENA AMOR**  
2021 • SPAIN • 120 MINS • DRAMA/COMEDY



LA TRINCHERA INFINITA  
THE ENDLESS TRENCH

Higinio and Rosa are newlyweds when the Spanish Civil War breaks out and his life becomes seriously threatened. With the help of his wife, he decides to use a hole dug in his own house as a temporary hiding place. The fear of possible reprisals and the love they feel for one another will eventually mean he is forced to hide there for over 30 years. According to Belén Cuesta, winner of the Spanish Academy Goya Award for her portrayal of Rosa, “when you read the stories of the real women who had to lie for so many years, to work, to survive and feed their children and their husbands, it’s fascinating. I think that our film can help recognize these women, because they were absolute heroes.”



DIRECTED BY AITOR ARREGI, JON GARAÑO, JOSÉ MARÍA GOENAGA  
CAST ANTONIO DE LA TORRE, BELÉN CUESTA  
2020 • SPAIN • 147 MINUTES • DRAMA

SENTIMENTAL  
THE PEOPLE UPSTAIRS

Julio and Ana have been together for more than fifteen years. They have become a couple who no longer look at or touch one another, and who have made daily fighting the essence of their relationship. Ana has invited their upstairs neighbours to come round; Salva and Laura, a couple younger than them, pleasant and friendly, but whose noises are now an annoyance for Julio and Ana... or perhaps a stimulus? The upstairs neighbours will make them an unusual and surprising proposal, which will turn the evening into a memorable and cathartic experience for all four.



DIRECTED BY CESC GAY  
CAST JAVIER CÁMARA, BELÉN CUESTA, ALBERTO SAN JUAN, GRISELDA SICILIANI  
2020 • SPAIN • 82 MINS • COMEDY



## LA VOZ HUMANA THE HUMAN VOICE

A woman watches time passing next to the suitcases of her exlover (who is supposed to come pick them up, but never arrives) and a restless dog who doesn't understand that his master has abandoned him. Two living beings facing abandonment.

In 30 mesmerizing minutes, Swinton's nameless character runs through a frightening gamut of emotions, from despair to fury to exhilaration, all while isolated in a luxurious apartment that's also a stage set; her only companions are her ex-partner's dog, Dash, and the betrayer's unheard presence on the other end of her phone. Almodóvar used many of his frequent collaborators, including cinematographer José Luis Alcaine and composer Alberto Iglesias, for this impeccably designed yet combustible adaptation of Jean Cocteau's 1930 play *The Human Voice*.

A short, sharp shot of distilled Almodóvar: passion, emotion, heartbreak, wit, and melodrama exquisitely bound up in a tale for our times. *La Voz Humana* / *The Human Voice* was shot over nine days in Madrid in July and recently premiered to critical acclaim at the Venice Film Festival.

DIRECTED BY **PEDRO ALMODÓVAR**

CAST **TILDA SWINTON**

2020 • SPAIN • 30 MINS • DRAMA • ENGLISH





## IMPULSO

The spectacular avant-garde choreographies of flamenco dancer Rocío Molina push at the boundaries of dance and the visual arts. She travels the world to perform her partly improvised impulsos at unusual venues such as modern art museums. This bio-doc follows Molina in the months leading up to a new show at Chaillot National Theater in Paris.

Rehearsals and performances alternate with interviews with family members, friends, colleagues and accompanying musicians. Her mother explains how as a small and somewhat stocky girl wearing a pink ballet outfit, Molina found herself in Madrid surrounded by stylish flamenco dancers dressed in the more traditional black costumes. But from there she rapidly rose to the peak of her profession.



DIRECTED BY **EMILIO BELMONTE**  
 CAST **ROCÍO MOLINA**  
 2017 • SPAIN • 85 MINS • DOCUMENTARY

## AMA

Ama tells the story of so many women who are facing the trials and tribulations of motherhood alone. After several warnings, Ade kicks her friend Pepa out of the house and she ends up living on the streets with Leila, her six-year-old daughter. With no one to ask for help, Pepa and Leila will have to struggle on their own to find a place to live.

Each hurdle they have to overcome will take them on a journey, that will also lead to mother and daughter becoming closer, when previously their relationship was distant and practically nonexistent. A new bond is formed between the two, where there is room for error and where unrealistic expectations are finally dissolved.



DIRECTED BY **JÚLIA DE PAZ**  
 CAST **TAMARA CASELLAS, LEIRE MARIN VARA**  
 2021 • SPAIN • 88 MINS • DRAMA



## MAIXABEL

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Maixabel, the inspiring true story of a woman who, after having violently lost what was most precious to her, decided to take a brave step towards coexistence and peace by agreeing to face the imprisoned ETA terrorist behind the murder of her husband. A film ripe with emotion and humanity, with standout performances by Blanca Portillo (Volver) and Luis Tosar (Retribution, Mondays in the Sun, Way Down).

In the year 2000, Maixabel Lasa's husband, Juan María Jaúregui, was killed by ETA. Eleven years later, she receives an incredible request: one of the men who killed Juan wants to meet with her in the Nanclares de la Oca prison in Álava (Spain), where he is serving his sentence after breaking ties with the terrorist group.

Despite her reservations and her immense pain, Maixabel Lasa agrees to meet face to face with those who ended the life of the person who had been her companion since she was 16 years old. 'Everyone deserves a second chance', she said, when asked why she was willing to confront the man who killed her husband.



DIRECTED BY **ICÍAR BOLLAÍN**

CAST **BLANCA PORTILLO, LUIS TOSAR**

2021 • SPAIN • 115 MINS • DRAMA, TRUE STORY



## MARICÓN PERDIDO QUEER YOU ARE

The hugely successful, worldwide smash hit TV series on the big screen!

Maricón Perdido / Queer You Are is the coming-of-age story of a town boy in search of his own identity. Inspired by the life of Bob Pop himself, the fiction illustrates different stages of the protagonist's life from the eighties when he was an overweight teenager and a fan of musicals, passing by his student stage in Madrid, to the present when he becomes a writer.'



DIRECTED BY **BOB POP**  
CAST **CANDELA PEÑA, ALBA FLORES, CARLOS BARDEM**  
2021 • SPAIN • 75 MINUTES • LGBTQ, FILM SERIES

## DONDE CABEN DOS

Donde Caben Dos is an uninhibited and very choral comedy, of cross stories about the oscillating world of couple relationships and about how difficult it can be to separate sex from love. A couple trapped in routine, a young man disenchanted with his last love affair, a desperate girlfriend, two cousins separated since their last summer in the village, a group of friends eager to experiment... During one night, all of them will live crazy situations in which they would never have thought to find themselves, to end, the next morning, in the best possible way: very close together and very mixed up.



DIRECTED BY **PACO CABALLERO**  
CAST **ERNESTO ALTERIO, RAÚL ARÉVALO, LUIS CALLEJO, ANNA CASTILLO, PILAR CASTRO, ÁLVARO CERVANTES, CARLOS CUEVAS, VERÓNICA ECHEGUI, MIKI ESPARBÉ, RICARDO GÓMEZ, MARÍA LEÓN, MELINA MATTHEWS, ANA MILAN, MARÍA MORALES, JORGUE SUQUET, AIXA VILLAGRÁN**  
2021 • SPAIN • 120 MINS • COMEDY



## EL VERANO QUE VIVIMOS

A young female journalist receives a series of mysterious obituary notices. None of them signed. Always dedicated to a woman called Lucía. The notices hint at a story of love, friendship and betrayal set in the Jerez vineyards during the summer of 1958. A never-ending love that the protagonists, despite forty years to have passed, don't want to forget. Some moments last for a lifetime.

Starring Blanca Suárez (Cable Girls), Javier Rey (Fariña) and Pablo Molinero (The Plague), El Verano que Vivimos is structured as a romance bridging two different times, a resource seen in classic movies such as The Bridges of Madison County and Out of Africa and more recently in Spain's Palm Trees in The Snow.

DIRECTED BY CARLOS SEDES  
CAST BLANCA SUÁREZ, JAVIER REY, PABLO MOLINERO  
2020 • SPAIN • 120 MINS • DRAMA





## ANTONIO MACHADO, LOS DÍAS AZULES

ANTONIO MACHADO, THE BLUE DAYS

“These blue days and this childhood sun”: this is the last verse Antonio Machado wrote before he died, and where the beginning and end of his life, his childhood in Seville and his exile in Collioure merge. Taking on this title, this film takes a look at his life through the places in which he lived and worked. Personalities such as Ian Gibson, Elvira Lindo, Antonio Muñoz Molina and Luis García Montero, among others, accompany us in this portrait of Machado the poet, philosopher and playwright, a civic man who inherited the values of the Institución Libre de Enseñanza, which defended culture and education as motors of change in society.



DIRECTED BY **BOB POP**

CAST **CANDELA PEÑA, ALBA FLORES, CARLOS BARDEM**

2021 • SPAIN • 75 MINUTES • LGBTQ, FILM SERIES

## EL AÑO DEL DESCUBRIMIENTO

THE YEAR OF THE DISCOVERY

In 1992 – 500 years after the beginning of Spain’s global empire with the discovery of America – Spain proudly presented itself to the international community as a modern, developed, dynamic country through the Olympic Games in Barcelona and the Expo in Seville. But for filmmaker Luis López Carrasco (1981, Murcia), 1992 was also the year in which the regional parliament building in Cartagena was razed during furious protests against the threatened closure of various local industries.

Luis López Carrasco gives a voice to the victims of the lesser known events of 1992, a celebrated year in Spain, offering a re-reading of history in a documentary which demands the truth be told.



DIRECTED BY **LUIS LÓPEZ CARRASCO**

2019 • SPAIN • 200 MINS • DOCUMENTARY



## NUEVO ORDEN NEW ORDER

In this riveting, suspenseful dystopian drama, a lavish upperclass wedding goes awry in an unexpected uprising of class warfare that gives way to a violent coup d'état. As seen through the eyes of the sympathetic young bride and the servants who work for- and against- her wealthy family, Nuevo Orden / New Order breathlessly traces the collapse of one political system as a more harrowing replacement springs up in its wake.

"This dystopian view of Mexico is only slightly off from reality. In similar scenarios, corrupt governments have historically responded to all protests with dictatorial violence. If inequality is not addressed by civic means, and if all dissenting voices are silenced, chaos ensues" (Director's statement)



DIRECTED BY **MICHEL FRANCO**  
CAST **NAIAN GONZÁLEZ NORVIND, DIEGO BONETA**  
2020 • MEXICO/SPAIN • 135 MINS • DRAMA/DYSTOPIA

## LAS CONSECUENCIAS THE CONSEQUENCES

Fabiola (Juana Acosta), a 40 years old woman, doesn't like the lewd way her father looks at his 13-year-old daughter. She travels to a little island to visit her mother. Her intuition tells her that nothing is like it seems and the secrets could be linked to an accident that, many years ago, changed her life.

She becomes a spy within her own nuclear family. However, Fabiola will be faced with a debate between fear of what she may find and the need for certainty. And it is that, as much as she fears to open her eyes, she cannot always ignore reality and look the other way. Las Consecuencias / The Consequences talks about the fine line between love and desire, and the need to protect those we love.



DIRECTED BY **CESC GAY**  
CAST **JAVIER CÁMARA, BELÉN CUESTA, ALBERTO SAN JUAN, GRISELDA SICILIANI**  
2020 • SPAIN • 82 MINS • COMEDY



## DESTELLO BRAVÍO

### MIGHTY FLASH

Isa uses a cassette recorder to record messages to herself, which she later plays back. “A mighty flash of light will appear above the village, which will change everything”, she hears herself say. “It is magnificent. We will all get a headache, we will lose our memories and we will disappear.” Isa hopes for change, and this is not surprising. She lives in a small community in the southwest of Spain where nothing ever happens. The young people all leave. For those who remain, time seems to stand still. Cita is not satisfied with this; her hopes are fixed on something different. She leaves her husband and roams the small town.

This highly original drama often looks like a documentary, but also takes inspiration from surrealism and magic realism. Using non-professional actors, a very special, disruptive electronic soundtrack and suggestive camerawork, Destello Bravío / Mighty Flash proves that even the everyday can be exceptional.

By utilizing such a specific environment, “Destello” tackles universal issues such as the need for transcendence through fables or faith – be it faith in heaven or in magic, patriarchal legacy, or the need for tradition as a rock to cling onto in these convulsive and changing times. Considering the loss of identity that marks our globalized world, I do believe that beyond the basic layer of attractive local Spanish exoticism, the international spectator will find something relatable in the story.



DIRECTED BY **AINHOA RODRÍGUEZ**

CAST **ISABEL MARÍA MENDOZA, CARMEN VALVERDE, GUADALUPE GUTIÉRREZ**

2021 • SPAIN • 98 MINS • DRAMA/DOCUMENTARY



LOS FUTBOLÍSIMOS  
THE FOOTBALLEST

Paco is a 11 years-old boy nicknamed Pakete after failing several penalty kicks. Member of the Soto Alto's school soccer team with his friends, he is secretly in love with his neighbor Helena.



DIRECTED BY MICHEL FRANCO  
CAST NAIAN GONZÁLEZ NORVIND, DIEGO BONETA  
2020 • MEXICO/SPAIN • 135 MINS • DRAMA/DYSTOPIA

VIVIR ES FÁCIL CON LOS OJOS CERRADOS  
LIVING IS EASY WITH EYES CLOSED

It's 1966: dedicated schoolteacher Antonio (played brilliantly by Javier Cámara), drives to Almeria in hopes of meeting his hero, John Lennon. The movie title comes from a line in Lennon's song Strawberry Fields Forever which he wrote while filming 'How I Won the War' in Almeria. Scooping up several of Spain's Goya Awards in 2014, this is a funny and touching tale of a road trip powered by heartfelt Beatlemania.



DIRECTED BY DAVID TRUEBA  
CAST JAVIER CÁMARA, NATALIA DE MOLINA  
2013 • SPAIN • 108 MINS • COMEDY • ADVENTURE



# Festival Venues





# Festival Venues

PATHÉ TUSCHINSKI  
Amsterdam



EYE  
Amsterdam





# Festival Venues

PATHÉ DE MUNT  
Amsterdam



OBA  
Amsterdam





# Conclusion



## Goals & Achievements

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 happened in this year 2021.

In terms of audience members, we have surpassed the objective, as we considered that the covid situation was going to directly affect the figures and we set the objective on 3.000 people. We have finally got 4.106 visitors, a **+36,9% more than expected**.

We are very proud that after we finally were able to deliver a more festive activity being able to bring guests for the Q&As and offer complimentary drinks and tapas to our visitors.

Our audience was very pleased and grateful, and the new audience was very impressed and congratulated us. The team felt that we were taking back the ADN of the festival which is premiering good Spanish films, delivering interesting Q&As after the films with the creators, and finally offering drinks and tapas to the audience.

This year again we have been collaborating with several festivals such as **Roze Filmdagen** and **Flamenco Biennale**. 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 potential one because of their interest in film and/or culture, it is not "our" audience. We have carefully selected our collaboration with **OBA**, **Pathé** and **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 include other cultural, social and educational organizations such as **Instituto Cervantes Utrecht, Tourspain, Andalucía Tourism board, Acción Cultural Española**, or the **Mexican Embassy**.

We pitched several media for barter, to set up contests. Also, we contacted the media for announcements and interviews.

For this year's edition, we also asked influencers to unbox and invited VIPS to come to the opening film. This tool worked quite well as the quality of accredited VIPS was press attractive. We also invited more VIPS for other events during the festival and contacted online women media (including social media) for cinema tickets.

Our goals for next year will be:

- To find a media partner at an early stage for a barter deal such as Het Parool or IAmsterdam is necessary.
- The PR should start at least four months in advance to have more time to approach the target audiences and monthly magazines.
- Announce more program information at an earlier stage.
- Invite filmmakers / actors who will promote their latest film because of a release in Dutch cinemas.
- Inviting more VIPS/influencers is very attractive for next year's edition.



On the other hand, we are consolidating a younger audience through our educational program. 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. 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.

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 programming while reaching new audiences and enabling a space for discussion and knowledge with Dutch filmmakers and professionals.

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 helps 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 will go on with our collaborations in order to expand and further improve the ASFF's reputation and programming while reaching new audiences and enabling a space for discussion and knowledge with Dutch filmmakers and professionals.

We were considering moving back next year's edition to our original dates in May. However due to increase of corona cases, more regulation and the pandemic still limiting physical events. The festival, together with the board have made the decision to keep the dates in November 2022, to minimize risks and hopefully give some time for the situation to get better again after the summer. That way we can cover a full year of Spanish cinema productions in our programme, instead of 6 months. We have just delivered the last edition on the 15th November so getting back to our original dates will reduce our pre-production and programming phase to 5 month under very uncertain circumstances



# Thanks!

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

Having been granted by **NL Film Fonds**, **Amsterdam Fonds voor the Kunst** and **Acción Cultural Española** in Spain and the support of **Embassy of Spain in The Hague**, **Tourspain**, **Andalucía Tourism board**, the **Mexican Embassy** and **Instituto Cervantes Utrecht**, validates once again our believes and our goals.

Thanks to our private sponsors **Air Europa**, and **The Student 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 and **FedEx express**, 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!



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