

The poster features a vibrant purple background with a radial pattern of orange, sunburst-like rays emanating from the center. The text is centered and uses a mix of white and yellow colors.

24 — 26 NOV

AMSTERDAM  
SPANISH  
FILMFESTIVAL

2023





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OVERVIEW  
ASFF 2023  
9th edition

# SPANISH FILM FESTIVAL 2023

The Amsterdam Spanish Film Festival has celebrated its **9th edition** from the 24th until the 26th of November 2023.

For three days we celebrated Spanish cinema, culture, music and gastronomy. The festival started with the Dutch premiere of the movie **Modelo 77**, with the lead actor Miguel Herrán attending for a Q & A. For the rest of the weekend, ASFF screened **8 movies in 3 different venues** over Amsterdam.

Even though this edition was shorter than usual, it was a vibrant gathering where our audience could reconnect and discuss about film. The short edition left everybody wanting for more, but this was the intention, as the festival will be back in April 2024 for our 10th anniversary edition!

# FACTS AND FIGURES



1872 UNIQUE VISITORS



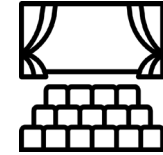
AMSTERDAM



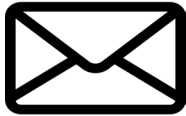
7 SPECIAL GUESTS



8 SCREENINGS



3 CINEMA VENUES



96 VOLUNTEER  
APPLICATIONS



50 VOLUNTEERS AT  
THE FESTIVAL



+40K EDITORIAL  
VALUE



60% DUTCH VISITORS



+9.8K FOLLOWERS  
ON SOCIALS



10.3% OF AUDIENCE  
STUDENTS AND RETIREES



NEWSLETTERS  
3.2% CLICK RATE



13.2% OF AUDIENCE  
CINEVILLE USERS



# WATCH VIDEO REPORT

The background features a dark blue circle with numerous thin, light blue lines radiating outwards from its perimeter, creating a sunburst or starburst effect.

# ABOUT US

# ABOUT US

**The Amsterdam Spanish Film Festival (ASFF)** is an innovative cinematic event that offers Amsterdam residents and a wider audience the opportunity to explore and connect with a curated selection of films from **Spain** and Spanish-speaking countries in **Latin America**.

Established and meticulously curated by **Sin Fin Cinema** since 2012, the festival showcases the latest trends in Spanish mainstream cinema, with a particular emphasis on a range of films including independent, artistic, and experimental works from Spain. The festival's mission is to promote Spanish and Latin American **arts and culture** and to foster a space for dialogue and cinematic exploration among its participants.

**Stichting ASFF** is the legal entity behind the Amsterdam Spanish Film Festival. This organization is acknowledged as a “public benefit organization” by the Dutch tax authorities, holding **official ANBI status** with the Dutch Tax and Customs Administration.



# MISION AND VISION

Launched in 2012 by **Sin Fin Cinema, the Amsterdam Spanish Film Festival** (ASFF) began as a modest project titled “The Spanish Film of the Month.” The overwhelming interest in this initiative revealed a clear need, leading to the festival’s evolution into its current form, while maintaining the foundational relationships established in its early days.

Since its **inception**, ASFF has been committed to presenting Dutch and international audiences with the latest trends in mainstream, independent, artistic, and experimental **Spanish films**. This niche, previously unaddressed in Amsterdam’s cultural landscape, has enabled ASFF to flourish as an **independent festival**. Owing to our collaborators, we consistently meet the evolving **demands** of our **audiences**.

ASFF’s goal is to disseminate **Spanish** and **Latin American** cinema and culture throughout the Netherlands, thereby creating a hub for film exploration and deeper understanding of the subjects among its audiences.

We collaborate with filmmakers from **Spain**, fostering connections with Dutch filmmakers, producers, and distributors to promote intercultural communication and dialogue. This initiative aims to enhance the Dutch population’s knowledge of contemporary **Spanish cinema’s history** and provide a forum for discussion. Furthermore, the festival plays a vital role in **enriching** the diversity of the Netherlands’ cultural scene.

Recently, ASFF celebrated its **9th edition**, which, while shorter in duration, was no less special. This edition marked a **transitional phase**, setting the stage for a return to the festival’s original April dates for the upcoming 10th anniversary. This smaller edition was a significant opportunity to further professionalize, reconnect with our loyal audience, maintain warm relationships with sponsors and partners, and explore new collaborations. It has been a crucial period of preparation for the landmark 10th-anniversary celebration, ensuring that the festival continues to be an indispensable part of the **Dutch cultural** scene.

# TEAM MEMBERS

ASFF is organised throughout the year by a very small core team, which is supplemented annually with new team members in the run-up to the festival.

Festival Director & Film Programmer

**Virginia Pablos**

Social media manager

**Marta Kuijken**

Marketing & Promotion manager

**Nela Linares**

Hospitality & Volunteer Coordinator

**Yarimeth Rabadan**

Fundraising

**Auke Kranenborg**

Presenter

**Maarten Dannenberg**

Videographer

**Britt Hoencamp**

Head of Production

**Ana Castán**

General Coordinator

**Bloem van der Linde**

Production Assistant

**Selena Martí**

Trailer

**Diana Toucedo**

Design & Creative Direction

**What The Studio**

Head of Finance

**Elena Herranz**

Interpreters

**Jasper Jacobs & Carolina Mayda**

Web Developer

**Floris Douma**

Graphic design & Creative direction intern

**Andrea De Beatriz**





# FESTIVAL VENUES



PATHE TUSCHINSKI



EYE FILMMEUSEM



LAB111

# AMSTERDAM SPANISH FILM FESTIVAL 2023

AFK amsterdam  
fonds voor  
kunst

Mahou  
★★★★★



a•point

EAT



amsterdams  
fonds voor de  
kunst



The background features a light blue circle centered on the page. From the edge of this circle, numerous thin, dark blue lines radiate outwards towards the corners of the image, creating a sunburst or starburst effect.

# MARKETING CAMPAIGN



# MARKETING STRATEGY

Our mission is to curate a mind-blowing festival, one that not only celebrates, stimulates, and recognizes the full spectrum of **Spanish film** but also reflects its vital role in our rapidly evolving culture, appealing to a broad and diverse audience. The Spanish Film Festival is a place where enthusiasts, curious minds, industry insiders, creators, professionals, students, media, and experts can all find their niche.

Our aim is to **expand the reach of Spanish cinema**, and we're dedicated to the journey of connecting with those who share our passion.

This year's edition has been the **preparation for ASFF's 10th anniversary** (coming five months later), resulting in a shorter edition that maintained the quality of the festival. The marketing strategy has focused not only on promoting this 9th edition but also on **raising awareness for what's coming in 2024**, as well as keeping the audience engaged during the two-edition gap.

# MARKETING STRATEGY

## OVERALL GOALS (consistent across every edition)

---

- Enhance the festival's visibility and recognition
- Expand the target audience and explore new niches
- Enhance the customer journey to provide an exclusive experience

## SPECIFIC GOALS (for the 9th edition)

---

- Prepare our audience for the 10th-anniversary celebration
- Establish ASFF as a recognized film festival in the Netherlands
- Foster interactive engagement with the audience

## TARGET AUDIENCE

Our identified **target audience** consists of individuals who are passionate about Spanish cinema and culture, as well as enthusiasts of both arthouse and mainstream films, encompassing fiction and documentary genres. Specifically, we cater to those with a keen interest in Spanish and Spanish-speaking cinema.

- Consumers of entertainment
- Dutch and international audiences intrigued by European cinema
- Professionals in the film industry
- Spanish and Latin American communities in the Netherlands
- Expats, international students, and learners of Spanish as a second language

# STRATEGY OVERVIEW

## CAMPAIGN PERIOD

The marketing campaign for the 9th edition of the Amsterdam Spanish Film Festival spanned from **September 2023 to December 2024**, with the festival dates having been announced in June 2023.

Our main emphasis is on **digital marketing**, custom-tailored to the preferences of our audience, who are actively involved with Spanish cinema and predominantly engage online.

To execute our marketing strategy, we strategically employ a three-stage funnel approach, aligning with the P.E.S.O model (Paid, Earned, Shared, Owned media).



# STRATEGY OVERVIEW

## Awareness

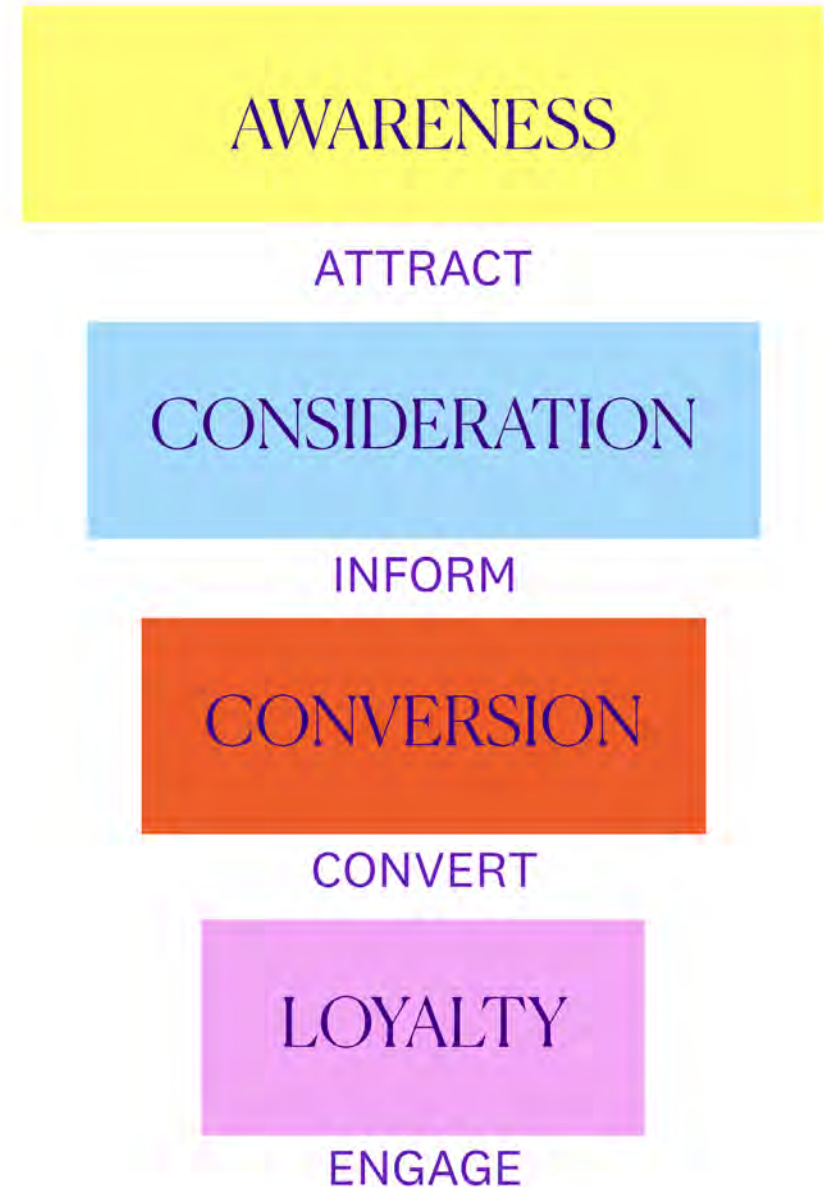
- Activate and engage the organic social media audience.
- Enhance website SEO for improved visibility.
- Expand into new channels, both online and offline, to reach untapped audiences.

## Consideration

- Build heightened anticipation for each film and identify niche audiences based on their genres and narratives.
- Build anticipation for the festival program, making it a must-attend event.
- Provide comprehensive information about the films, offering in-depth insights.
- Emphasize the holistic 360-degree experience, showcasing not just movies but also the gastronomic, musical, and Q&A aspects of the festival.

## Conversion

- Boost conversion rates by streamlining the ticket acquisition process on our website.
- Generate excitement and foster a sense of urgency for early booking.
- Direct traffic from various channels to our website to streamline the booking process.



# AMSTERDAM SPANISH FILM FESTIVAL 2023

AFK amsterdams  
fonds voor de  
kunst



Cooperación  
Española

Mahou  
★★★★★

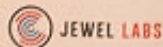
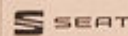
AC/E  
Spain's Public Agency  
for Cultural Action



AFK



a•point



AFK amsterdams  
fonds voor de  
kunst



Cooperación  
Española



Mahou  
★★★★★

AC/E  
Spain's Public Agency  
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Agency  
Action



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oint | SEAT



JEWEL LABS

AFK amsterdams  
fonds voor de  
kunst



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oint | SEAT



JEWEL LABS

## PAID MEDIA

- Instagram ads
- Facebook ads

## EARNED MEDIA

- Cross promotion
- Partnerships

## SHARED MEDIA

- Influencers
- Special guests
- Venues

## OWNED MEDIA

- Website
- Newsletter
- Social media organic

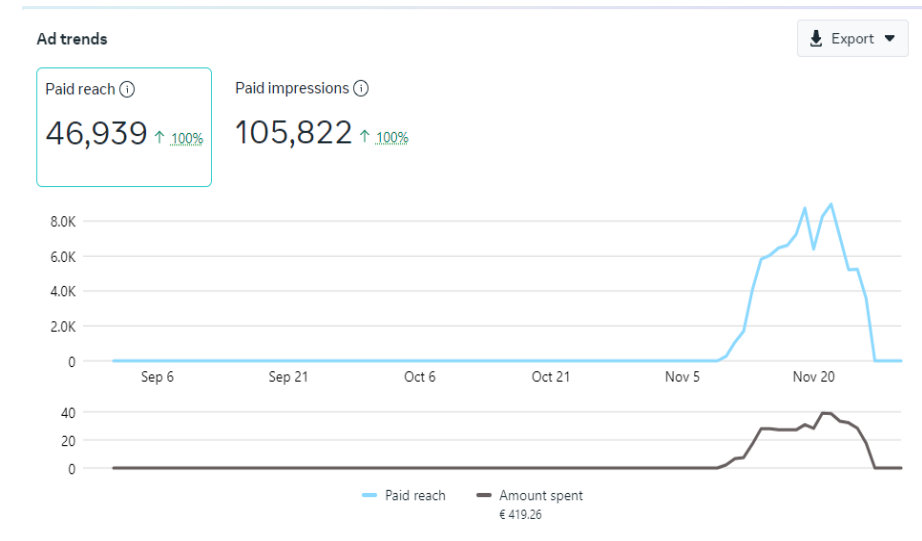
# ONLINE ADS



This edition, we took control of our **advertising in-house to monitor performance in real-time** and understand how to enhance it. This approach allowed us to gauge audience reactions, identify their interactions, and derive effective insights for future editions.

By seamlessly integrating clickable ads and videos, featuring stills and footage from our screenings, we successfully crafted visually engaging, brand-aware, and concise advertisements. This not only sparked high engagement within our existing audience but **also garnered attention from new viewers** (as a proof of that, we attracted new followers via the ads).

Utilizing easily accessible links leading to the ticket purchase page, we strategically encouraged hesitant potential customers to secure their tickets before they sold out. **This strategy proved successful and led to an almost complete sell-out of the ASFF edition!**



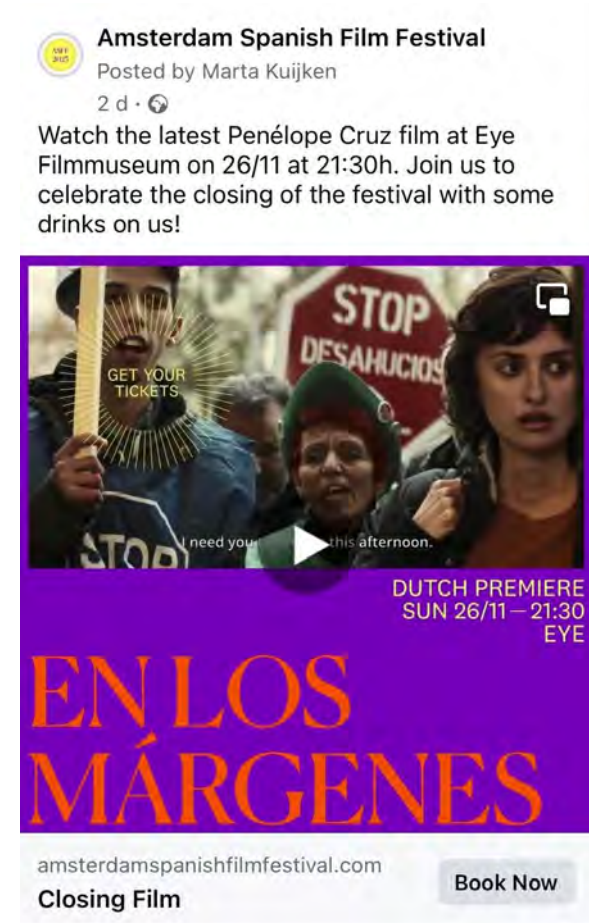
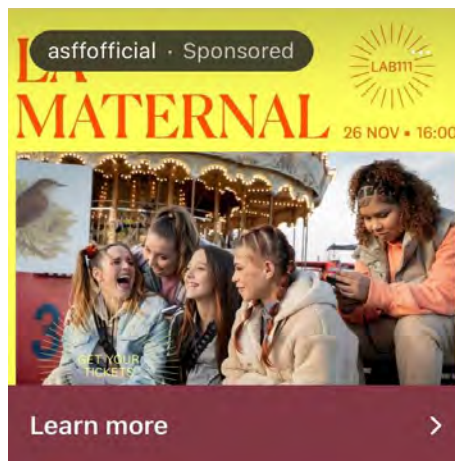
# ONLINE ADS



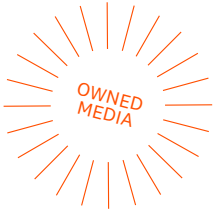
Our ads were initiated two weeks prior to the festival kick-off, and we continuously updated them as screenings sold out.

We grouped promotions for several screenings within each ad, boosting those with more available spots. **The results were remarkable, and the insights gleaned from our advertising efforts this time around underscore the effectiveness of launching our advertisements closer to the festival**, motivating even the hesitant followers to secure their tickets.

The media CTR was 0.26 euros per click.



# WEBSITE



The Amsterdam Spanish Film Festival website serves as our primary communication channel, where we unveil news, release lineups, and highlight special events. **Exclusive ticket sales are seamlessly integrated into this platform**, ensuring audience retention within our channels and stimulating traffic that enhances SEO. The website undergoes regular updates that ensures that **our audience receives the most relevant and current information**.

As part of our strategy to boost website traffic, all paid and organic posts are strategically linked to the website. This approach guarantees that **potential attendees land on a comprehensive site**, offering all the necessary information before making their ticket purchase decision.

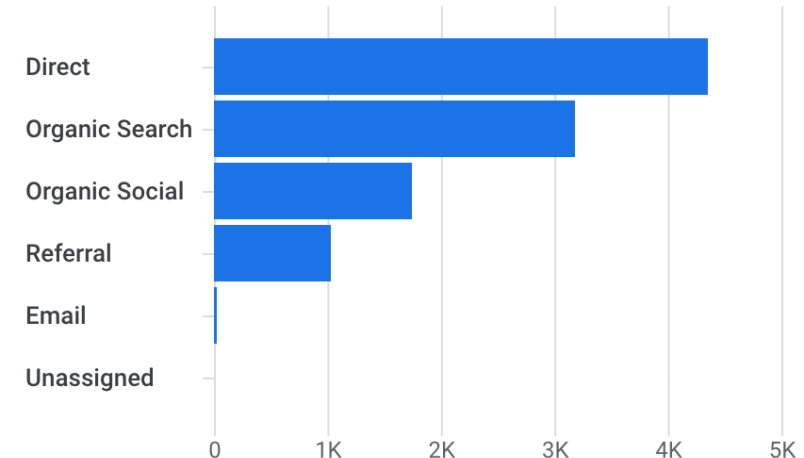
This year, the ASFF website attracted over **10,000 visitors during the promotional period from October to November 26**. The statistics reveal that organic search is the predominant method of discovery, closely followed by links from social media sources.

## 10,000 visitors

(Oct-Nov 2023)

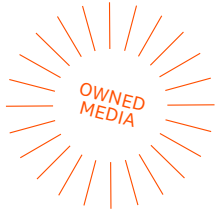
### WHERE DO YOUR NEW USERS COME FROM?

New users by



[View user acquisition](#) →

# NEWSLETTERS



The ASFF newsletter stands as a vital communication tool, allowing the organization to connect with our subscribers in a **personalized and close-knit** manner.

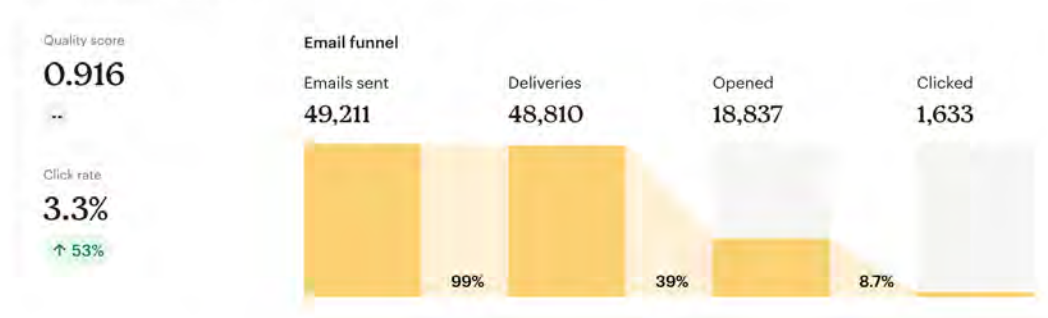
Through the newsletter, subscribers are privileged to be the **first to receive all releases and special announcements**.

Throughout the promotional period of the 9th edition (October to December), we disseminated **12 newsletters**, totaling **49,211 emails** sent to our audience, achieving an impressive 39% open rate.

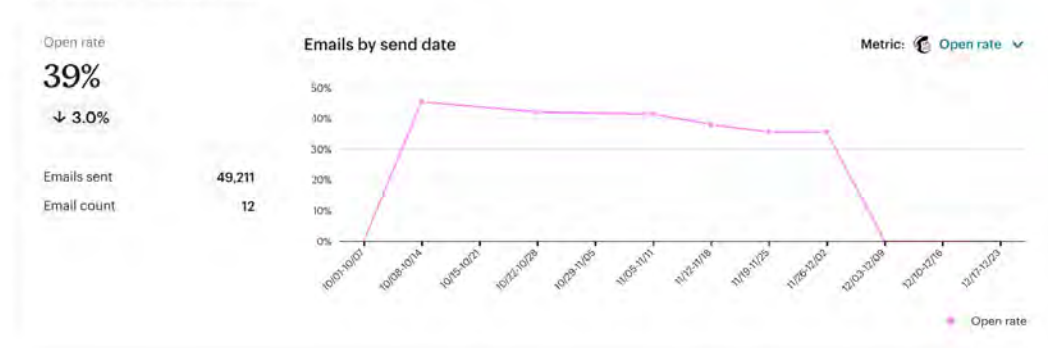
12 newsletters sent  
49,211 total emails  
39% open rate

(Oct-Nov 2023)

## Track conversions



## Performance over time



# SOCIAL MEDIA ORGANIC

As every prior year, social media has played an important role in the digital marketing of the Amsterdam Spanish Film Festival. We actively engage and enhance our social media strategy, recognizing that our audience stays updated on ASFF news primarily through **Instagram and Facebook**.

This year, the focus here laid on amplifying the existing audience by **targeting** new brackets, whilst not forgetting the established target audience. In the three months leading up to the festival, we increased the amount of weekly posts gradually from once a week to every day. This way the urgency of the **approaching** festival would become clear as well.

Through a combination of paid, organic and cross-promotional posts we established our audience further, whilst also adding a new group of **followers** through our experimental online marketing strategy.

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 AMSTERDAMSPANISHFILMFESTIVAL

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 ASFFOFFICIAL

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 SINFINCINEMA



## OBJECTIVES PER CHANNEL

**Instagram** - Foster interaction and connect with the audience by highlighting a more detailed Unique Selling Proposition (USP) and value proposition. The number of followers on the Instagram account has increased by approximately 10% compared to last year (+424 new followers during Oct-Nov 2023).

+20 post    +140 stories    +19 reels

**Facebook** - Expand our reach to new niches and audiences, with a particular focus on connecting with the native Dutch audience and individuals aged 40 and above.

51,352 total reach (organic and media in total)    +36 posts    +42 stories

**TikTok** - Gradually establish a presence on this trendy platform to attract a younger audience (Gen Z).

**Twitter and LinkedIn** - Utilize these channels to enhance the festival's prestige, facilitate sponsor communication, and foster interaction with production companies and guests.

[During the promotional campaign Oct-Dec]

# SOCIAL MEDIA ORGANIC

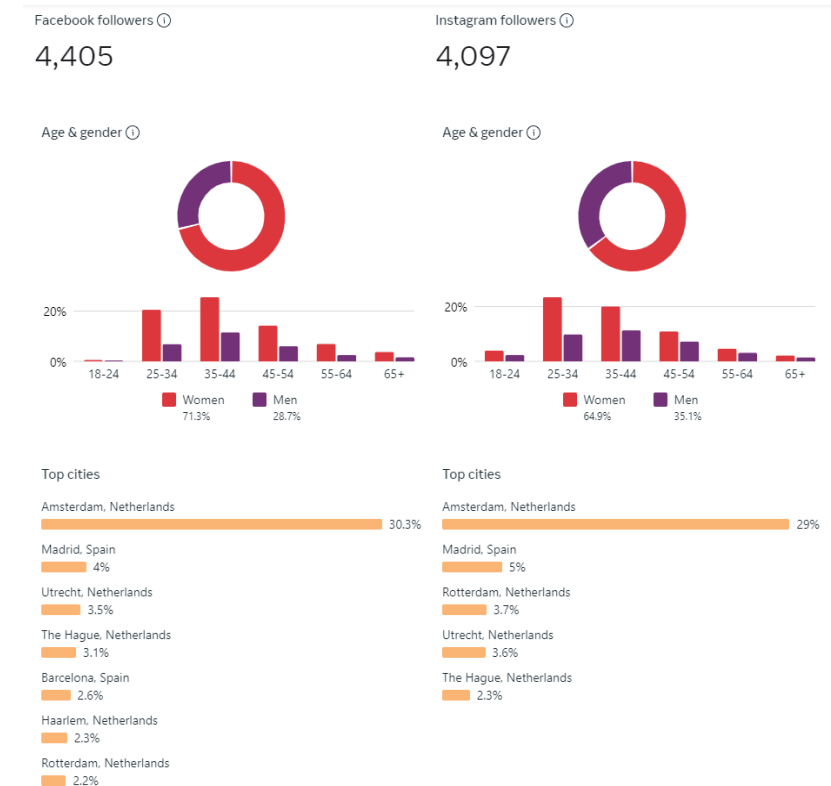


## FACEBOOK AND INSTAGRAM FOLLOWERS

Compared to last year, the focus for the festival's promotion was spread out over different platforms, instead of solely focusing on Instagram.

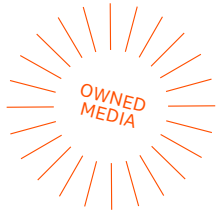
Whilst this platform did have the upper hand, we felt there could be benefit in widening our gaze towards the Facebook audience. Both pages include netto follower increases compared to last year, but also showed continuous engagement.

4,405 Facebook followers  
4,097 Instagram followers



# SOCIAL MEDIA ORGANIC

## POST ENGAGEMENT & REACH: FACEBOOK



### Highest reach on a post



Publicación de Facebook  
Miguel Herrán comes to ASFF for opening film Modelo 77!...  
12 oct 2023 11:23

Esta publicación tiene un alcance de 3,122, un **661 %** más que la mediana del alcance de tus publicaciones (410) en Facebook.

### Highest reactions on a post



Publicación de Facebook  
Miguel Herrán comes to ASFF for opening film Modelo 77!...  
12 oct 2023 11:23

Esta publicación ha recibido un **2,240 %** más de reacciones (117 reacciones) que tu mediana de publicaciones (5 reacciones) en Facebook.

### Highest comments on a post



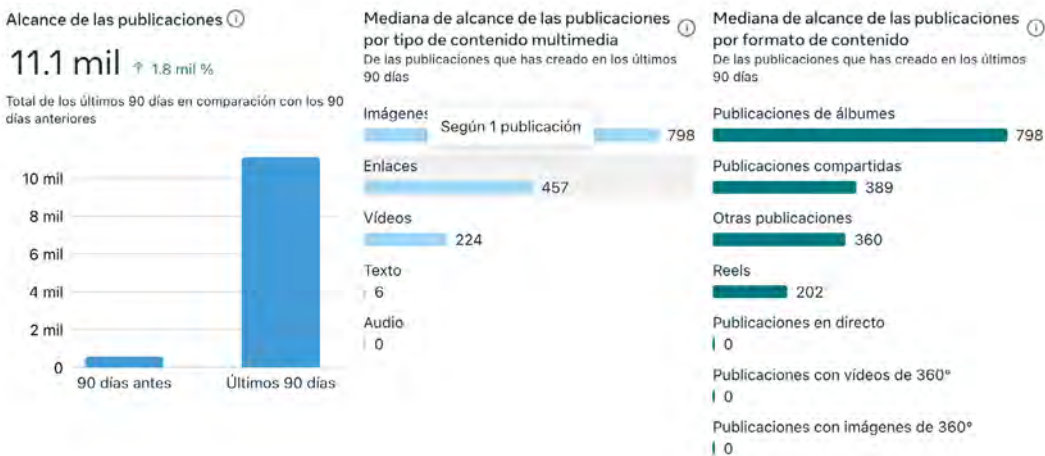
Publicación de Facebook  
Miguel Herrán comes to ASFF for opening film Modelo 77!...  
12 oct 2023 11:23

Esta publicación ha recibido un **1,600 %** más de comentarios (17 comentarios) que tu mediana de publicaciones (1 comentario) en Facebook.

## Engagement



## Reach



# SOCIAL MEDIA ORGANIC



## POST ENGAGEMENT & REACH: INSTAGRAM

### Highest reach on a post

Publicación con mayor alcance ①



Publicación de Instagram

ASFF Cares: Exploring a child's gender identity with '20.000...'

6 nov 2023 9:47

Esta publicación tiene un alcance de 4,837, un 421 % más que la mediana del alcance de tus publicaciones (928) en Instagram.

### Highest reactions on a post

Mayor número de Me gusta de una publicación



Publicación de Instagram


ASFF Cares: Exploring a child's gender identity with '20.000...'

6 nov 2023 9:47

Esta publicación ha recibido 214 Me gusta.

### Highest comments on a post

Publicación con más comentarios ①



Publicación de Instagram

Win two tickets to go see Suro! In director Mikel Gurrea's...

24 sep 2023 12:05

Esta publicación ha recibido un 5,500 % más de comentarios (56 comentarios) que tu mediana de publicaciones (1 comentario) en Instagram.

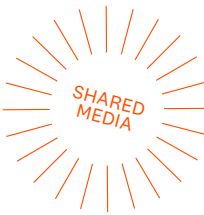
## Engagement



## Reach



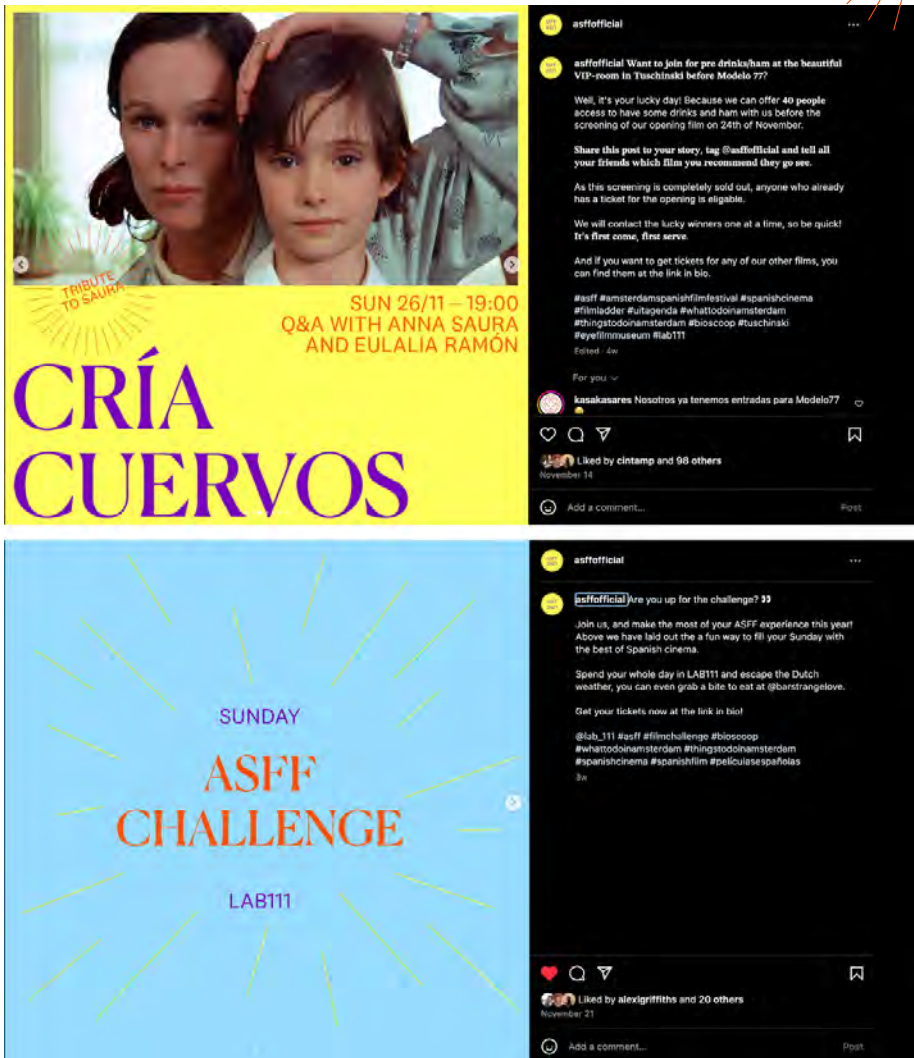
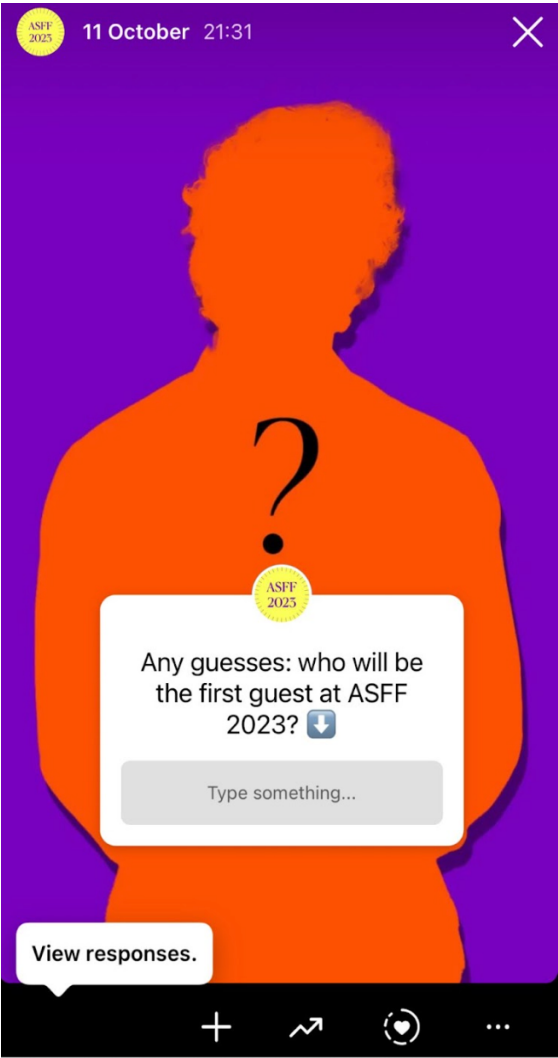
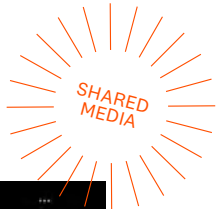
# SHARED MEDIA



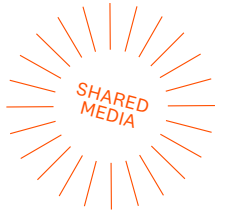
Building on the objectives set for this year to **engage our audience**, the strategy not only continued the outreach to influencers, as done in previous years but also involved sponsors and venues in amplifying **the festival's presence** across their social media channels.

Additionally, we fostered **organic audience activation** by generating excitement around our opening night's special guest. Through an interactive Instagram story and a contest on the platform, participants were encouraged to reshare lineup posts in their stories for a chance to win access to the VIP room on the opening night. We introduced a challenge post to motivate the audience to attend multiple screenings in the same venue on the same day. This not only aimed to boost attendance but also to **raise awareness** of the unique attractions each venue offers, including their diverse selection of drinks and food offerings.

# SHARING ACTIVATION INITIATIVES



# INFLUENCERS

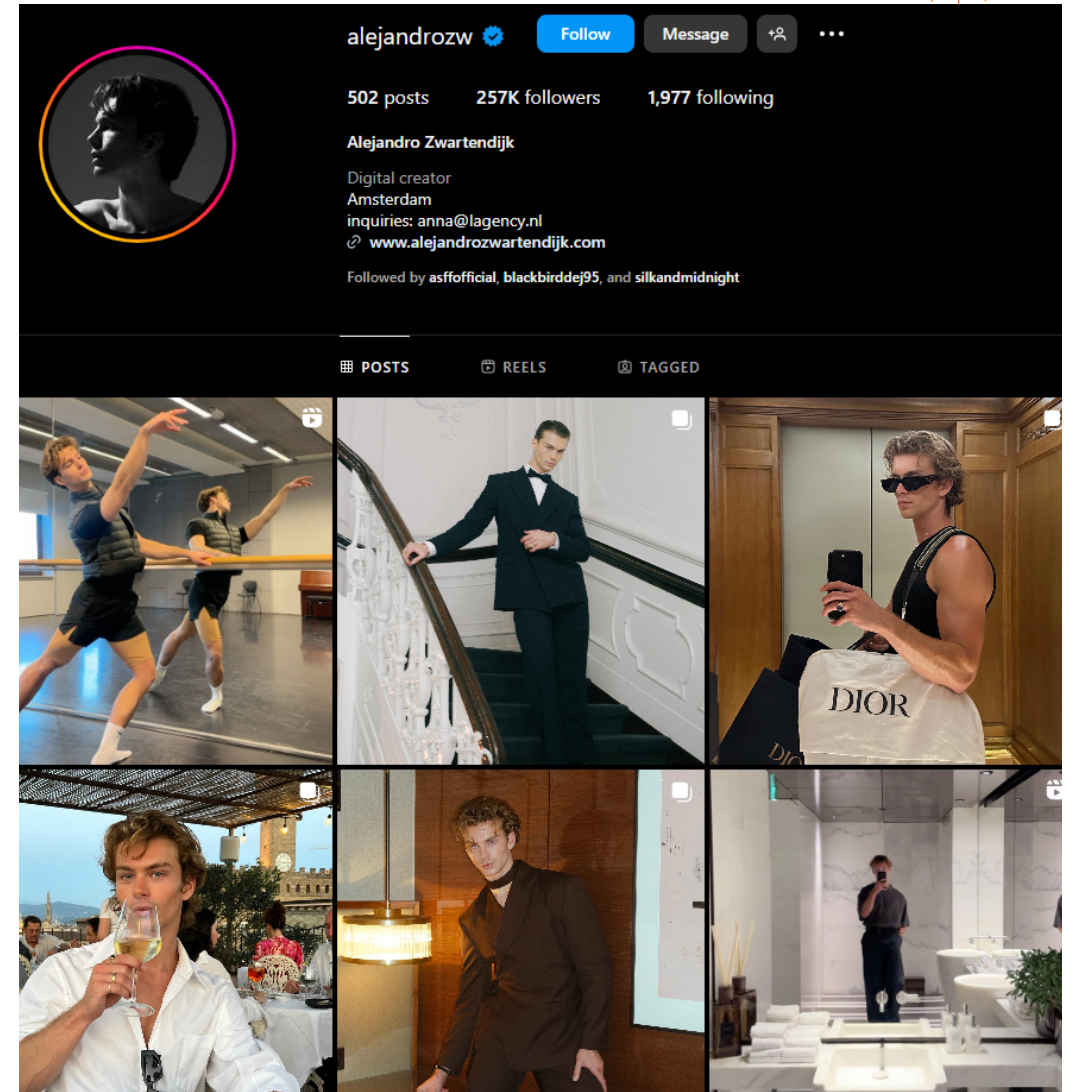
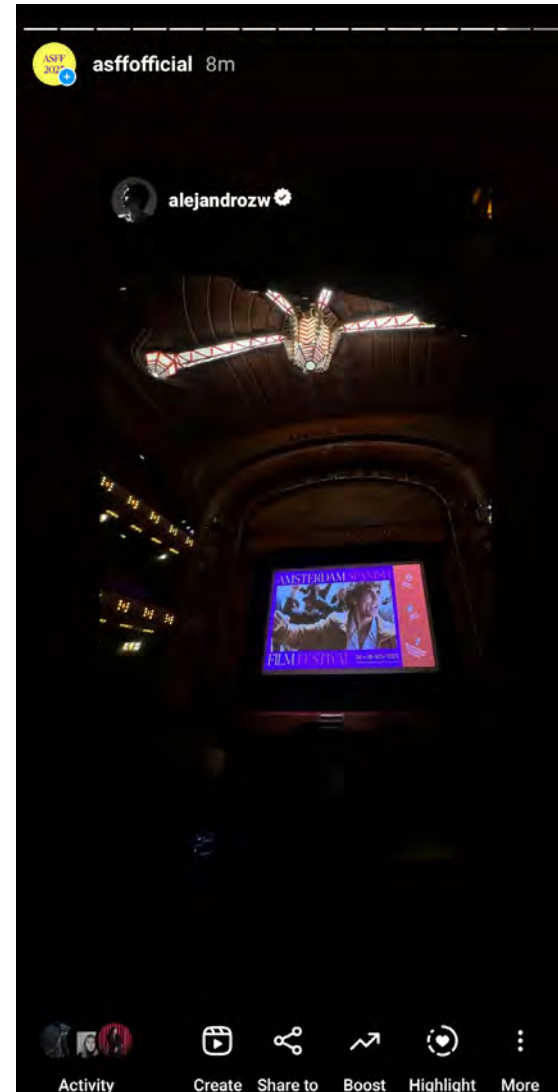
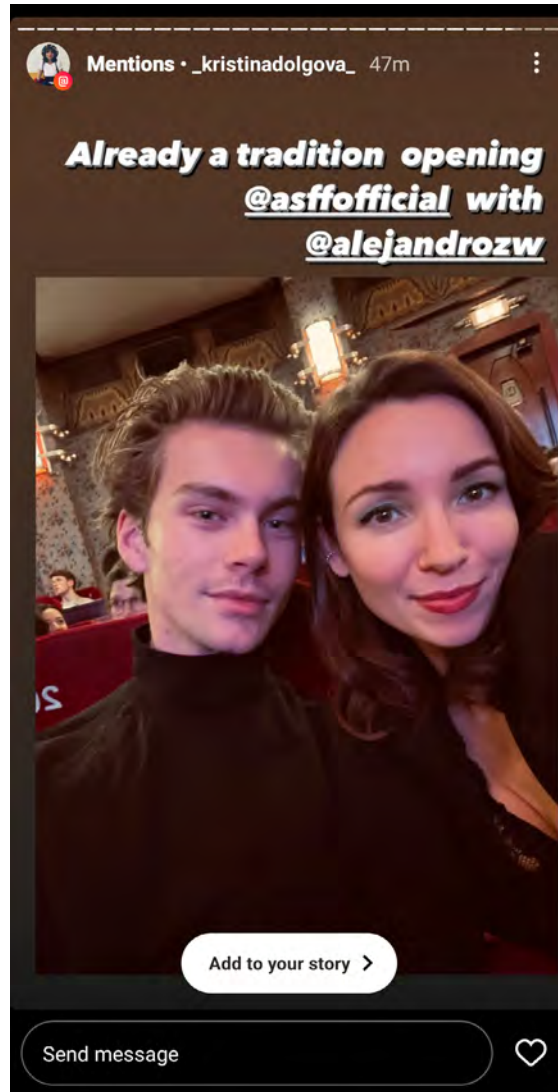


As with previous years, we wanted to present our festival through the eyes of relevant social media influencers (either with or without direct ties to Spain/Spanish culture, in line with our expansion into local Dutch audiences).

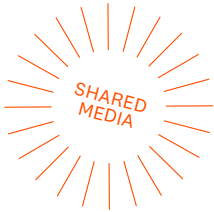
However, the focus this year was on **horizontal promotion**. With that, we contacted more micro-influencers with a focus on specific topics (cultural agendas, cultural institutions, language schools, flamenco school, etc.) to promote our event to as large of an audience as possible.



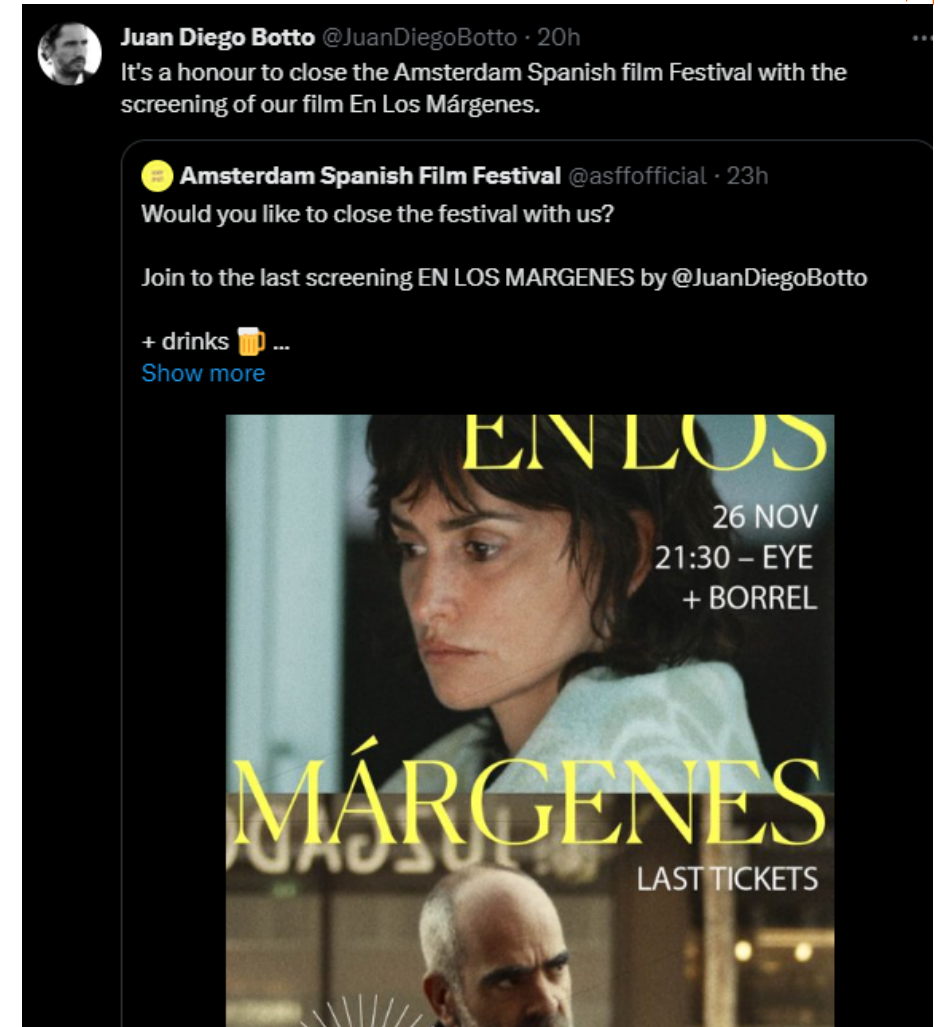
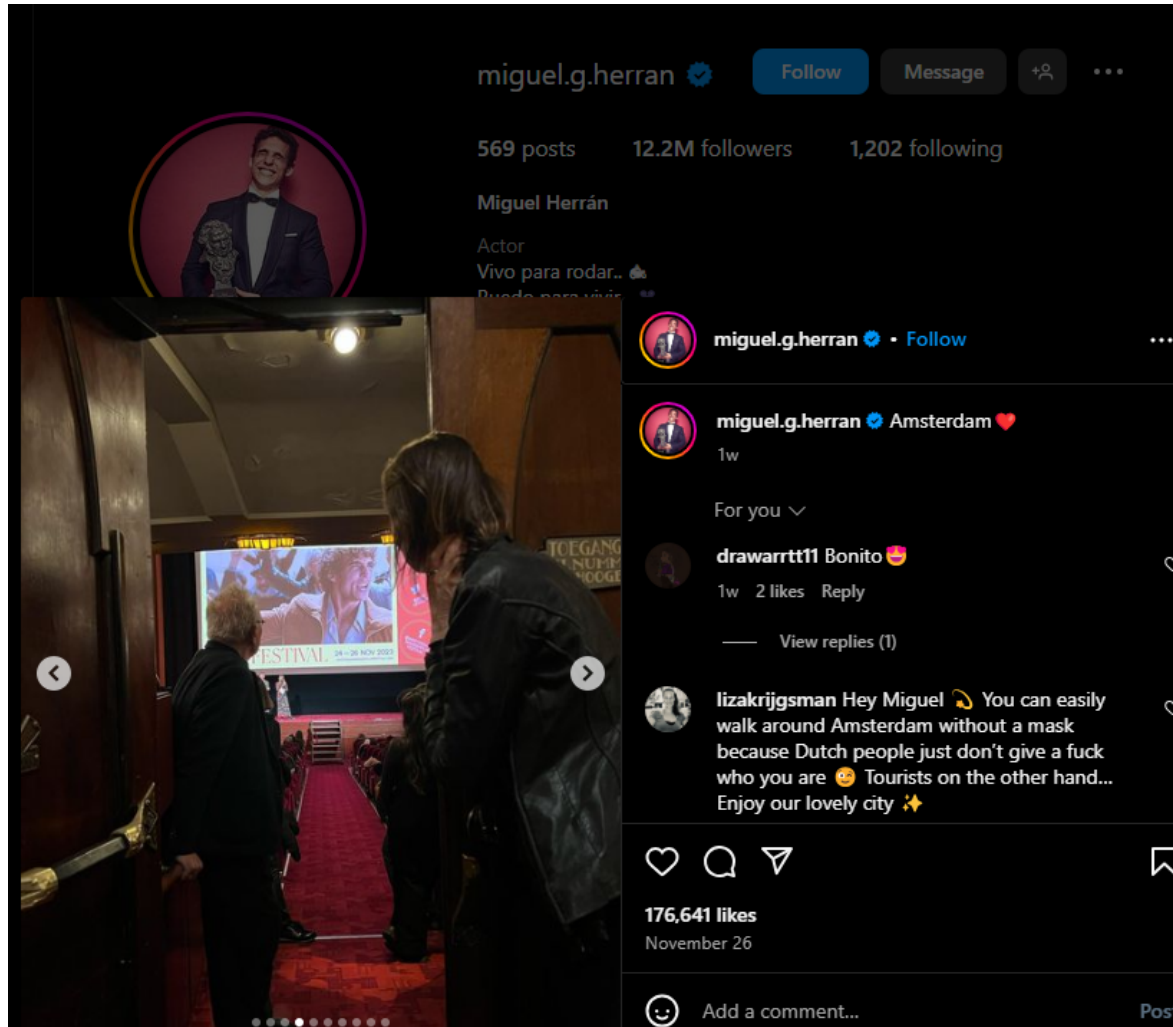
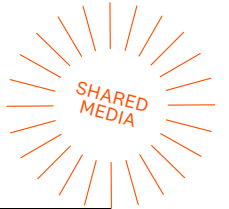
# INFLUENCERS



# ASFF GUESTS SOCIAL MEDIA ACTIVITY




## ASFF GUESTS SOCIAL MEDIA ACTIVITY



# VENUES SOCIAL MEDIA ACTIVITY





lab\_111

Follow Message + ...

2,722 posts 17.4K followers 1,912 following

LAB111



Movie Theater

We're an independent cult cinema and bar for cinephiles and food lovers in the center of Amsterdam.

@barstrangelove

linktr.ee/lab\_111

Followed by annemarthmuller, asffofficial, nelaileo + 17 more

lab\_111 • Follow

Original audio

lab\_111 This weekend Amsterdam Spanish Film Festival (@asffofficial) visits our cinema again. A wonderful gem in their programming is La Maternal, Pilar Palomero's new film about young motherhood.

With multiple nominations at both Goya and San Sebastián Film Festival (even winning a silver shell for best leading role), La Maternal is another example of Palomero's incredible talent.

Liked by nelaileo and 22 others

November 23

lab\_111 Next weekend, on the 25th and 26th of November, the Amsterdam Spanish Film Festival (@asffofficial) returns to our cinema. Explore a selection of four films showcasing the best in Spanish cinema from this year.

Discover Tenerife in the 90s through Omar A. Razzak's film, "Killing Crabs" (25/11 - 18:30h).

"20,000 Species of Bees" (25/11 - 21h) introduces the world of trans childhood with the stunning Caeleste, winner of the Best Actress Award at the Berlin International Film Festival.

Liked by asffofficial and 141 others

November 21



eye\_film 3m

AMSTERDAM SPANISH FILM FESTIVAL

Screenings in Eye

Amsterdam Spanish Film Festival strijkt weer neer. Bekijk het beste en nieuwste dat Spaanse cinema te bieden heeft.

AMSTERDAMSPANISHFILMFESTIVAL.COM

Add to your story >

Reply to eye\_film


You reposted

Eye Filmmuseum @EYE\_film · Nov 21

Het is weer tijd voor het iconische Amsterdam Spanish Film Festival! Tussen 24 en 26 november zie je het beste en nieuwste dat Spaanse cinema te bieden heeft, ook in Eye.

Check hier het programma → amsterdamspanishfilmfestival.com

@asffofficial



1 2 4 909

# EARNED MEDIA



ASFF has gain across the years recognition between culture festivals and other events, ensuring **cross promotion** that helps us to visibilize Amsterdam Spanish Film Festival among other audiences.

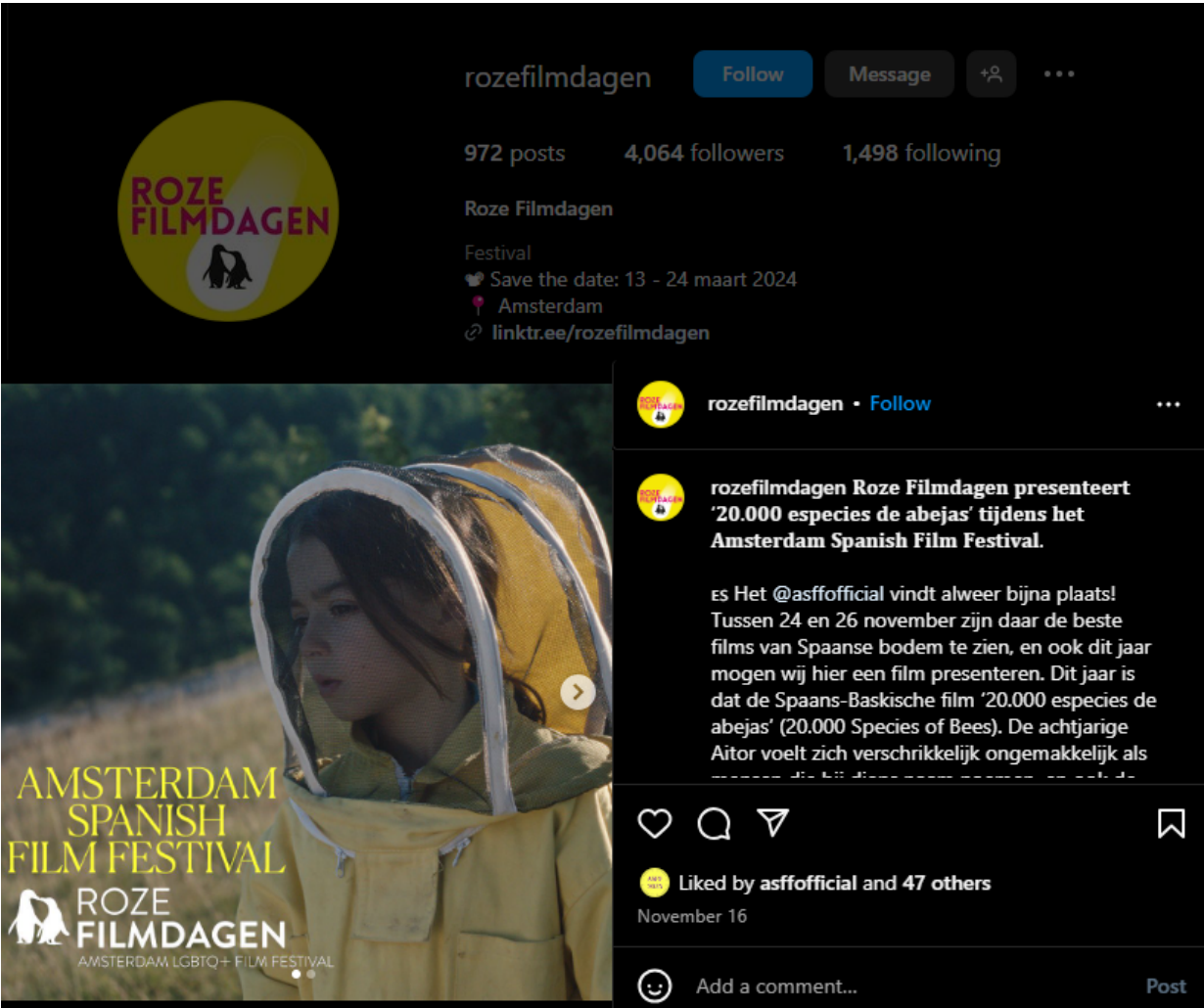
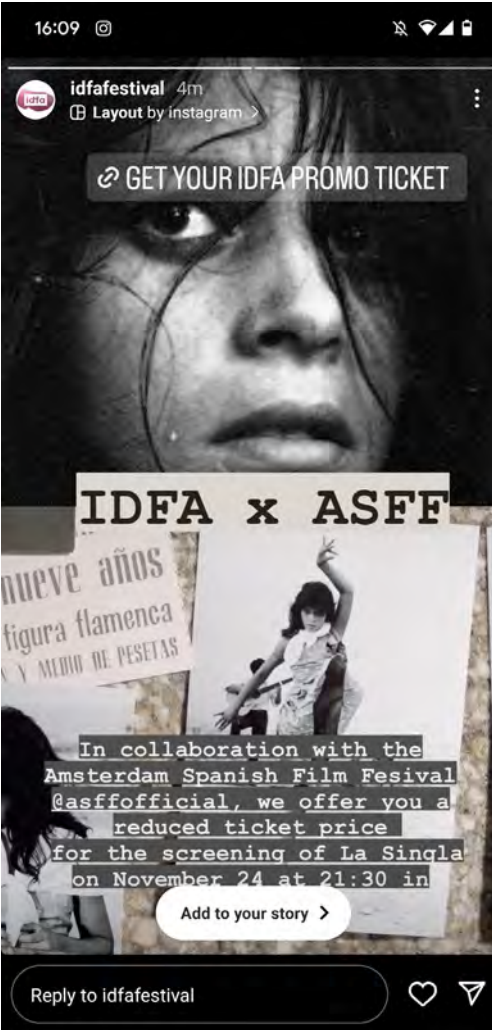
From the prominent documentary festival IFDA to Flamenco Biennale, Leiden International Film Festival, Roze Filmdagen, Imagine Film festival and more!

On the other hand, ASFF counts also with a **wide partnership** who expand the promotion via their social media channel and help to activate more audience.

# CROSS PROMOTION: FESTIVALS




IDFA  
ROZE  
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# CROSS PROMOTION: FESTIVALS





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CONGRADULATIONS @ESTIURRESOLA FOR WINNING THE FIRST FEATURE COMPETITION @LEIDENIFF WITH '20.000 ESPECIES DE ABEJAS'



@leideniff

MISSED IT? YOU CAN CATCH OUR SCREENING ON SAT 25TH NOVEMBER @LAB\_111

TICKETS

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Mentions • imaginefilmfestival

1h

Watch full reel >

Starting tomorrow in Amsterdam



asffofficial

1:15

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# CROSS PROMOTION: FILM PRODUCTION



10h  
stephanievh

AMSTERDAM SPANISH FILM FESTIVAL 24-26 NOV 2023

**'Matar Cangregos'**  
@asffofficial

Proud contribute some Sound Design to this awesome movie

Add to your story >

Reply to josef\_van\_galen

1h  
Added to Festivals 🎬 >

asffofficial's HIGHLIGHT

**MATAR CANGREJOS**  
@IJSWATERFILMS @SIGRIDOJEL @PAULAACAAMPOSS\_ @LAB\_111

TICKETS + TRAILER

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243 posts 2,079 followers 598 following

**IJSWATER**

Ijswater Films

Film Producer  
Multiple award winning production house for features, high-end drama, docu- & shorts by new- & established talent, for an adult/youth audience  
www.ijswater.nl

As zat 25 nov 18:30 NL première van onze mino copro MATAR CANGREJOS- KILLING CRABS in @lab\_111 tijdens @asffofficial !  
Laatste tickets: amsterdamspanishfilmfestival.com (Cineville geldig)  
Volgend voorjaar in de theaters

@nederlandsfilmfonds  
@filmsfromthenetherlands @tourmaletfilms  
@stevensterk @postamsterdam  
@stormpostproduction

Edited · 1w · See translation

Liked by asffofficial and 12 others  
November 24

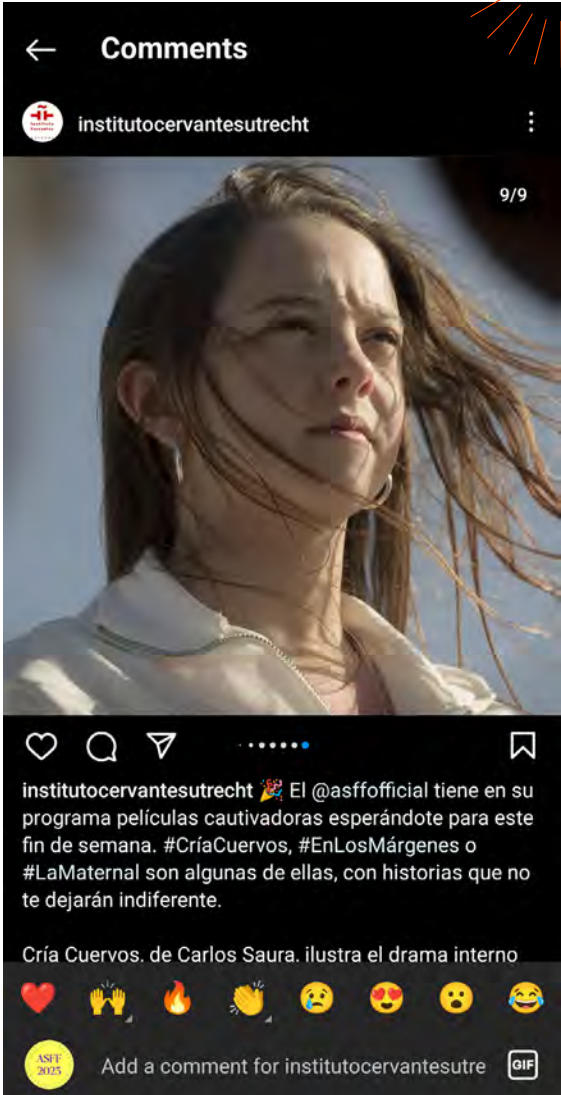
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41

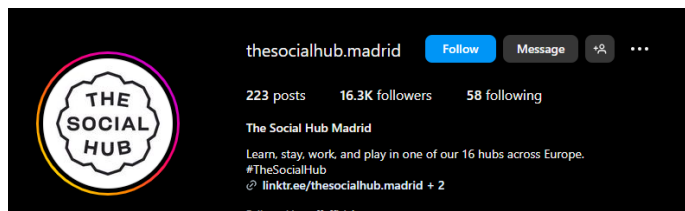
# CROSS PROMOTION: PARTNERSHIPS



TAALHUIS  
INSTITUTO CERVANTES



## CROSS PROMOTION: PARTNERSHIPS



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Auto-industrie

### Op Spaanse wielen naar het Amsterdam Spanish Film Festival 🚗 🎬 🍿

Van 24 tot 26 november wordt het **Amsterdam Spanish Film Festival**. Dit jaar hebben a-point SEAT en het festival elkaar gevonden in hun gedeelde Spaanse achtergrond. Het zou zomaar kunnen gebeuren dat je Spaanse topacteurs door Amsterdam ziet rijden in een van de SEAT Tarraco's van a-point! Als festivalpartner deelt a-point graag de vreugde van deze samenwerking, dus kan jij kans maken op tickets voor een van de voorstellingen. Meld je aan via onze website en maak kans om op vrijdag 24 november de documentaire "La Singla" te bezoeken in het **Eye Filmmuseum**.

Lees het nieuwsbericht 🖱️ <https://buff.ly/3sAJzkZ>

Maak kans op tickets 🖱️ <https://buff.ly/3sqpJsM>

#ASFF #AmsterdamSpanishFilmFestival #SEAT #SEATNL #SpaanseCinema #Filmfestival #Cultuur #apoint



THE SOCIAL HUB  
A-POINT/SEAT

## PR STRATEGY AND MEDIA

The press strategy for the Amsterdam Spanish Film Festival involves reaching out to a diverse array of Dutch magazines and newspapers through a dedicated PR newsletter. We provide them with information about the festival's lineup, special guests, and upcoming events. Given the shorter edition this year, our media coverage has been strategically disseminated through online publications such as Dutch news, Filmkrant, and Indebuurt Amsterdam, among others.



# MEDIA COVERAGE

## DUTCH NEWS



## filmkrant

Focus: Amsterdam Spanish Film Festival 2023

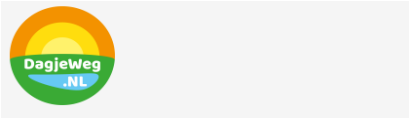
## De veelkleurige Spaanse cinema



Cría cuervos

# MEDIA COVERAGE

## DAGJEUIT



### Amsterdam Spanish Film Festival

**Amsterdam, Noord-Holland** - Van het hoge Noorden naar het zuiden van Europa: Viva España! Van 24 tot en met 26 november is [Pathé Tuschinski](#) namelijk het onderkomen van het [Amsterdam Spanish Film Festival](#). Drie dagen lang geniet je in de luxe stoelen van de bioscoop van het beste dat de Spaanstalige film te bieden heeft. Nog niet het hele festivalprogramma is bekend, maar verwacht interessante talks, Q&A's en mediterane livemuziek. Het festival wordt geopend met *Modelo 77*, een thriller door regisseur Alberto Rodríguez. De film gaat over de donkere jaren van Spanje in de jaren '70. Hoofdpersoon Miguel Herrán, onder andere bekend van de hitserie *La Casa de Papel* (als het personage Río), opent de avond met een live Q&A. Na de opening zijn er Spaanse hapjes en drankjes.



## indebuurt Amsterdam

Home Nieuw in Amsterdam Stadsdelen v Nieuws

### Amsterdam Spanish Film Festival

**Waar:** Pathé Tuschinski, LAB111 en EYE Film Museum

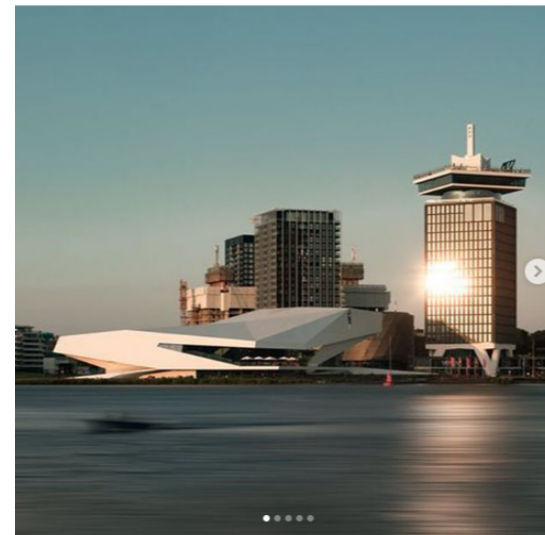
**Wanneer:** 24, 25 en 26 november 2023

**Wat:** Dit weekend openen [Pathé Tuschinski](#), [LAB111](#) en [EYE Film Museum](#) hun deuren voor het Amsterdam Spanish Film Festival.

Wat kun je verwachten? Speciale gasten en de beste Spaanse films. Zeker zijn van een stoel? Koop [hier](#) je tickets.

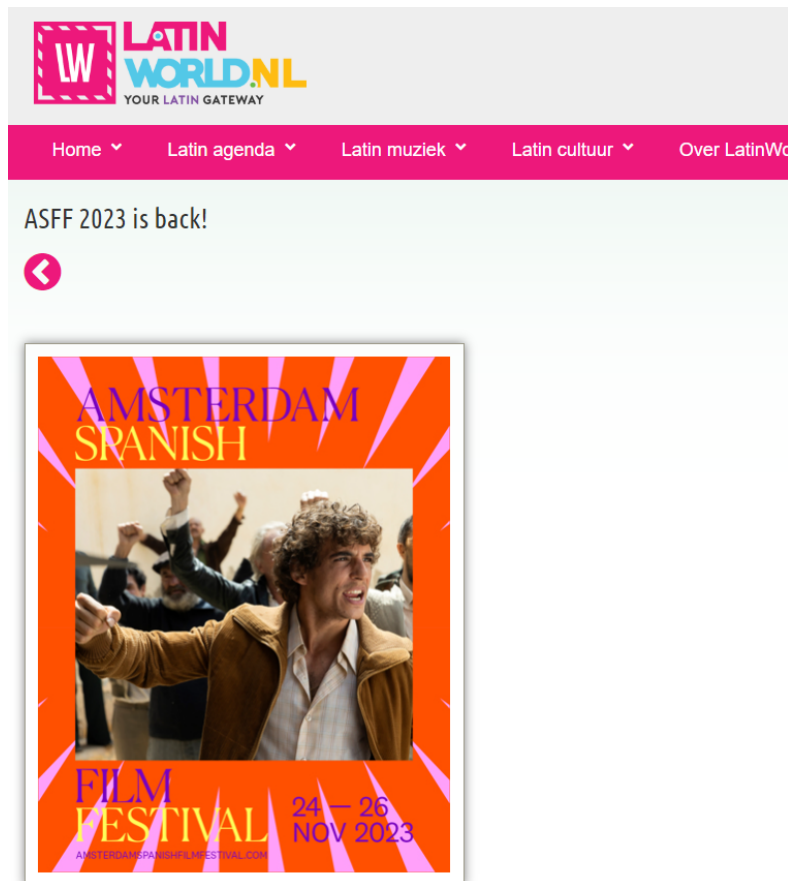
asffofficial  
4,074 volgers

Profiel bekijken



# MEDIA COVERAGE

## LATINWORLD



vr 20 oktober 2023 - vandaag is het 03-11-2023

## INDE BIOSCOOP ONAFHANKELIJK FILMMAGAZINE

Modelo 77 opent Amsterdam Spanish Film Festival 2023:

## Roep om amnestie gevangenen

door Cor Oliemeulen

Het gevangenisdrama *Modelo 77* is de openingsfilm van de negende editie van het Amsterdam Spanish Film Festival (ASFF), dat wordt gehouden van 24 tot en met 26 november. Deze thriller van Alberto Rodriguez (*La isla mínima*) speelt zich af na de dood van dictator Franco wanneer Spanje worstelt met de overgang naar een democratische samenleving.

*Modelo 77* (Engelse titel: *Prison 77*) is geïnspireerd op ware gebeurtenissen in La Modelo, de karakteristieke 'modelgevangenis' in Barcelona waar de film werd opgenomen. In 1976 belandt de jonge accountant Manuel (Miguel Herrán: *La casa de papel*, 2017-2021) aldaar omdat hij geld heeft gestolen. Volgens de autoriteiten vele malen meer dan in werkelijkheid, waardoor Manuel een jarenlange gevangenisstraf tegemoet kan zien. Hij komt in een cel met Pino (Javier Gutiérrez: *La isla mínima*, 2014), die al meer dan de helft van zijn leven zit opgesloten. "Iedereen die Franco niet mag, zit hier", zegt hij. "Anarchisten, socialisten, communisten." De rest zit hier vooral vanwege diefstal, want Spanje lijdt niet alleen onder een bestuurscrisis, maar ook een economische crisis.





## PUBLICITY: PRINT & TRAILER

Posters serve as a crucial element of our print visibility, providing a robust platform to showcase our brand to both our existing audience and potential newcomers who attend the venues for screenings beyond the festival. These visually striking posters remain prominently displayed at the venues not only throughout the festival's celebration but also during the photocall, where we actively spotlight all our sponsors.

In addition to the impactful poster presence, our **festival trailer** takes center stage in the venues the week before, effectively priming the audience and generating anticipation for the cinematic experiences to come. This strategic approach ensures that our brand resonates and captures attention, both within the festival's core events and in the broader context of related screenings.



A cinematic still from a trailer showing two young women in a dimly lit room. The woman on the left has long dark hair and is resting her chin on her hand, looking intently at a laptop. The woman on the right has long curly blonde hair and is also looking at the laptop. A professional microphone is positioned in front of the laptop. The background is dark and out of focus, with some posters visible on the wall.

WATCH TRAILER



# SPONSORS AND FUNDERS

In the latest edition of our festival, we continued our partnerships with various **public and corporate organizations**.

To facilitate this, we developed a **sponsor pack** that allowed potential sponsors to choose their level of involvement with the festival. Depending on their selected tier, sponsors received corresponding brand **exposure** opportunities. This included **placing their logos** in online and offline publications, displaying them on the photocall, and showcasing their **commercials** in cinema venues, among other forms of **exposure**.

To further enhance **brand visibility**, we offered options for **cross-promotion** on social media. This included establishing valuable **collaborations** with other cultural organizations and festivals.

**The brand presence** was also significantly amplified at the festival venues themselves, through the strategic placement of banners, posters, flyers, and brochures at cinema entrances and VIP areas.

As a festival, we place great emphasis on ensuring effective brand visibility and **product placement** for our sponsors. Their support is fundamental to the festival's success, and we are committed to acknowledging their contribution in meaningful and impactful ways.





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★ ★ ★ ★ ★






**BORJA**



DE HAMSNIJDER





DESDE  1924

**RAMÓN BILBAO**

## ASFF SPONSORS

Sponsors play a pivotal role in the Amsterdam Spanish Film Festival, **contributing significantly to the realization of our mission.**

It is with their generous support that we can ensure our special guests and audience alike derive the utmost from their experience.

Their commitment enables us to create an immersive and enriching environment, **fostering a vibrant celebration of Spanish cinema that resonates with our diverse and appreciative audience.**

We extend our heartfelt gratitude to our sponsors for their invaluable contribution to the success of the festival and the fulfillment of its mission.



The background is a solid orange color. It is decorated with numerous thin, yellow lines that radiate outwards from the center, creating a sunburst or starburst effect. These lines are of varying lengths and angles, filling the entire frame.

# FESTIVAL PROGRAM

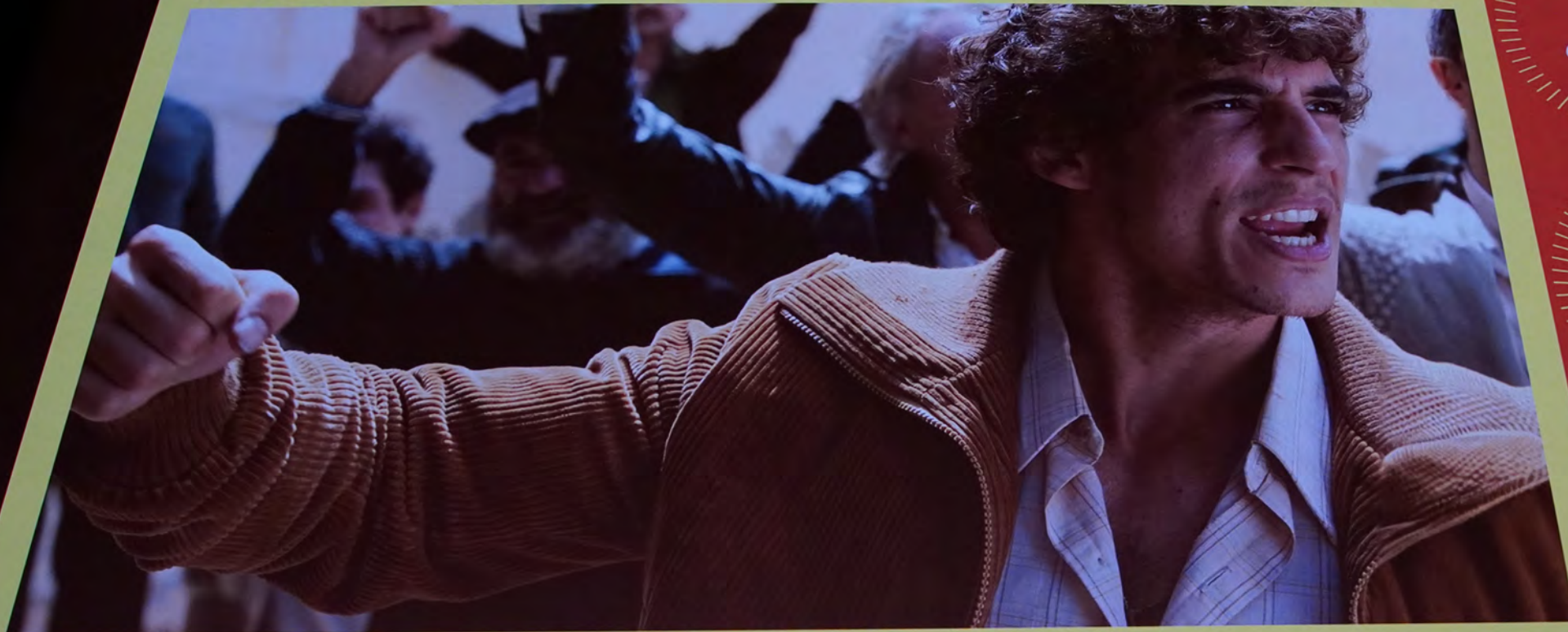
# ASFF 2023 FESTIVAL PROGRAM

From November 24th to 26th, 2023, the Amsterdam Spanish Film Festival returned for a special transitional edition, spanning three days. This concise yet impactful festival served as an opportunity to reconnect with our loyal audience and set the stage for an exciting edition planned for April 2024.

This year, we were proud to present a program marked by its **diversity and relevance**. While our film selection process maintained its focus on quality and cultural significance, we streamlined our criteria to highlight films that resonate with contemporary societal issues and showcase the richness of **Spanish culture**. Our film selection process is guided by several key criteria:

- Films that resonate with contemporary **societal issues**, utilizing the **rich history and diverse** cultures of Spain and Latin America as a platform for intercultural understanding.
- Films that delve into specific elements of **Spanish or Latin American culture**, enhancing viewers' knowledge of these regions.
- Films that have made or are poised to make an **international impact**, particularly those recognized in other festivals over the past year.
- A diverse program covering various genres, including **drama, thriller, comedy, and documentary**.

AMSTERDAM SPANISH



FILM FESTIVAL

24 — 26 NOV 2023

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# CORE PROGRAMME

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

## PROGRAM SECTIONS

During this edition, we featured three distinct program sections:

**1. The Core Program:** Highlighting the most recognized and celebrated Spanish movies of the year, this section showcased the best of contemporary Spanish cinema.

**2. ASFF Cares LGBTQIA+:** Going beyond the traditional film festival format, this section aimed to be a platform for reflection and discussion, focusing on LGBTQIA+ stories and issues.

**3. A Tribute to Carlos Saura:** Honoring the legacy of Carlos Saura, an iconic figure in Spanish cinema who passed away this year, this section was dedicated to showcasing his influential work and impact on the film industry.

Our commitment to gender equality and inclusivity remained a key aspect of our festival, with a continued emphasis on supporting female and non-binary directors. This edition of ASFF was not just a celebration of Spanish cinema but also a moment of **reflection** and **connection**, paving the way for an even more vibrant festival in April 2024.

# CORE PROGRAM



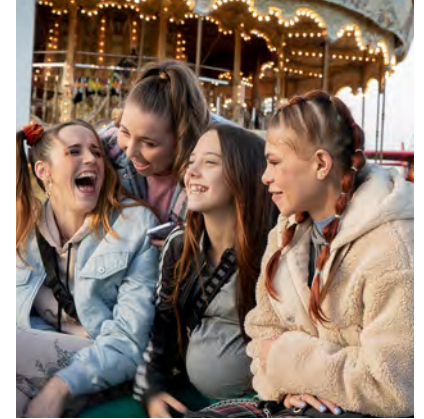
MODELO 77



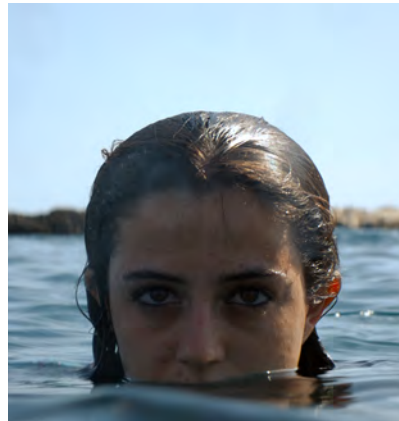
LA SINGLA



MATAR CANGREJOS



LA MATERNAL



CREATURA



EN LOS MÁRGENES

# ASFF CARES

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

## ASFF CARES: LGBTQIA+

To celebrate the heritage, culture and contributions of lesbian, gay, bisexual, transgender, queer and intersex groups.

Raising awareness and advancing education on matters affecting the LGBTQIA+ community.

ASFF does not want to be simply a cultural event where films about gender and sexuality are screened, but a place through which the political lives of LGBTQIA+ persons become intelligible.

# ASFF CARES



20.000 ESPECIES DE ABEJAS

# TRIBUTE TO SAURA

ASFF wants to honour the legacy of legendary Spanish filmmaker Carlos Saura, who died aged 91 earlier this year, with a special screening of one of his most celebrated films.





FESTIVAL

24 — 26 NOV 2023  
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EN COLABORACIÓN CON



arte



M+



SPECIAL EVENTS



## OPENING NIGHT

Our opening night was a unique evening, featuring the premiere of “Modelo 77” with the film’s lead actor, Miguel Herrán, as our honored guest. The audience was captivated by the compelling narrative and Herrán’s performance. The premiere was followed by a celebration of Spanish culture, complete with traditional Spanish drinks and ham, creating a perfect blend of cinematic art and cultural festivity.

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MIGUEL HERRÁN



## LA SINGLA WITH LIVE MUSIC

We organised a lively event that began with the screening of the documentary “La Singla.” This was followed by an enthralling performance from the Flamenco choir Tiri Tiri, immersing the audience further into the essence of Flamenco. Originating from Yota Baron’s flamenco singing classes in Amsterdam in 2019, Tiri Tiri comprises a diverse group of individuals united by their passion for flamenco and its rich culture. Their performance added a vibrant, authentic touch to the event, celebrating the spirit of flamenco in a truly memorable way.





## PREMIERE MATAR CANGREJOS

The ASFF was proud to be the stage for the Dutch premiere of the Spanish-Dutch co-production “Matar Cangrejos.” Set in the 1990s in Tenerife, this poignant film offers a family portrait through the eyes of two siblings on the cusp of leaving their childhood behind. Enhancing the viewing experience, members of the cast and crew were present, providing a unique opportunity for the audience to engage with the minds behind this captivating film. This event not only showcased international collaboration in cinema but also brought to life the nuanced storytelling of transitioning from youth to adulthood. It was preceded by an introduction by the Dutch producers, the sound designers and one of the main actors.

IJSWATER FILMS



## TRIBUTE TO SAURA

The festival paid tribute to the legendary Spanish filmmaker Carlos Saura, who passed away earlier this year at the age of 91. A special screening of “Cría Cuervos” (1975), widely regarded as Saura’s masterpiece, was held. This film has become a timeless classic, celebrated for its powerful narrative and cinematography. Adding a personal touch to the event, Saura’s daughter, Anna Saura, and his wife, Eulalia Ramón, joined us. They shared notorious insights and memories about the film and Saura’s illustrious career on Sunday, 26 November, at Eye Filmmuseum, making it a deeply moving and memorable tribute.

ANNA SAURA

EULALIA RAMÓN





## CLOSING NIGHT

ASFF felt honoured to have celebrated its ninth edition with our loyal audience. For the first time, our closing took place in the Eye Filmmuseum, screening the movie *En los márgenes*. The screening was preceded by Spanish beers to toast to yet another successful edition. We were happy to announce that the festival will be returning in April 2024.





# SPECIAL GUESTS

## SPECIAL GUESTS

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### MIGUEL HERRÁN

(1996, Málaga), won the Goya's award as best actor revelation for his play at the movie directed by Daniel Guzmán, "A cambio de nada". However, he became popular for his work in series such as "Money Heist", where he performed a character named Río, one of the main characters, or "Elite", both of them from Netflix.



# SPECIAL GUESTS

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## EULÀLIA RAMÓN

Eulàlia Ramón is an actress, photographer and director of 'Cuentas divinas'. With her wide array of artistic endeavours, she has worked with many well-known artists. She's known for her roles in 'Matar al Nani' and collaborations with Carlos Saura on films like 'Dispara!', which gives her an interesting insight of his work.



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## ANNA SAURA

After graduating in Journalism and Advertising, she kickstarted her career in 2013, working as a producer and marketer for various companies and agencies. Recently, she produced 'Tequila, Sex, Drugs and Rock&Roll' and 'La vida de Brianeitor'. With her combined knowledge of marketing and production she also managed filmmaker Carlos Saura's projects since 2015, which makes her expertise on his work unmissable.







FILM FESTIVAL

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# CONCLUSION

# GOALS & ACHIEVEMENTS

**The Amsterdam Spanish Film Festival (ASFF)** in 2023 set forth with clear, strategic goals: maintaining our loyal audience, strengthening relations with sponsors and partners, professionalizing our team, and establishing solid long-term collaborations for future editions.

Maintaining our loyal audience was paramount. We focused on curating a program that resonated with our returning viewers, ensuring that each film and event offered something **familiar yet fresh**. This approach paid off, as we saw many familiar faces, along with enthusiastic new attendees, reinforcing the strong community **bond** that ASFF cherishes.

Strengthening relations with sponsors and partners was another key focus. We engaged in meaningful dialogues with our sponsors, understanding their visions and aligning them with our festival's ethos. This resulted in more cohesive and mutually beneficial partnerships, laying the groundwork for ongoing support and collaboration.

Professionalizing our team was a significant stride in 2023. The introduction of a volunteer coordinator was a milestone, streamlining the management and deployment of our **volunteer force**. This role proved vital in enhancing the festival experience for both volunteers and attendees. Additionally, the integration of more interns into our team brought fresh perspectives and ideas, contributing to a dynamic and efficient working environment.

Lastly, we aimed to forge solid long-term collaborations. We invested time in nurturing relationships with filmmakers, distributors, and cultural institutions, aiming for partnerships that extend beyond the current edition. These efforts were fruitful, leading to commitments for future festivals and expanding our network within the **cinematic and cultural spheres**.

In summary, the 2023 edition of ASFF was a pivotal moment in our festival's journey, reflecting our commitment to growth and adaptability. Achieving our goals set a **new standard** for future editions.

This successful execution was particularly significant as we prepared for the return of the festival in **April 2024**, to its original dates. Our focus on maintaining and strengthening relationships this year was with the vision of ensuring a grand and impactful festival next year, marking a return to our traditional schedule. We are immensely grateful for the unwavering support of our audience, partners, volunteers, and team, and eagerly anticipate continuing this journey together in April 2024.

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# AMSTERDAM SPANISH FILM FESTIVAL 2023

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# GOALS FOR NEXT YEAR 2024

As we look forward to the 2024 edition of the Amsterdam Spanish Film Festival (ASFF), our goals are shaped by a commitment to enriching our offerings, educational initiatives, cultural exchange, expanding and diversifying our program, sustainability in partnerships, and reflecting on our journey thus far.

## Enrichment of Offerings

ASFF aims to continue showcasing films that would otherwise not reach a Dutch audience. We have been approached by distributors to **premiere films that view our festival as a fitting platform**. This aligns with our goal to bring unique cinematic experiences to our audience.

## Education and Awareness

A key focus of ASFF is our educational program, which we plan to expand significantly in our tenth edition. **By showing Spanish-language films that address cultural differences, we aim to introduce these topics to young students in an engaging manner.** In collaboration with partners like Instituto Cervantes and Taalhuis, we plan to reach our target of 600 student participants, improving upon last year's outreach.

## Cultural Exchange

At the core of ASFF's artistic vision is the promotion of cultural exchange. We see the **value in sharing diverse stories through Spanish cinema**. Our festival is a bridge for communication, recognition, and

understanding between different societies.

## Expansion and Diversification

We are dedicated to broadening our range of stories and perspectives, thus offering a **more inclusive and enriched viewing experience**. This diversification not only showcases the versatility of Spanish cinema but also paves the way for new voices. The enhancement of our Latino Focus program aims to attract a new audience, and by adding new festival locations and cities in 2024, we further this goal.

## Sustainability and Partnership

Celebrating ASFF's ten-year milestone, **we focus on celebrating and sustaining the partnerships developed over the years**. Many sponsors have been with us since our inception, and venues like Pathe Tuschinski and Eye Filmmuseum have been our pillars since 2015. This year, we will engage deeply with these partners while integrating new sponsors like SEAT and Taalhuis into the "ASFF family."

## Continuity and Retrospective

Specific to our tenth edition, we aim to reflect on our journey and achievements. **We've developed a robust vision for the festival's future continuity**. The ten-year mark is an opportune moment to look back at our origins and accomplishments. We plan to take our visitors through ASFF's history in pre-screening talks and celebrate our decade-long journey in cinema.

# CONCLUSION

**The Amsterdam Spanish Film Festival 2023** edition has once again affirmed its status as a distinctive and vital part of the Dutch cultural landscape. This year's festival not only showcased an array of compelling Spanish films but also demonstrated our commitment to deepening **cultural connections** through cinema.

In 2023, ASFF focused on maintaining our loyal audience base, strengthening relationships with our sponsors and partners, and professionalizing our team. The introduction of a volunteer coordinator and the inclusion of more interns marked significant steps towards improving our professionalism. Moreover, the festival's transition to a three-day event in November was a strategic move to reconnect with our **audience** and build momentum for our return to the original April dates in 2024.

This edition's program featured a diverse range of films, highlighting the talents of female directors and focusing on contemporary societal issues. Our special tribute to the late Carlos Saura, along with the introduction of program sections such as **ASFF Cares LGBTQIA+**, enriched the festival's offering, making it more than just a film exhibition but a platform for dialogue and reflection.

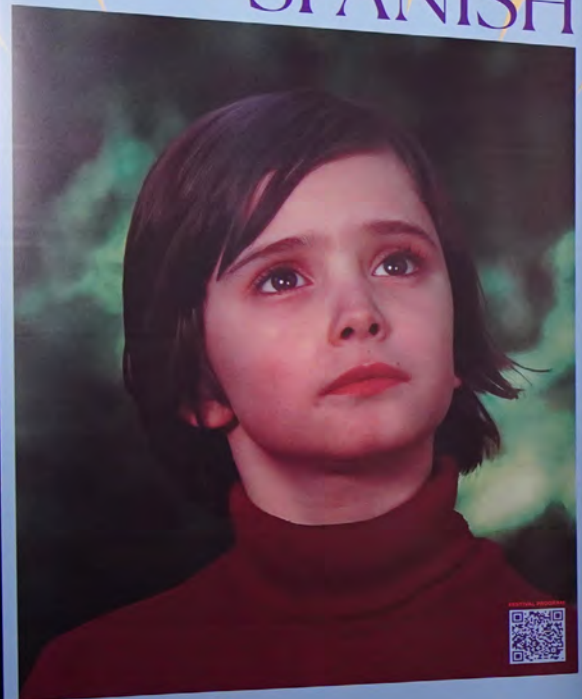
As we look ahead, ASFF is poised for further **growth** and professionalization. Our commitment to staying attuned to relevant topics ensures the ongoing development of the festival. With the pandemic receding into the background, the shift back to our traditional April dates in 2024 is anticipated to enhance our organizational capabilities and overall festival experience.

In conclusion, the ASFF 2023 edition has been a testament to our resilience and adaptability, proving that even in a transitional phase, the festival continues to be an irreplaceable contributor to the cultural enrichment in the Netherlands. We look forward to sustaining our existing partnerships and forging new ones, as we continue to provide spaces for discussion, learning, and appreciation of **Spanish cinema**.





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NOV

# THANK YOU!

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

Having received funding from **Amsterdams Fonds voor de Kunst**, **The Spanish Embassy in the Hague** and **Acción Cultural Española** helps us achieve our goals and believe in what we promote.

Thanks also to our private sponsors **The Social Hub** for hosting and taking care of our guests and helping us bring the audience the most memorable Q & A's and performances. To **SEAT** for providing us with the perfect transportation for our guests. Thanks of course to **Mahou Beers**, **Ramon Bilbao** and **Borja de Hamsnijder** who thanks to also **Cava Barcelona** have been able to provide our audience with this unique Spanish experience. Finally, also thanks to **GoFilex** and **Jewel Labs** who have also made this festival possible.

And lastly we want to thank our partners **Netwerk Filmeducatie**, **Roze Filmdagen** and **Imagine Filmfestival** who help us with their professional experience and advise.

And of course, thanks to our amazing audience. Without you this wouldn't have been possible. See you next year!

## ORGANIZED BY



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## THANKS TO THE SPONSORSHIP OF



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## EDUCATIONAL PARTNERS





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