

12 — 21 APRIL

AMSTERDAM SPANISH FILM FESTIVAL

10

ANNIVERSARY

2024





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The background consists of a complex, abstract pattern of overlapping triangles in two colors: a vibrant yellow and a light purple. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing towards the center and others pointing outwards. The overall effect is a dynamic and modern geometric design.

OVERVIEW ASFF 2024

10TH ANNIVERSARY

INTRODUCTION

The **Amsterdam Spanish Film Festival** celebrated its 10th anniversary edition from the 12th until the 21st of April at Pathe Tuschinski, LAB111, Eye Filmmuseum, Het Documentaire Paviljoen, Filmkoepel Haarlem, and Cinema Amstelveen.

For ten days, we celebrated Spanish cinema, culture, music, and gastronomy like never before. A month prior, the festival kicked off with a launch event, screening the movie **CALLADITA** at Pathe Tuschinski, with director **Miguel Faus** in attendance.

On the 12th of April, the festival began with a pre-opening event featuring the Dutch premiere of **DISCO, IBIZA, LOCOMIA**, followed by a Q&A with **Jaime Lorente, Kike Maíllo, and Gard Passchier**. After this, the official opening took place with the film **TE ESTOY AMANDO LOCAMENTE**, where the audience enjoyed Spanish drinks and tapas, and there was a Q&A with **director Alejandro Marín and lead actor La Dani**. On this day,

with both a pre-opening and an opening night, **ASFF sold out both screenings, achieving a total of 1,470 visitors!**

For the remaining ten days, ASFF screened 19 movies in 6 different venues across Amsterdam, Amstelveen, and Haarlem, welcoming various special guests throughout the week such as **Javier Fesser, Julia de Castro, Omar Ayuso, and C. Tangana**. Furthermore, the **Amsterdam Spanish Film Festival had the honor of welcoming Their Majesties Queen Letizia of Spain and Queen Máxima of the Netherlands** to a special educational event marking the tenth anniversary of the festival. The presence of Their Majesties enhanced the importance of the celebration, and the festival expressed its sincerest gratitude for their participation in this significant occasion.

To sum up, the ten days were an intense gathering of Spanish cinema, where our audience could celebrate the festival's anniversary with the team, leaving us already longing for the eleventh edition.



THE LAUNCH EVENT ASFF HAD FULL THEATRE

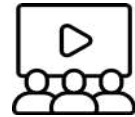


DURING THE OPENING NIGHT ASFF RECEIVED **1470 VISITORS!**

FACTS AND FIGURES



UNIQUE VISITORS
5.310



FEATURED FILMS
19



SCREENINGS
46



LOCATIONS
3 CITIES



FESTIVAL VENUES
6



SPECIAL GUESTS
15



VOLUNTEERS
75



FIRST TIME VISITORS
30%



STUDENTS AND RETIREES
10%



CINEVILLE MEMBERS
16,2%



AUDIENCE 26-40 YEARS OLD
43%



SOCIAL MEDIA FOLLOWERS
+10,5K



MEDIA EXPOSURE
1.4 BILLION VIEWS



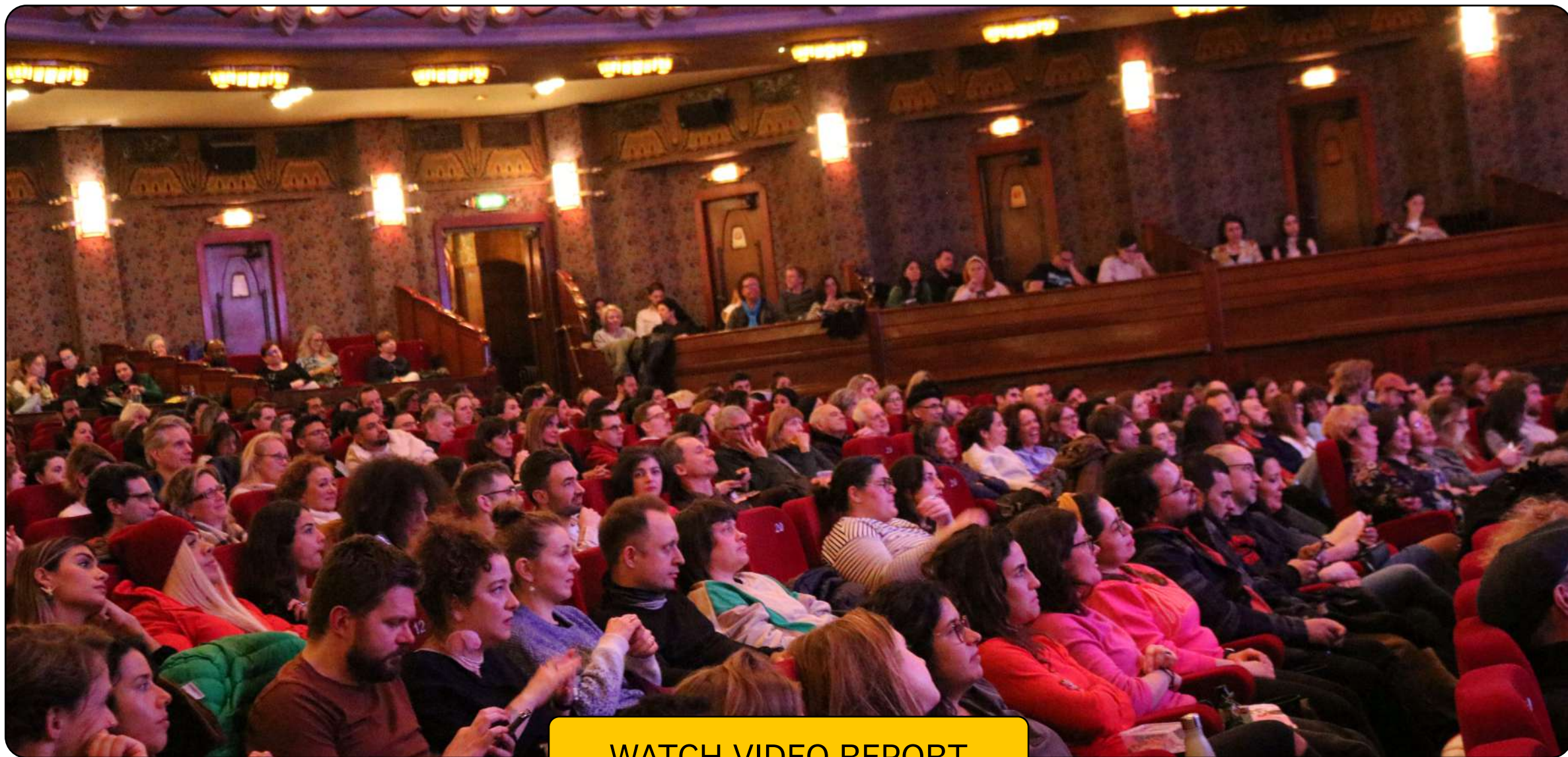
STUDENTS
554



NEWSLETTER OPEN RATE
39%



NEWSLETTERS SENT
66,818



[WATCH VIDEO REPORT](#)

The background features a light pink color with several large, solid orange geometric shapes. These shapes are rectangular and arranged in a circular pattern, pointing towards the center of the page. The shapes vary in size and orientation, creating a dynamic, sunburst-like effect.

ABOUT US

PROFILE OF ASFF

The Amsterdam Spanish Film Festival (ASFF) is a vibrant celebration of **Spanish and Spanish-spoken cinema from Latin America**, offering audiences an immersive journey into the rich cultural tapestry of Spain and Spanish-speaking countries. Established by **Sin Fin Cinema** in 2012, ASFF serves as a vital platform for showcasing the evolution of Spanish cinema, from its deep-rooted connections to societal and political developments to its innovative storytelling and thematic exploration.

Originating as the initiative “The Spanish Film of the Month” between 2014 and 2015, ASFF initially screened a Spanish film each month across various cinemas in the Netherlands, laying the groundwork for the festival’s expansion. The **inaugural edition of ASFF took place in May 2015**, featuring 12 films at Eye and Pathe Tuschinski, attracting approximately **2000 attendees**. Despite challenges, including a decrease in attendance during the pandemic, ASFF has steadily grown over the years.

The festival’s resilience and growth are attributed to the support of sponsors and funds such as the **Dutch Film Fund**, enabling it to evolve into a nationally recognized event with a minimum of four locations and over 4000 paying visitors, known as the **premier festival for Spanish-speaking cinema in the Netherlands**. Celebrating its tenth edition this year, ASFF marks a significant milestone in its journey.

ASFF’s programming encompasses a diverse range of genres, from contemporary feature films and documentaries to experimental cinema and educational offerings. Beyond film screenings, the festival features networking events, filmmaker discussions, live music, and gastronomic experiences, creating a vibrant atmosphere praised by attendees.

Drawing a diverse audience, including film enthusiasts, industry professionals, lovers of Spanish culture, and students interested in Spanish language and culture, ASFF serves as a **dynamic hub for cultural exchange and exploration**. As ASFF continues to evolve, it remains committed to its mission of celebrating Spanish cinema and fostering connections between cultures through the power of storytelling.

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



MISSION & VISION

The **Amsterdam Spanish Film Festival** is driven by a mission to provide a dynamic and inclusive platform for the dissemination and celebration of Spanish film and culture in the Netherlands. Our vision is to **enrich the Dutch audience with innovative and creative Spanish cinema** while fostering cultural exchange, education, and promoting mutual understanding and appreciation between Spanish and Dutch cultures.

Our vision and mission come into action by fostering the following key goals during our tenth anniversary edition:

ENRICHING THE CULTURAL LANDSCAPE

ASFF aims to showcase films that would otherwise not reach Dutch audiences, serving as a **vital platform for their premiere**. Through collaborations with various

distributors, we strive to curate a diverse selection of films that captivate and engage our audience.

EDUCATION AND AWARENESS

Central to our program is an **emphasis on education**, particularly during our milestone tenth edition. By screening unique Spanish-language films that address themes of cultural differences, we provide a playful yet insightful opportunity for students to explore these topics.

CULTURAL EXCHANGE

ASFF's artistic vision revolves around **fostering cultural exchange in an increasingly interconnected world**. Spanish cinema, with its diverse themes ranging from historical events to contemporary social issues, serves as a powerful medium for communication and understanding. By bringing

unique cultural narratives to a broader audience, we aim to build bridges between diverse societies.

EXPANSION AND DIVERSIFICATION

We are committed to presenting a **broader spectrum of stories and perspectives**, thereby offering a more inclusive and enriching viewing experience.

SUSTAINABILITY AND PARTNERSHIP

ASFF recognizes its tenth anniversary as an opportunity to **celebrate the enduring partner relationships** established over the years. We also welcome new sponsors and partners into the ASFF family, further enhancing our network.

CONTINUITY AND RETROSPECTIVE

In our milestone tenth edition, ASFF reflects on its journey while setting a course for the future. We have dedicated time to develop a robust vision for continuity, ensuring the festival's lasting impact. Moreover, we **invite attendees to join us in**

retrospective discussions, exploring the evolution of ASFF and celebrating its achievements over the past decade.

Through these initiatives, Stichting ASFF aims to **demonstrate the significance of its mission and vision**, embodying its commitment to enriching the cultural landscape of the Netherlands through the power of Spanish cinema and intercultural dialogue.





TEAM MEMBERS

Founder, director & film programmer

Virginia Pablos

General coordinator

Bloem van der Linde

Head of Marketing

Nela Linares Antequera

Press Officer

Stephanie Pot

Online Marketing/SM

Lotte Verkaik

Diana Cid

Hospitality Coordinator

Clara Estrada

Producer

Selena Martí

Ana Castan

Hospitality Assistants

Elena Herranz

Angela Bermúdez

Volunteer Coordinator

Joana Roche

Design & Creative Direction

What The Studio

Production and Education

Intern

Pablo Bravo Reyes

Program Intern

Maria Paula Lis

Graphic design intern

Belén Sánchez Recio

Fundraising

Auke Kranenborg

Head of Finance

Elena Herranz

Presenter

Maarten Dannenberg

Interpreters

Jasper Jacobs

Carolina Mayda

Trailer

Noelia Nicolás

Videographer

Britt Hoencamp

Web Developer

Floris Douma

Board

Mercedes M. Abarca

Wim Sjerps

David Martín de Juan



ASFF VOLUNTEERS

Every year, the ASFF counts on the **valued presence of a group of highly motivated volunteers**, without whom it would have been impossible to organise all these events. To gain more information about who these individuals are, and to learn from their feedback for upcoming editions, a survey has been conducted between all volunteers. Below you can find some relevant results from this survey.



45% of the volunteers were younger than 25 years old

70% of the volunteers worked four shifts or more

85% learned valuable new skills during the festival

93% would volunteer again

84% would recommend volunteering at ASFF



“I just wanted to comment on how wonderful this experience was! I had a lot of fun and a great time, everyone was very kind and fun. I hope I can join next year :)”

“Been doing it for a few years now and love it!”

“I’m so curious with the culture and films. I am new in the city and is a good way to meet people with the same interest”

“First time helping out with a film festival, sounded (and was) really exciting!”



10
YEAR
AMSTERDAM
SPANISH FILM
FESTIVAL



BALKON
ZAAL 4.5.6

BALKON

FESTIVAL VENUES



PATHE
TUSCHINSKI



CINEMA
AMSTELVEEN



EYE FILMMUSEUM

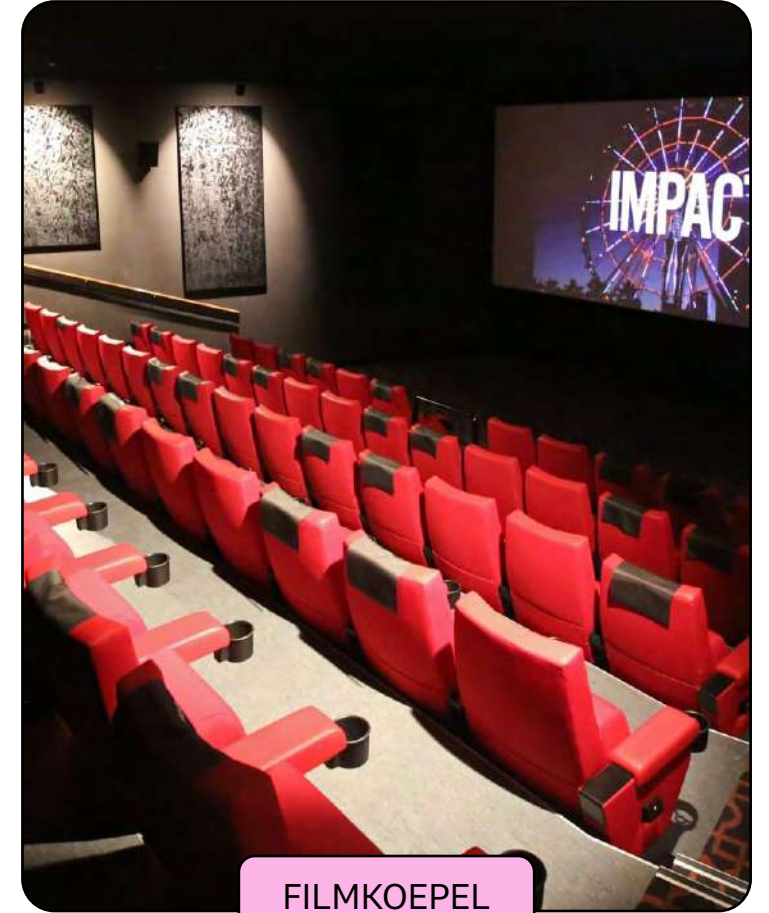
FESTIVAL VENUES



LAB111



HET DOCUMENTARIE
PAVILJOEN



FILMKOEPEL
HAARLEM





THEATER YUSCHINSKI

PATHE

HENRI WILL

CHEESE TAST



MARKETING CAMPAIGN

MARKETING STRATEGY

The marketing strategy of ASFF's 10th-anniversary edition had an **ambitious goal** of elevating the festival brand and **highlighting a decade of its mission**. Starting three months ahead, but considering that we created awareness and expectations about this special edition from October 2023, when the transitional 9th edition served as a bridge toward the big anniversary celebration.

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 10TH-ANNIVERSARY EDITION

- Inspire our audience to attend multiple screenings and special events.
- Enhance visibility for our sponsors and partners.
- Prioritize guiding the audience from initial awareness to immersive festival experiences.



AUDIENCE TARGET

Our identified target audience consists of individuals who are **passionate about Spanish cinema and culture**, as well as enthusiasts of both independent and mainstream films. In particular, we focus on individuals who have a strong passion for Spanish and Spanish-language 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
- Communities centered on Spanish flamenco or Latin American dances and cultural traditions

STRATEGY OVERVIEW

CAMPAIGN PERIOD

The marketing campaign for the 10th anniversary edition of the Amsterdam Spanish Film Festival spanned from **February 2024 to April 2024**, with the festival dates having been announced in November 2023 during the transitional edition.


ASFF is a festival who prioritizes **digital marketing**, since most of our audience discover, get informed and interact with the festival online. However, due to the special celebration, this year ASFF has retomated a touch with classic marketing. This expansion on **posters, brochures, press articles and banners on the venues** had a brand visibility and authority goal behind.

ASFF utilizes the P.E.S.O model (Paid, Earned, Shared,

Owned media) to implement its marketing strategy, **emphasizing conversion and loyalty**. This approach builds upon the groundwork of awareness and consideration laid during the preceding transitional edition.



STRATEGY OVERVIEW



PAID MEDIA
INSTAGRAM ADS
FACEBOOK ADS



OWNED MEDIA
WEBSITE
NEWSLETTER
SOCIAL MEDIA ORGANIC



EARNED MEDIA
CROSS PROMOTION
PARTNERSHIPS

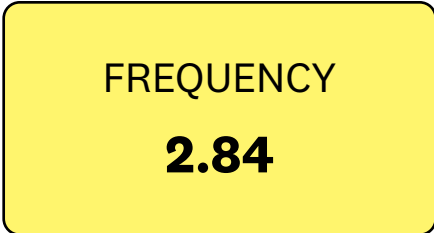


SHARED MEDIA
INFLUENCERS
SPECIAL GUESTS SOCIALS
VENUES SOCIALS

PAID MEDIA

INSTAGRAM AND FACEBOOK ADS

We continue to handle our paid media efforts in-house, allowing us **full control over their impact** and enabling us to tailor ads based on their performance. Our primary objective was to **drive traffic to our website**, where visitors could find information about all the screenings and purchase tickets. We launched a **total of 11 ads**, with one focusing on the launch event held **one month prior to the festival dates** [with a lifespan of seven days from March 8, 2024, to March 15, 2024], and the remaining 10 ads were distributed in **the weeks leading up to and during the festival**. We concluded the paid ad campaign on Wednesday, April 17, 2024 (totaling 41 days of paid ad campaign). This strategy had **successful results**, resulting on the following insights:

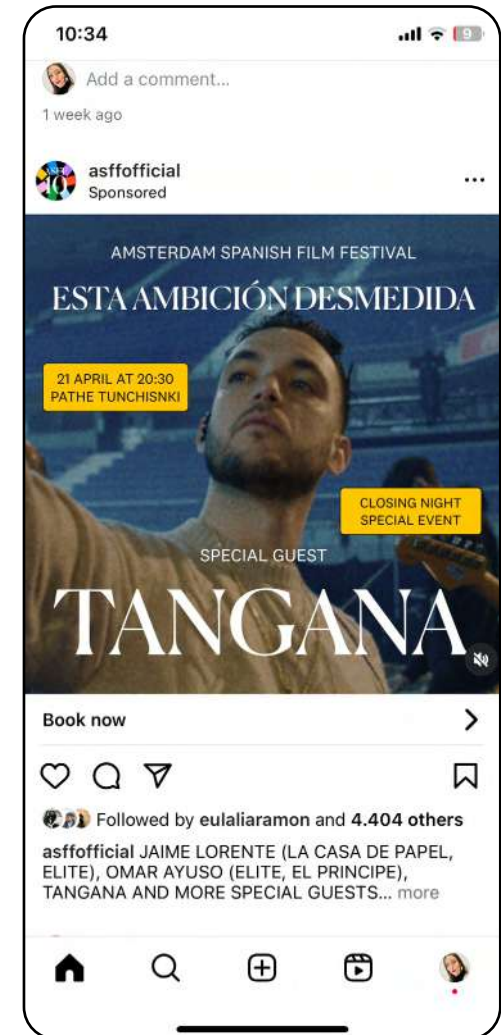
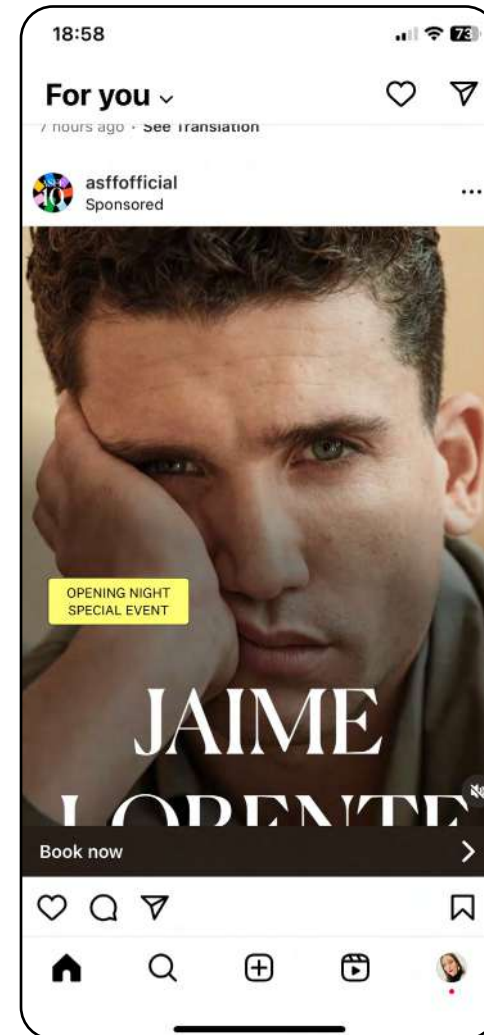
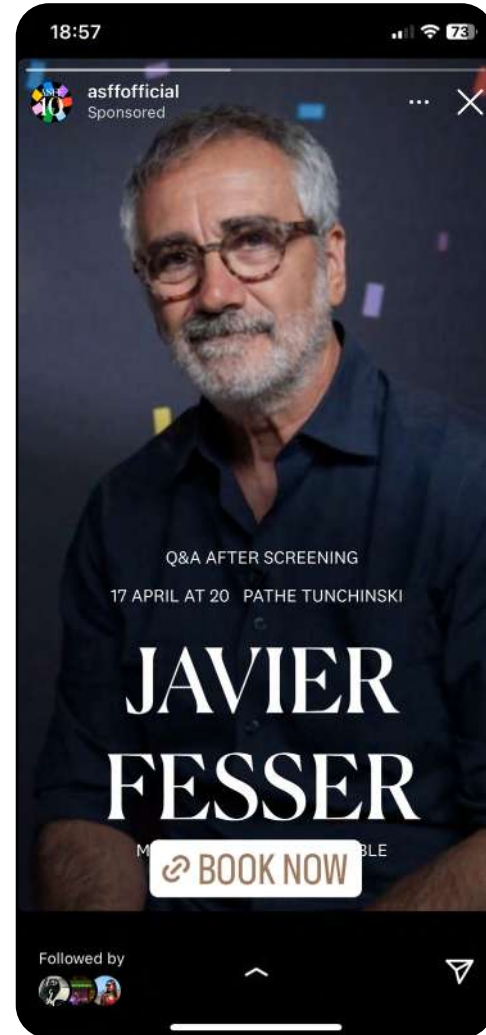
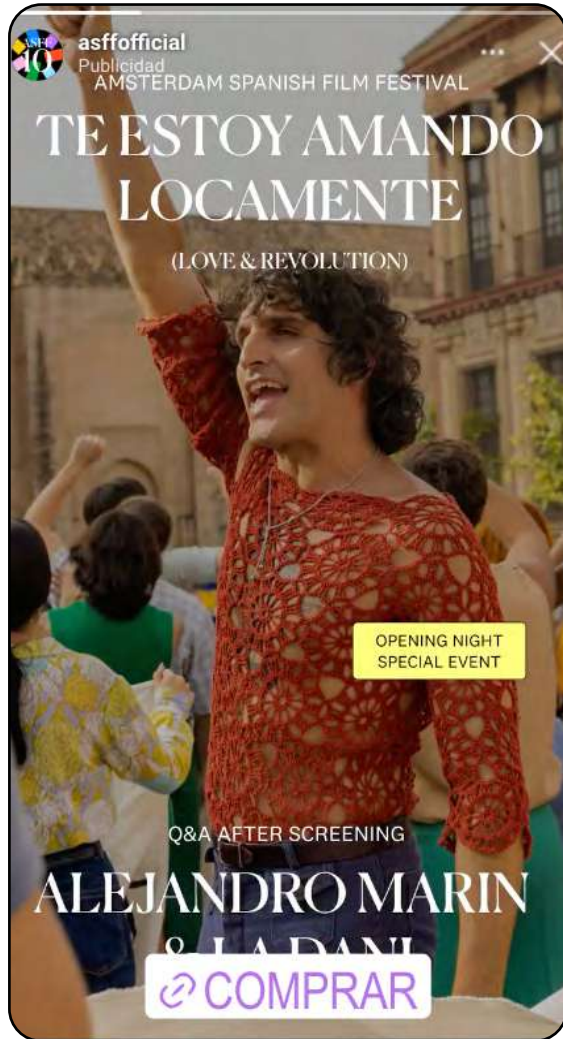


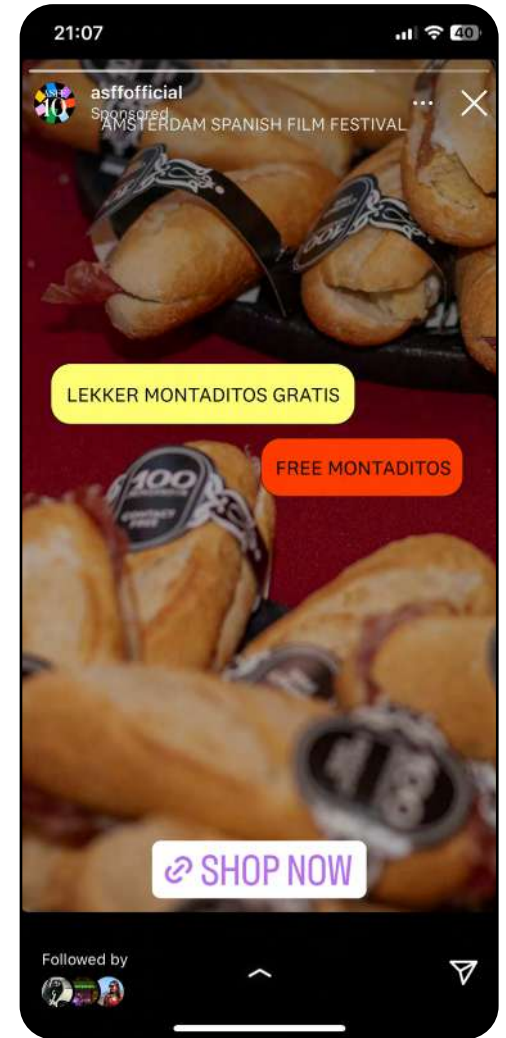
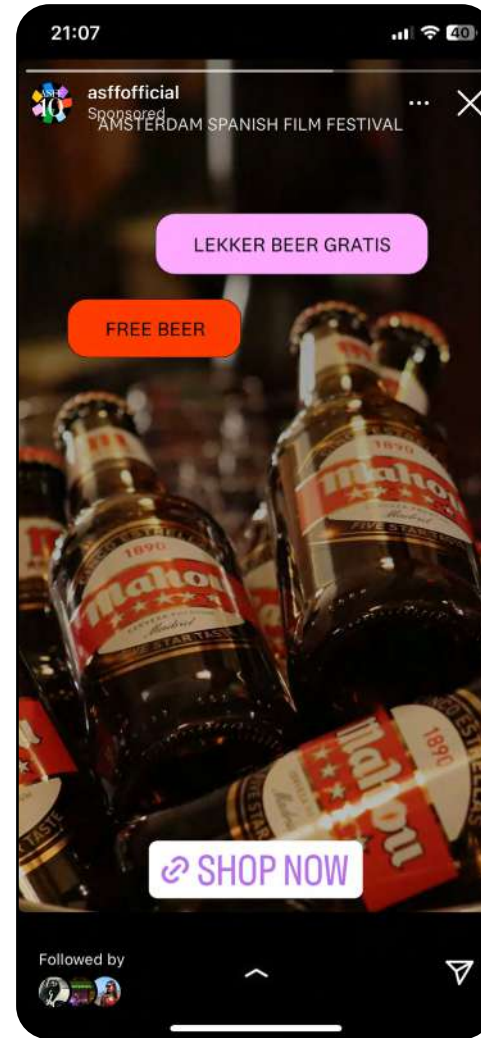
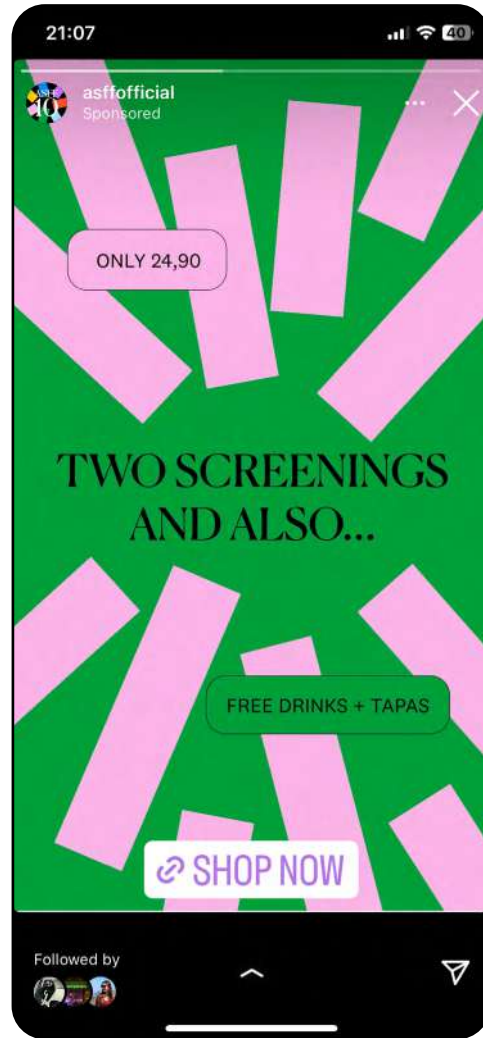
We significantly **improved our media click-through rate (CTR) from the previous edition**, reducing it from 0.26 euros per click to just 0.10 euros per click.

The main focus of the ads design was to highlight:

- The presence of our **special guests**.
- The festival's unique **value proposition**, combining films with special events featuring gastronomy and Q&A sessions.
- The various **sections of the festival**, with special attention given to the Opening and Closing nights, the core program, Spanish cinema showcases, and documentary nights.







POSTERS AT VENUES, CAFES AND CULTURE CENTERS



OWNED MEDIA

ASFF 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. However, for Cinema Amstelveen and Filmkoepel Haarlem, whose ticket systems are linked to their respective websites, we maintained this arrangement. Since these venues are situated in areas where ASFF is not yet well-established, and they have their own audience, keeping ticket sales on their sites helped boost overall sales. Nevertheless, we linked their **ticket boxes to our website to facilitate the purchasing journey** for our audience.

This year, **ASFF launched the full lineup during the screening of CALLADITA at the ASFF Launch Event** on March 15th. This strategy aimed to:

- Create **anticipation for the 10th-anniversary special edition lineup** and encourage our audience to attend the launch event to be part of the reveal.
- Provide our loyal audience with the opportunity to be the **first to book tickets** for highly anticipated events, such as the Closing Night with C Tangana as the special guest.

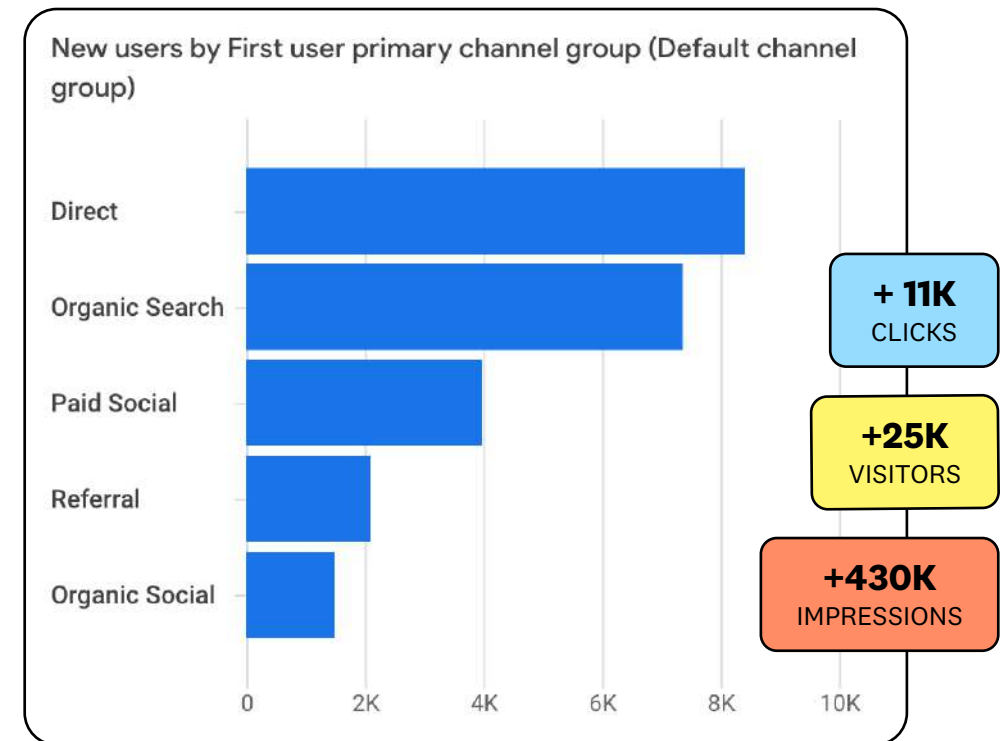
To accomplish this, we prepared our website with the full lineup to be ready for **release during the evening** of March 15th, with ticket sales opened at the moment of the reveal. To increase traffic and facilitate the journey for our audience, we distributed flyers with a **QR code**,

encouraging attendees to scan it and check the website together at Pathé Tuschinski. This strategy **helped increase website traffic** and provided our audience with a better experience of the lineup reveal.

The website not only contained the lineup but also featured all the **special events** during the 10th-anniversary edition, along with details of the special guests attending the festival and the Q&A sessions they would participate in.

During the period between March and April 30 (dates with active ticket sales opened), the ASFF website attracted over **25,000 visitors**, with approximately **5.6K returning users**. The average time spent on the website is 3 minutes and 32 seconds, indicating that the **information is clear and easy to find**. The statistics reveal that organic search is the predominant method of discovery, closely followed by links from social media sources, with paid media

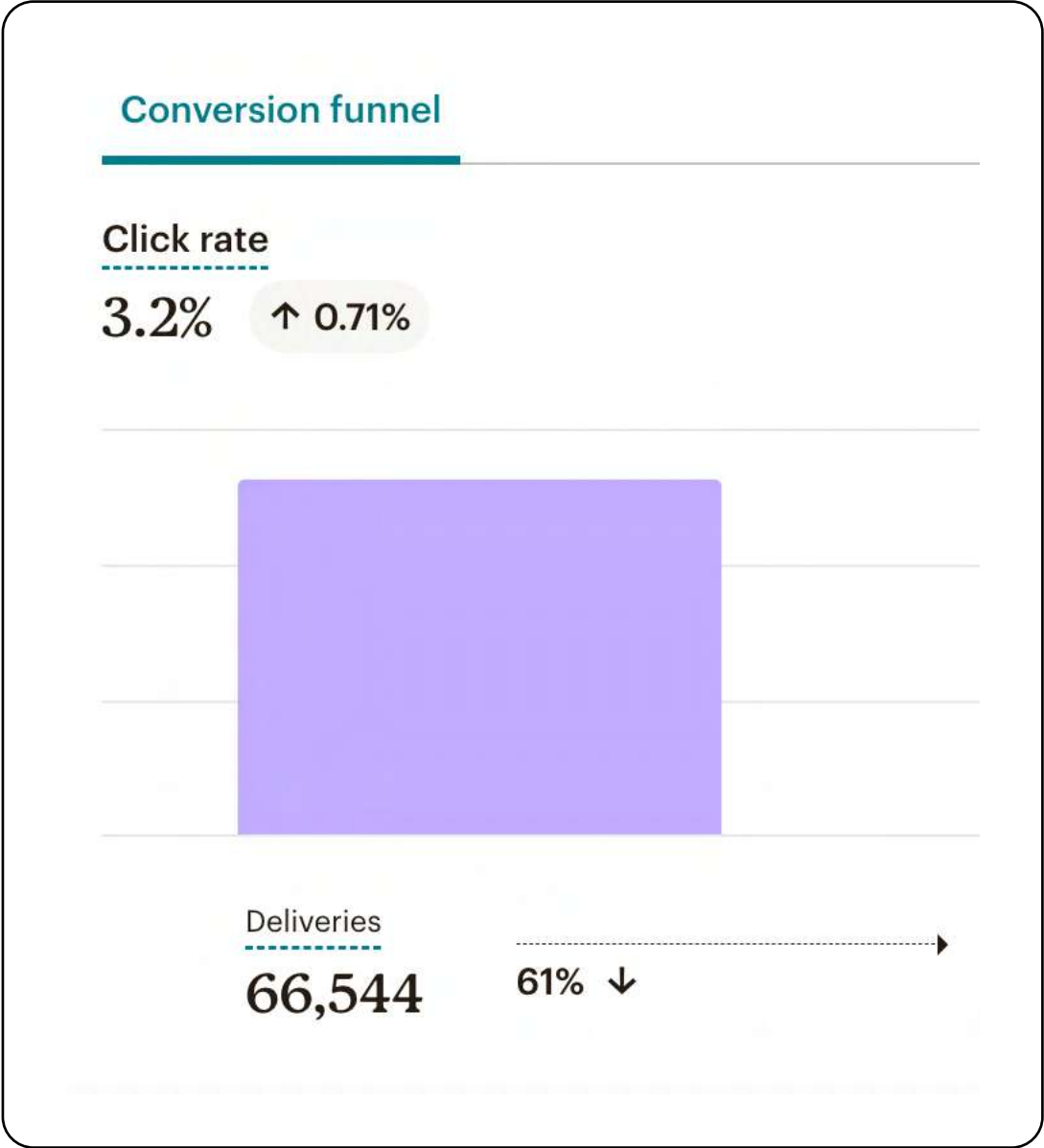
occupying a third position. This suggests that ASFF is effectively positioning its brand, as the audience tends to find it **organically through Google** rather than via our social media channels.



NEWSLETTER

The **ASFF newsletter** serves as a vital communication tool, allowing the organization to **connect with our subscribers in a personalized and close-knit manner**. This year, we established a strategy of communicating major releases via our newsletter first, teasing “spicy news on newsletter” on our social media to encourage subscribers to open it or subscribe to it if they hadn’t already. This campaign resulted in gaining **178 new subscribers**. We prioritized the communication of these news items via the newsletter to give our loyal audience an advantage, releasing the news on social media a few hours later.

Throughout the promotional period of the 10th-anniversary edition (March to April 30), we disseminated **16 newsletters**, totaling 66,818 emails sent to our audience, achieving an impressive 39% open rate.

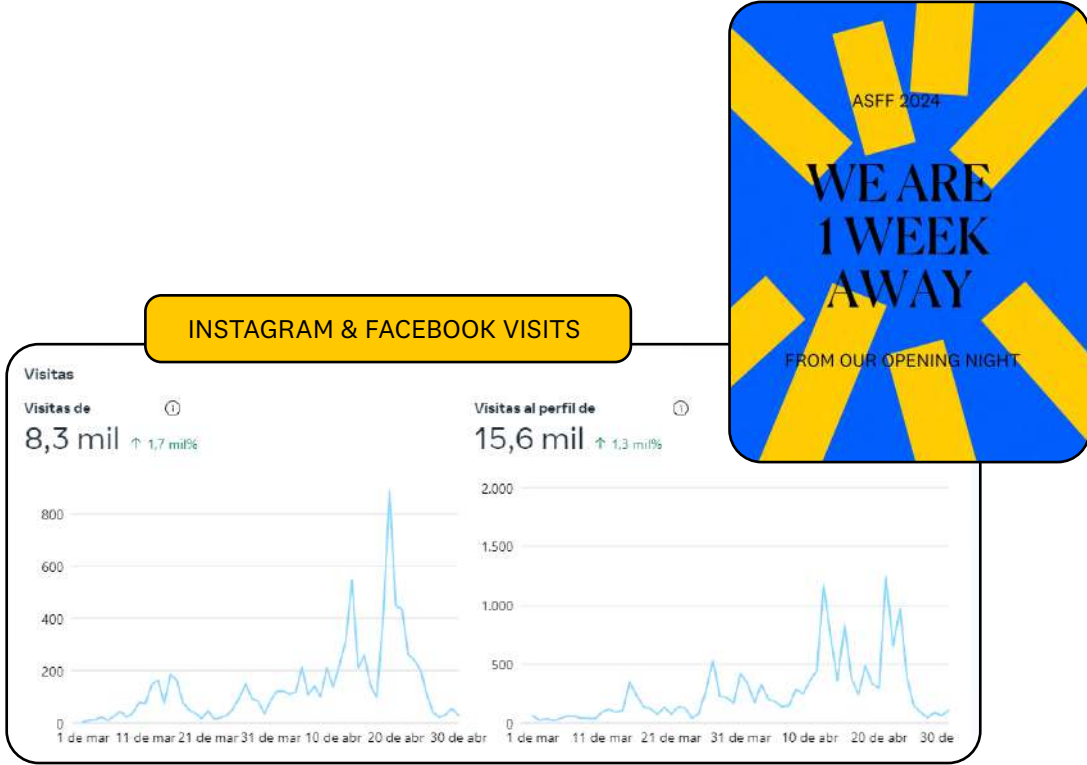


SOCIAL MEDIA ORGANIC

The ASFF organic social media strategy ran from the **first week of March until the last week of April**, covering the Launch Event and the week following the festival. ASFF’s social media channels serve as the primary means of communication with our audience, providing them with updates on news, the program, special guests, events, and more.

Based on our audience demographics and past experience, **Instagram and Facebook have been our primary communication** channels due to their high follower count and potential for organic reach. Additionally, we’ve utilized platforms like TikTok, LinkedIn, and X to share festival updates.

Here is the specific data obtained throughout the promotional period of our 10th-anniversary edition (during March and April 2024), including a small overview of the strategy developed in each social media outlet.



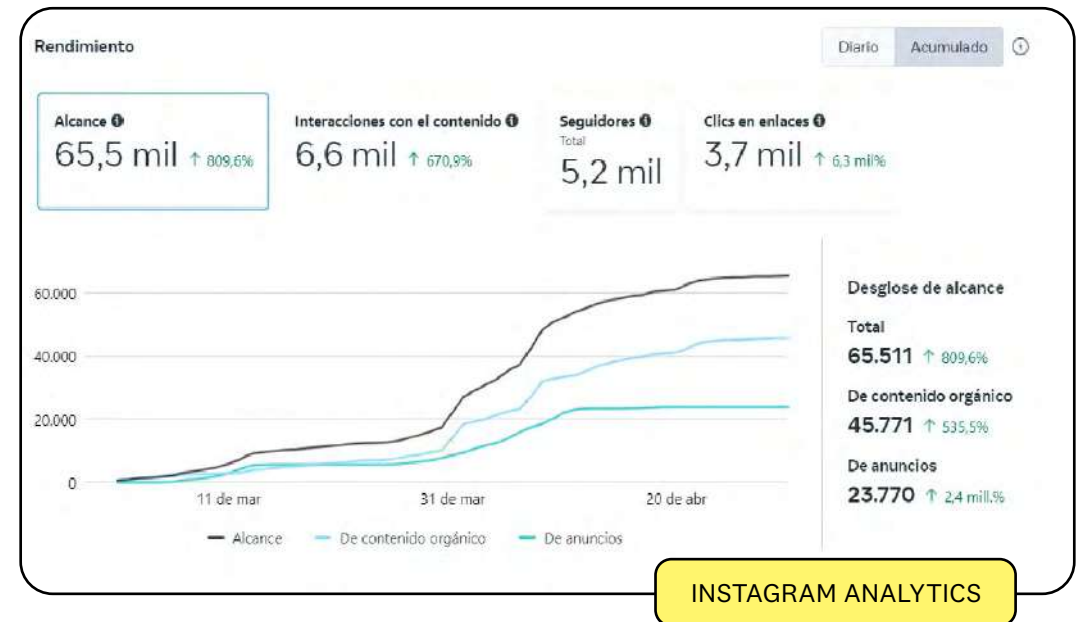
INSTAGRAM

According to the statistics obtained in Meta Business Suite, our audience in this outlet is **mainly female (65.3%) and adult**, with 44.3% of our female followers between 25 and 44 years of age.

Therefore, we centered our weekly social media strategy around three types of content:

- Short and **attractive visuals** that could be watched during daily commutes and work breaks.
- Film trailers, and longer videos that were destined for the later hours of the day, when our public is likely to be relaxing and scrolling through their feed looking for **entertainment options**.
- Content related to our **sponsors** that aim to elevate their **brand visibility exposure**, incorporating the

gastronomic offers at the Launch Event, Opening, and Closing Night to **communicate the extra value proposition** of these events.

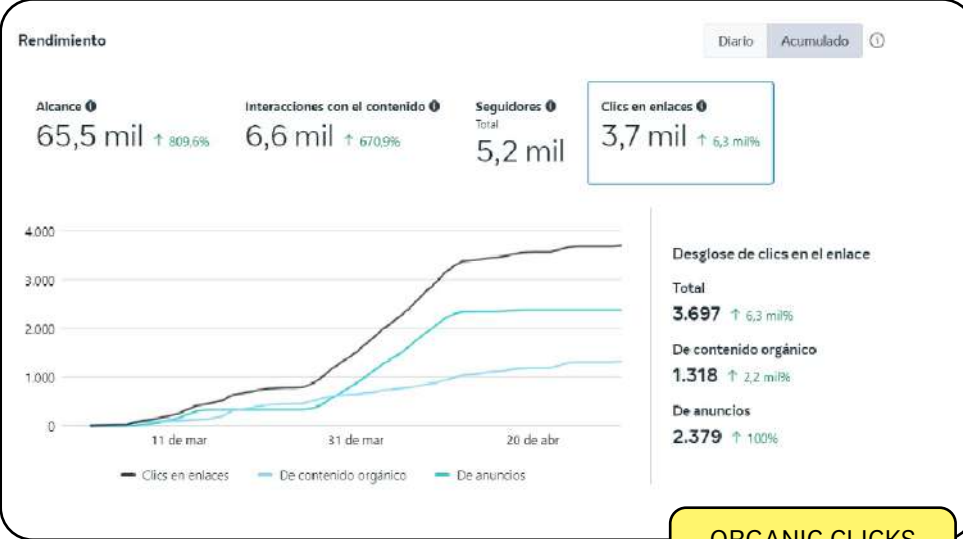
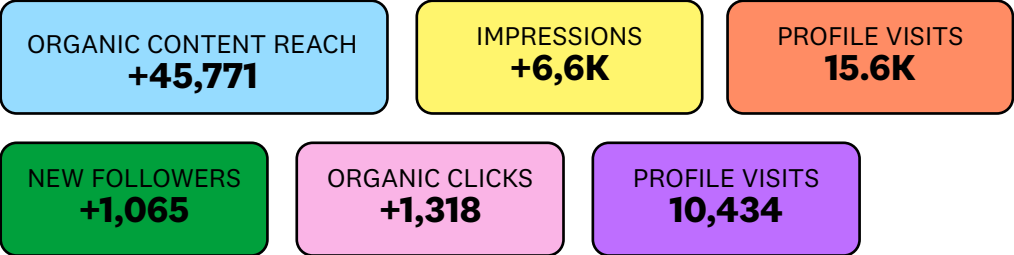


These contents were distributed evenly throughout the promotional period of the festival, both in stories and independent posts.

We also enhanced our reach on this platform by using **specific hashtags and organically promoting the festival events among fan groups of our special guests.**

Drawing the attention of the fans to our festival through the promotion of their idol’s works and Q&A’s recordings. And also, by maximizing the use of videos and interactive visuals that could be more appealing to a Gen Z and Millennial public.

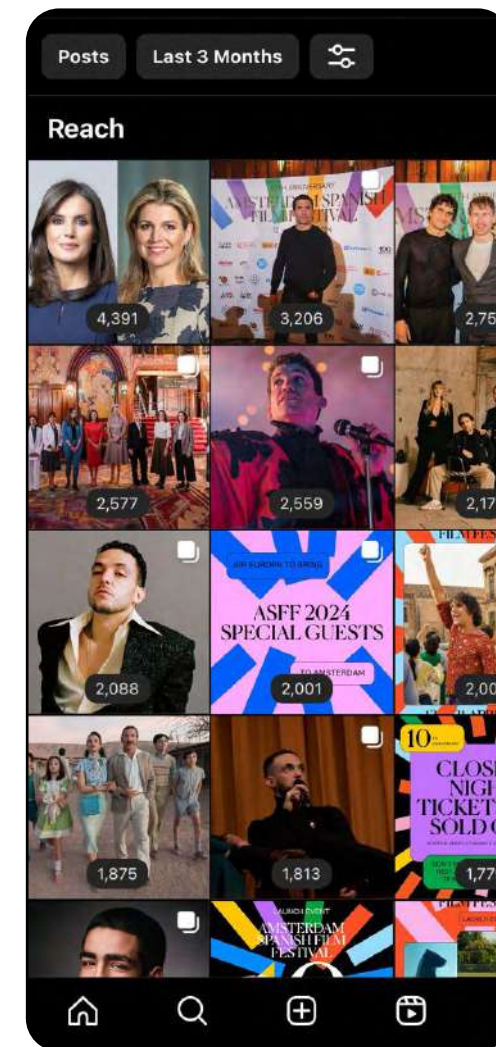
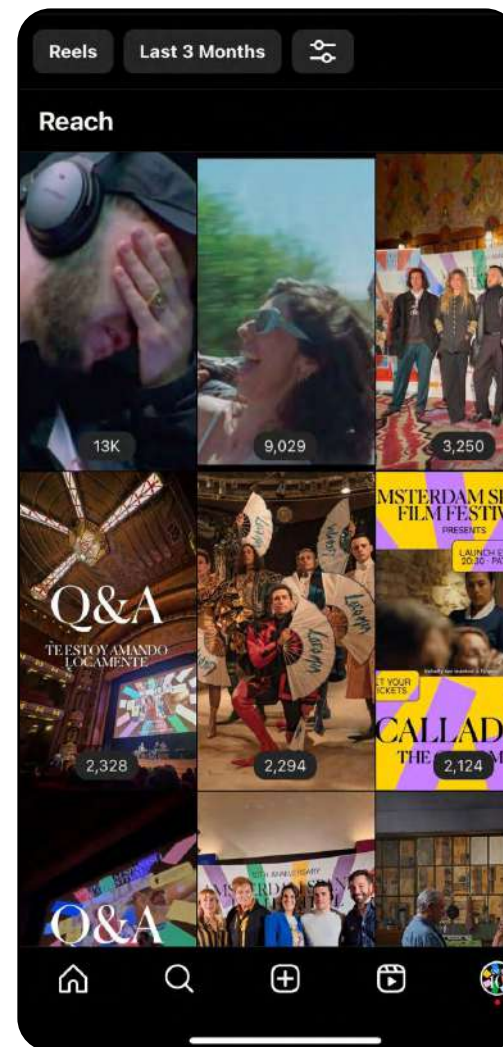
By the end of our promotional period, here’s how this strategy impacted the **growth of our audience** (with data from the 1st of March to the 30th of April):



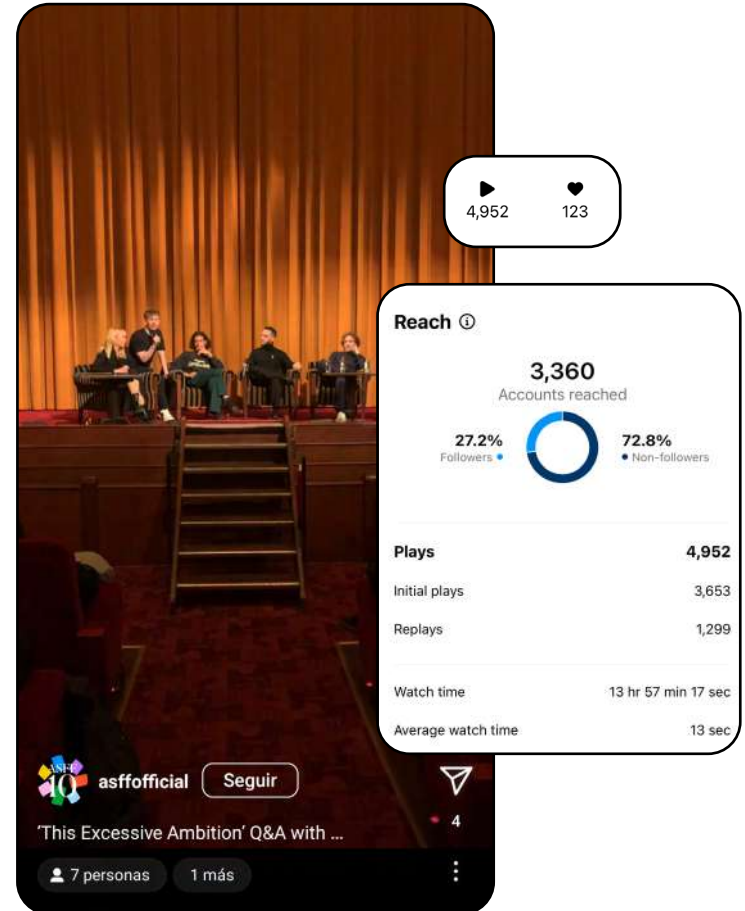
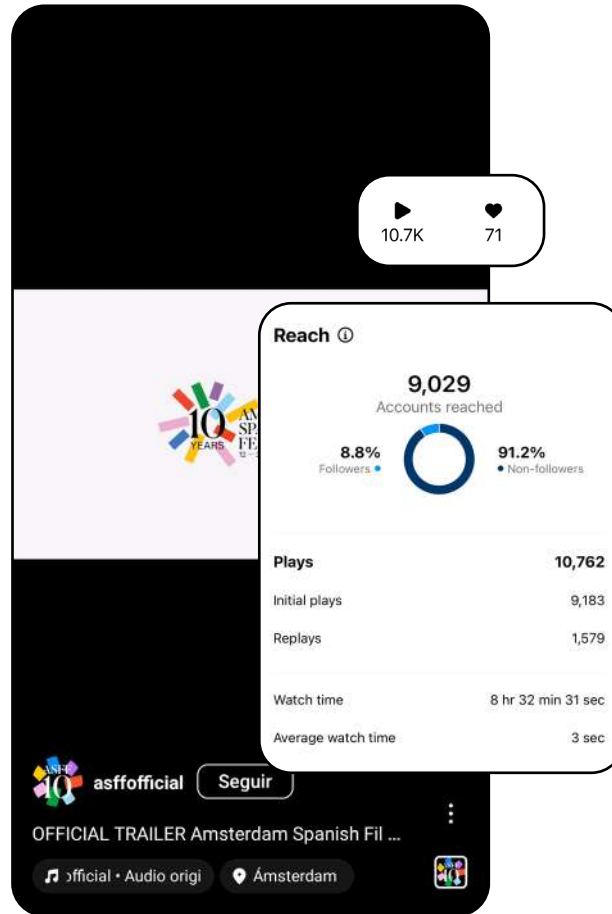
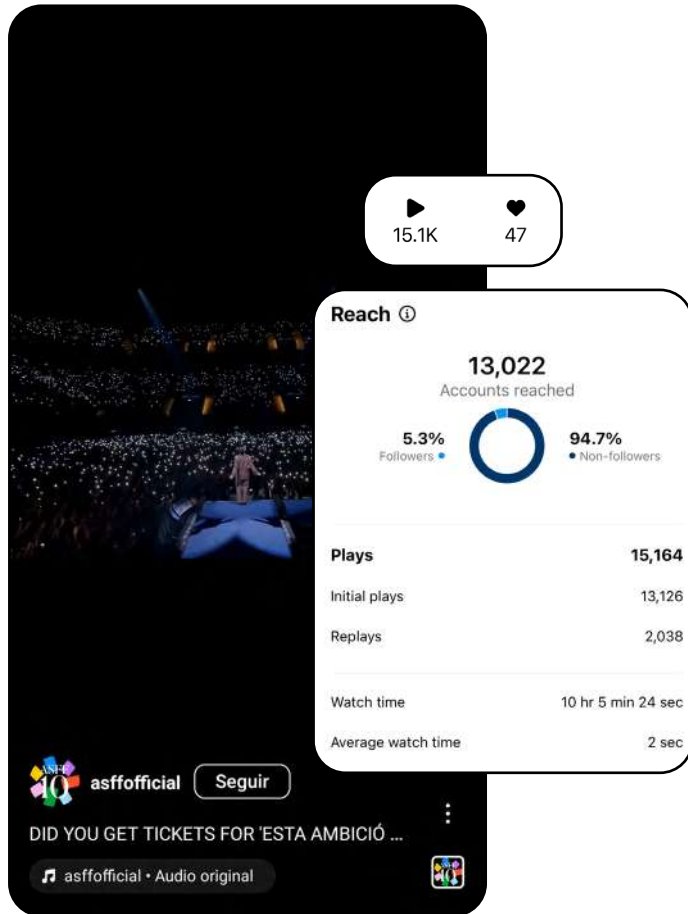
ORGANIC CLICKS

PUBLICATIONS PERFORMANCE

- **Reels reach:** 24.5K accounts. Our top 3 reels (by performance) are:
 1. C. Tangana's ESTA ANBICION DESMEDIDA documentary trailer (**13K accounts reached and 15K views**)
 2. The Amsterdam Spanish Film Festival official trailer (**9K accounts reached, 10.7K views** and 5 follows from the reel)
 3. C. Tangana's 'Esta ambición desmedida' documentary Q&A at ASFF (**3.2K accounts reached, 4.7K views** and 3 follows from the reel)
- **Posts reach 13.8K** accounts. Our top 3 posts (by performance):
 1. The Queens visit announcement (**4.3K accounts reached, 173 profile visits** and 3 follows from the post)
 2. Opening night photocall sneak a peek (Part II) (**3.2K accounts reached, 112 profile visits** and 2 follows from the post)
 3. Opening night photocall sneak a peek (Part I) (2.7K accounts reached, 92 profile visits and 1 follow from the post)



TOP 3 REELS



TOP 3 POSTS



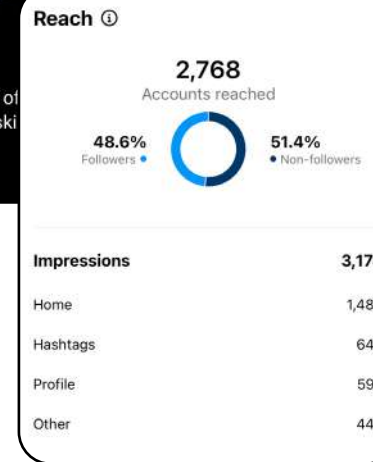
364 Me gusta
 asffofficial Dutch and Spanish
 Amsterdam Spanish Film Fes
 Ver los 26 comentarios
 11 de abril · Ver traducción



314 Me gusta
 asffofficial Here's a snea
 event at Pathé Tuschinski
 Ver los 11 comentarios
 15 de abril · Ver traducción

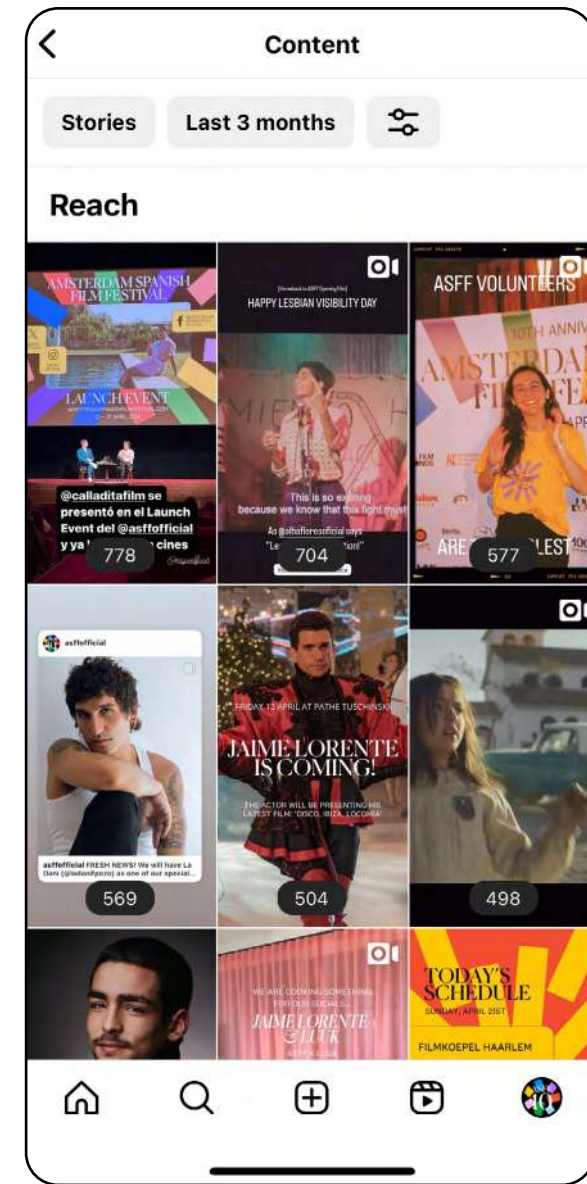
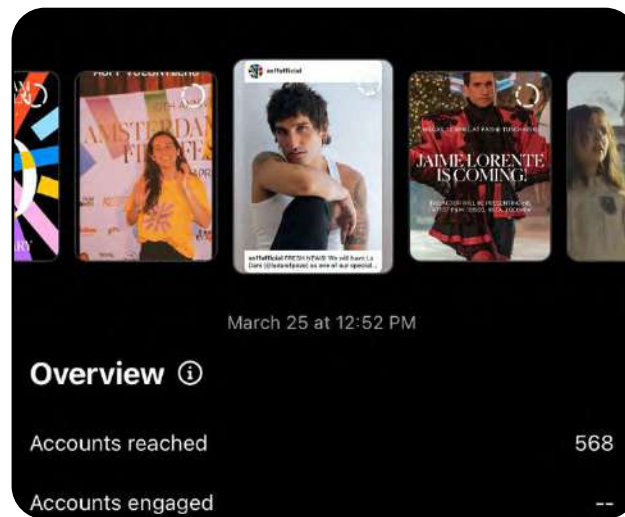
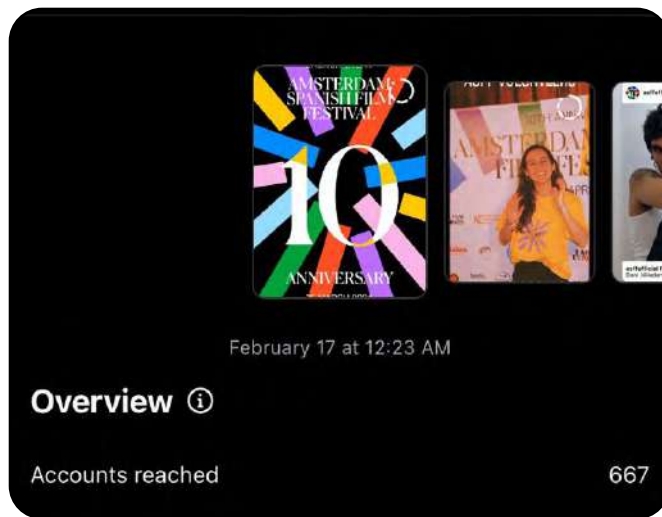


173 Me gusta
 asffofficial And here's a sneak a peek of
 night of ASFF 2024 at Pathé Tuschinski
 Ver 1 comentario
 16 de abril · Ver traducción



TOP 3 STORIES

- **Stories reach 2.7K** accounts. Our top 3 stories (by performance):
 1. ASFF Launch event announcement (**667 accounts reached and 754 impressions**)
 2. ASFF volunteers highlight (**577 accounts reached and 593 impressions**)
 3. La Dani special guest announcement (**568 accounts reached and 632 impressions**)



FACEBOOK

This channel has been key in connecting with groups of **expats and migrants**, who are a main part of our target audience and one of the largest communities of our potential attendees.

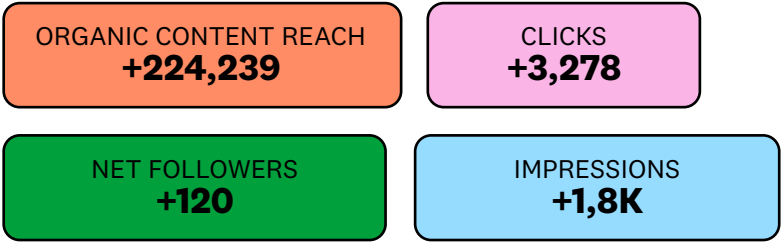
However, since our audience in this outlet was very similar to the one on Instagram —with a mainly female (71.3%) and adult public, and with **44.8% of our female followers between 25 and 44 years of age**— we followed an analogous strategy, creating content that could be consumed in short work breaks, daily commutes and the last relaxing hours of the day.

Also, given that Facebook has a big potential for **building communities and loyalties**, we used this platform during the festival Opening and Closing nights to post pictures

our attendees took at our event’s photocall and with our special guests. That way, we could connect more with our audiences and **make them feel like part of our festival**.

Further, since Instagram is the primary ASFF channel, we posted stories to **redirect the audience to find their photocall photos on the ASFF Facebook page**. In that way, we could encourage their engagement in both social media outlets.

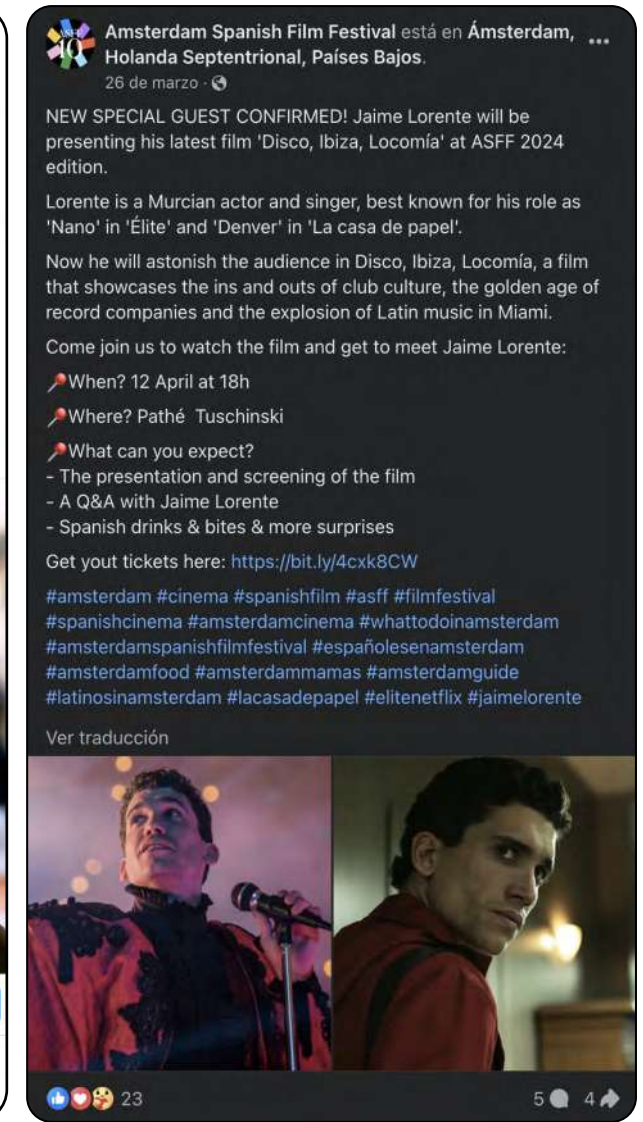
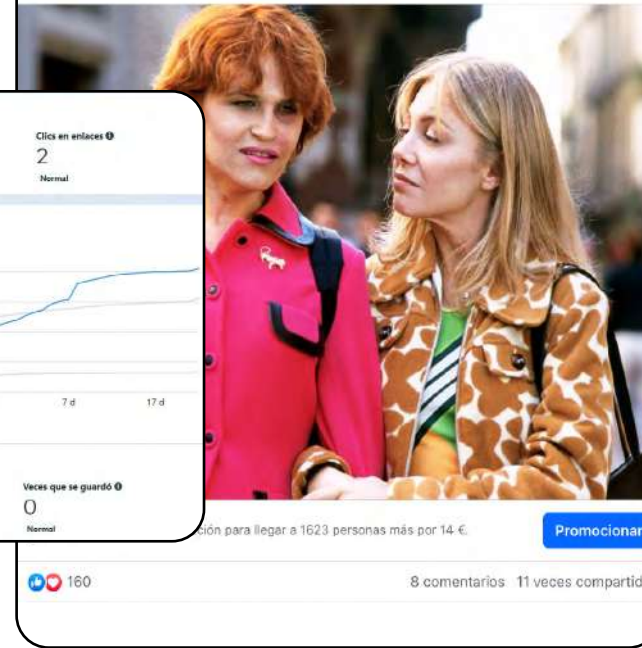
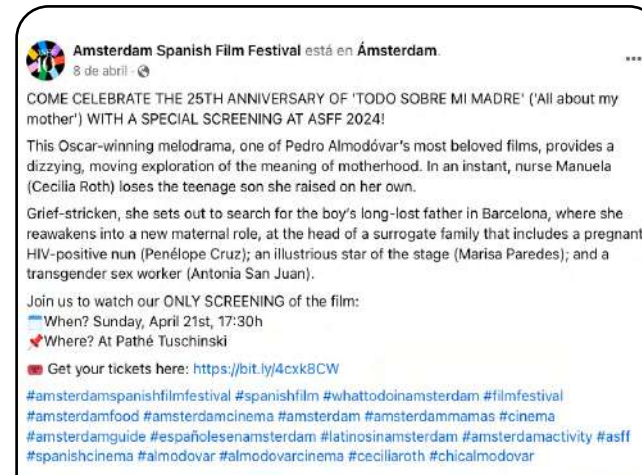
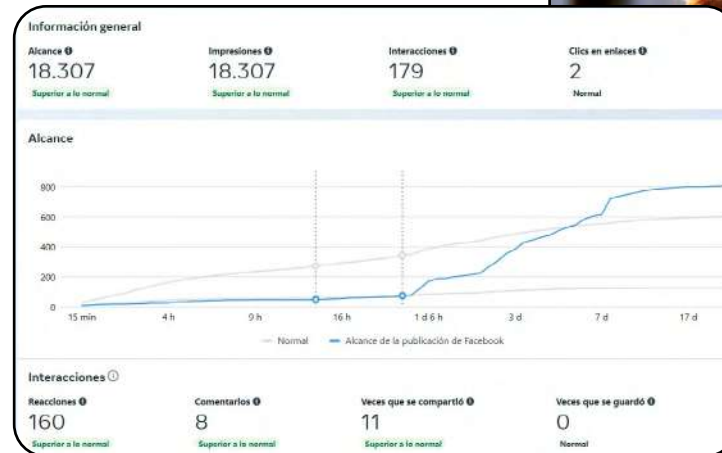
By the end of our promotional period, here’s how this strategy impacted the **growth of our audience** (with data from the 1st of March to the 30th of April):



PUBLICATIONS PERFORMANCE

Our top 3 posts (by performance) are:

1. 'TODO SOBRE MI MADRE' special screening announcement (**18.3K accounts reached**)
2. ASFF Launch event day post (**3.5K accounts reached**)
3. Jaime Lorente special guest announcement (**2.9K accounts reached**)



OTHER SOCIAL MEDIA

Since our main social media channels are Instagram and Facebook, we have concentrated efforts on those platforms and only used our other social media outlets to communicate key information about the festival.

Following the last edition's strategy, we kept experimenting with channels like TikTok, revamping content from Instagram with the purpose of **finding new audience segments**.

By the end of our promotional period, here's how this strategy impacted the growth of our audience (with data from the 1st of March to the 30th of April):

TWITTER (X)
4,385 IMPRESSIONS

TIKTOK
5,996 VISUALIZATIONS

LINKEDIN
3,237 IMPRESSIONS

40% growth of 'ASFF Official' term on
TikTok's search engine

LINKEDIN VISUALIZATIONS
1,839

LINKEDIN CLICKS
1,004





DUTCH INFLUENCER @AKALUUK
66,7K FOLLOWERS



LATINA INFLUENCER @LATINA_IN_THE_NETHERLANDS
150K FOLLOWERS AND DUTCH INFLUENCER
@SANTANAMATHEUS **75,5K FOLLOWERS**

EARNED & SHARED MEDIA

CROSS PROMOTION AND INFLUENCERS

ASFF continues to forge **strong partnerships with other festivals, cultural organizations, influencers, and key figures** each year, expanding our reach to new audiences and fostering collaborative opportunities for cultural pursuits. Cross-promotion is a cost-effective approach that enables us to **gain visibility** within the social media feeds of our targeted audiences. What follows is a summary of our cross promotion and influencer marketing strategy and an estimation of its impact on audience engagement and attendance.

Importance

Cross promotion means teaming up with other relevant or complementary organisations, events or institutions

to mutually **boost visibility** and reach on social media. Partnering with organisations whose followers are interested in what our festival offers, give us the opportunity to easily select and reach **new potential audiences**. This easy access to new demographics increases overall visibility, reach and a more broad recognition of our festival.

Influencer marketing involves partnering with influential individuals or popular social media accounts that have a large following to **promote our festival or specific events within our program**. Influencers communicate more personally with their followers, lending authenticity to the promotional post about ASFF. Additionally, followers tend to engage more with content shared by influencers, as opposed to traditional advertisements, which is crucial

because social media algorithms (in 2024) prioritise content with higher engagement rates. This **increases the visibility and reach of ASFF**.

Goals

- **Enriching the cultural landscape:** position and establish ASFF as a relevant and must-go film festival within Amsterdam's competitive event and film scene.
- **Cultural exchange:** stress the intercultural nature of the festival and attract both Dutch and Spanish speaking audiences based in the Netherlands.
- **Expansion and diversification:** broaden our audience by promoting specific thematic segments of our program.

Strategy

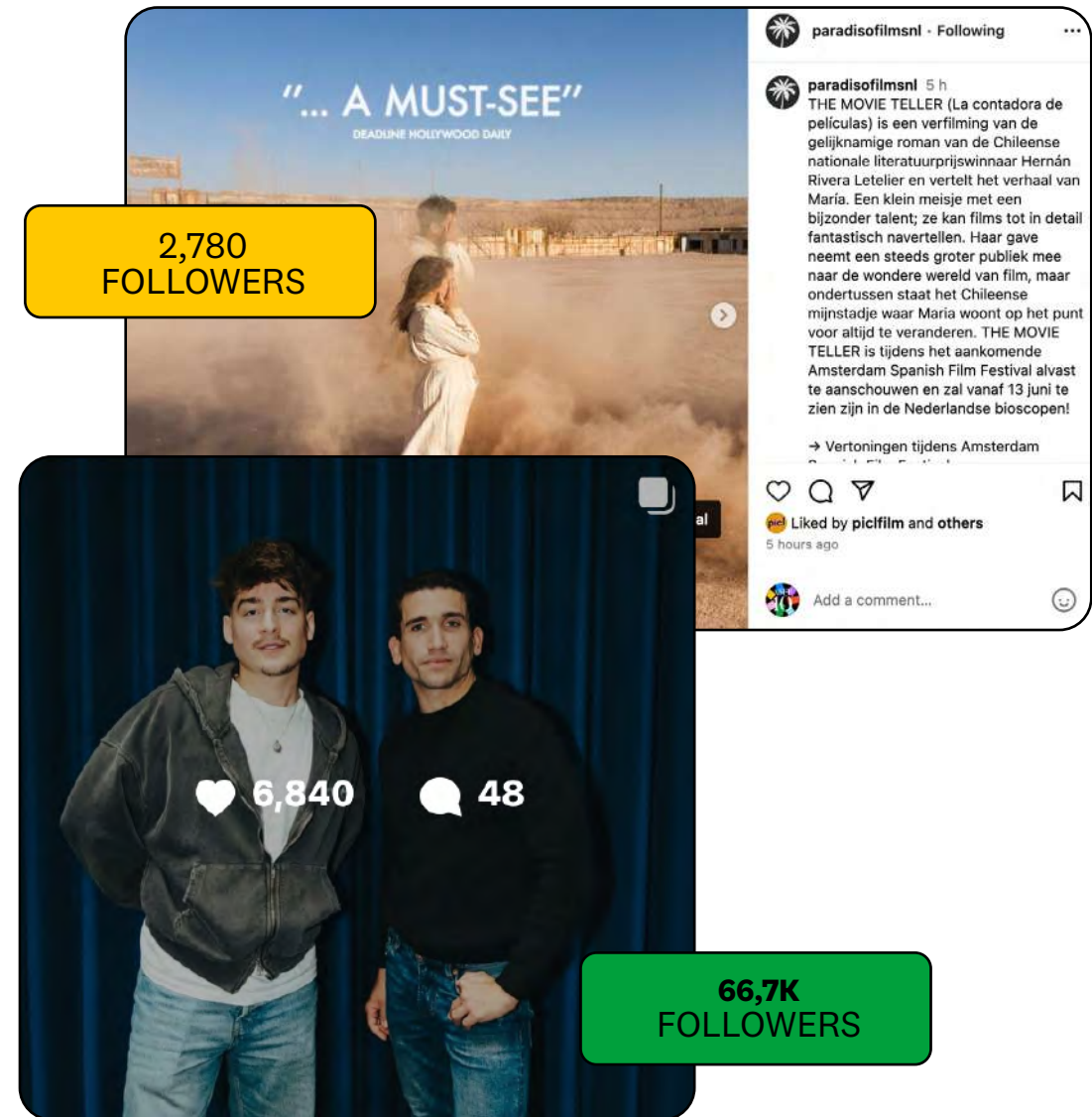
The cross-promotion involved reaching out to both influencers and cross-promotional partners in the **month leading up to the festival**, ensuring they posted about the Launch Event (one month prior to the festival) or about the festival ten days in advance. We believe that the ten days leading up to the festival are crucial, as this is when most of the audience makes their final decision to buy tickets. Additionally, it's close enough to the festival to create a sense of urgency.

- **Enriching the cultural landscape: position and establish ASFF as a relevant and must-go film festival within Amsterdam's competitive event and film scene.**

To solidify ASFF's position as a prominent film festival in Amsterdam, we strategically **partnered with several other major film festivals**, encouraging them to promote our event. Notable collaborators

include: **Imagine Film Festival, IDFA, International Film Festival Assen Imagine Film Festival and Roze Filmdagen**. To further enhance our visibility within the Film Industry, we also collaborated with Filmkrant magazine and film distributors (CineArt and Paradiso Films).

To establish and highlight ASFF within Amsterdam's competitive entertainment landscape, we made sure to collaborate with several **cultural agenda's**. These agenda's, both institutional as well as influencer accounts, curate highly anticipated events and activities within Amsterdam: Amsterdam, Hotspot Finders, WeLikeAmsterdam I am expat, and AAmag. These Instagram accounts included ASFF in their agenda's or highlighted a specific event, and have a following range from **20k to 312k**. We also made sure to post about ASFF in Amsterdam based Facebook groups and highlight our events in the public calendar app, BASH.




FESTIVALS AND DISTRIBUTION COMPANIES



rozefilmdagen 20 h

FILM TIP:

The queer Spanish road movie [@onthegofilm](#) with [@omarayuso](#) - which screened during Roze Filmdagen, is now also being shown at the [@asffofficial](#). Get your tickets now!



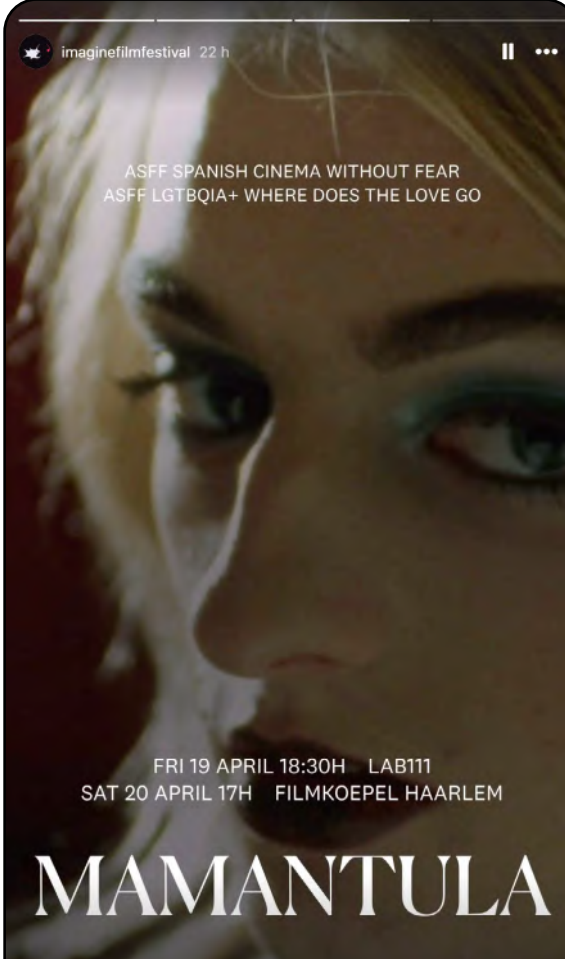
[GET TICKETS](#)

Reply to r

4,632 FOLLOWERS

imaginefilmfestival 22 h

ASFF SPANISH CINEMA WITHOUT FEAR
ASFF LGBTQIA+ WHERE DOES THE LOVE GO



FRI 19 APRIL 18:30H LAB111
SAT 20 APRIL 17H FILMKOEPEL HAARLEM

MAMANTULA

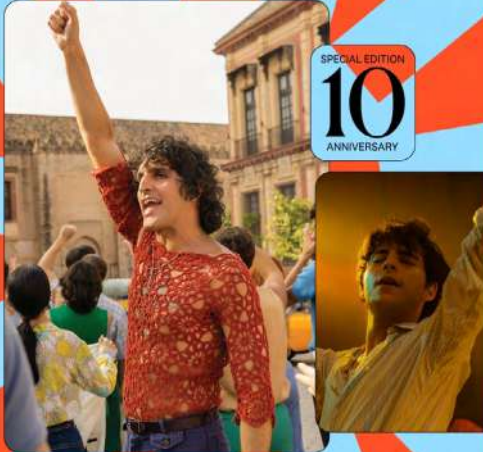
Reply to i

2,780 FOLLOWERS

iqmff 20 h

AMSTERDAM SPANISH FILM FESTIVAL

SPECIAL EDITION
10
ANNIVERSARY



12 - 21 APRIL 2024
AMSTERDAMSPANISHFILMFESTIVAL.COM

@lab_111

TIP: [@asffofficial](#)

Reply to i

2,918 FOLLOWERS

26 March 14:49

cineicaa

asffofficial

AMSTERDAM SPANISH FILM FESTIVAL

WATCH THE MOVIE!

Lole
TE ESTOY AMANDO
LOCAMENTE
ALBA FLORES

20.4K FOLLOWERS

26 March 13:08

elastica elasticafilms

asffofficial

AMSTERDAM SPANISH FILM FESTIVAL

WATCH THE FILM!

María
O CORNO
JANET NOVÁS

23K FOLLOWERS

26 March 13:07

ON:GO onthegofilm

asffofficial

AMSTERDAM SPANISH FILM FESTIVAL

WATCH THE MOVIE!

Milagros
ON THE GO
JULIA DE CASTRO

1,966 FOLLOWERS

INFLUENCERS AND CULTURE AGENDA ACCOUNTS



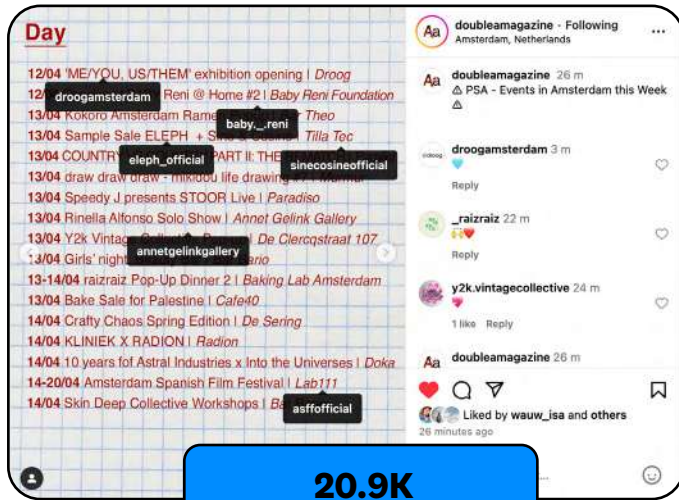
84K FOLLOWERS



26.7K FOLLOWERS



313K FOLLOWERS



20.9K FOLLOWERS



44.1K FOLLOWERS

- **Cultural exchange: stress the intercultural nature of the festival and attract both Dutch and Spanish speaking audiences based in the Netherlands.**

Besides our partnership with Taalhuis, we reached out to many other Spanish (themed) **Language schools**, study associations and festivals within the Netherlands. **Flamenco Biënale** and Study Association Adelante promoted us on social media. Many Spanish teachers promoted our program to their students and ended up attending our educational screening of *Campeonex* in Tuschinski.

To promote intercultural dialogue, we approached several influencers who promote either **Latin or Spanish culture within the Netherlands**. *Latina in the Netherlands* (147K followers), *Aquí no hay vermut Podcast* (1K), *DobleV* (17.9K) and *Matheus Santana* (73.3K), all influencers creating content about their experience as a Spanish or

Latin American expat in the Netherlands, attended the festival. They posted about ASFF in advance, inviting their followers and **announcing they will come and report about their experience** at the events.

This year we also invested in a **bigger collaboration with AKALUUK**, a Dutch influencer and Spanish enthusiast, who is keen on promoting Spanish culture to his Dutch audience. Not only did he promote and visit the festival several times, we also developed a short video series in which he gets the opportunity to interview Omar Ayuso and Jaime Lorente about their movies, ASFF experience and Dutch Culture. The first video with Jaime Lorente reached **more than 35K views** within a week!

Flamenco Biennale NL
3 d · 🌐

TIP voor Spanjefans / Calling out to all Spain lovers

Van 12 tot 21 april toont het **Amsterdam Spanish Film Festival** het beste uit de hedendaagse Spaanse en Spaanstalige cinema. De 10de editie! 🍷

Onze favoriet: *Esta ambición desmedida* (This excessive ambition), documentaire van zanger C.Tangana over the making of van zijn album *El Madrileño*. Met Yeraí Cortés, *Ismael De La Rosa 'el Bola'* en *Niño de Elche*, artiesten die eerder op het programma van de **#FlamencoBiennaleNederland** stonden.

👉 Check het festivalprogramma op <https://spanishfilmfestival.nl>

--

From 12 to 21 April, the Amsterdam Spanish Film Festival shows the best of contemporary Spanish and Spanish-language cinema. The tenth edition!

Our favourite on the programme: *Esta ambición desmedida* (This excessive ambition), a documentary on singer C.Tangana and the making of his album *El Madrileño*, featuring Yeraí Cortés, *Ismael de la Rosa 'el Bola'* and *Niño de Elche*, all artists previously on our **#FlamencoBiennaleNederland** programme.

Check the festival programme at <https://spanishfilmfestival.nl>

11K FOLLOWERS

14:25 4G

10 april 09:52
Vertaling weergeven

santanamateus
@ASFFOFFICIAL

THE NICEST FESTIVAL

@NEXTCHAPTER.AGENCY

WE ARE WAITING FOR YOU!

Activity Meer

75.5K FOLLOWERS

akaluuk 14 h
Watch Full Reel

asffofficial

Het Amsterdam Spanish Film Festival is bijna, zoo veel zin in

reply to a

65.8K FOLLOWERS





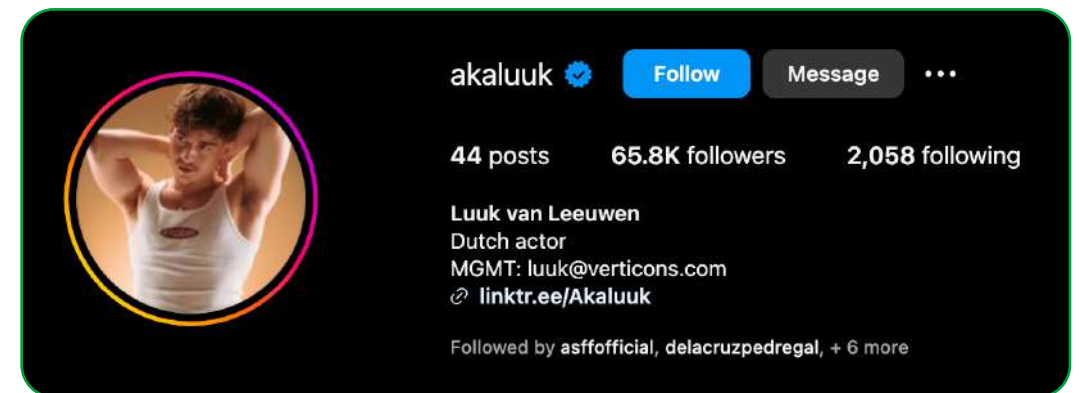
- **Expansion and diversification: broaden our audience by promoting specific thematic segments of our program**

Next to promoting the festival itself, we experimented with **reaching out to partners with content tailored to their followers and interest**. Our diverse program segments, such as Where Love Goes, Focus Latino, Documentary night and Spanish Cinema without fear, allowed us to tap into niches which broadened our audience. We curated specific movies for both influencers (for instance Focus Latino program for Latina In the Netherlands, Mamántula for Imagine Film Festival and Where Love Goes program for Queer Migrant Film Festival).

Results

When we look at the statistics over the period of 10th of March (week of the Launch Event, kick-off of our marketing campaign) until 21st of April (last day of

the festival) we **reached 60,174 Instagram** accounts in total. Part of this number are our followers (6.6%) and advertisements (39%), meaning that of the visitors **54.4% found our profile naturally**, through discovery or through cross-promotion or influencers. It is likely that a big part of this percentage, 32,735 people, found ASFF's Instagram through cross promotion and influencer marketing. The festival trailer, for instance, rose from **2.3k views to 10k views**, after influencer AKALUUK shared the video on his stories.



ASFF VENUES

Additionally, this year, **we implemented a robust shared media strategy through ASFF venue sites**. We curated tailored content for each venue, emphasizing the ASFF screenings and special events they were hosting, and provided them with the necessary materials for a more effective campaign. **We encouraged all the venues to promote the ASFF edition on their social media** platforms, posting regularly and tagging our account to cross-share audiences.

INSTAGRAM FOLLOWERS

PATHE TUSCHINSKI **177K**

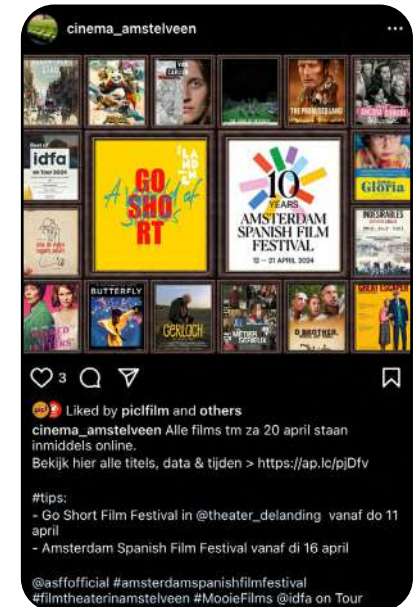
EYE FILMMUSEUM **47.5K**

LAB111 **19.5K**

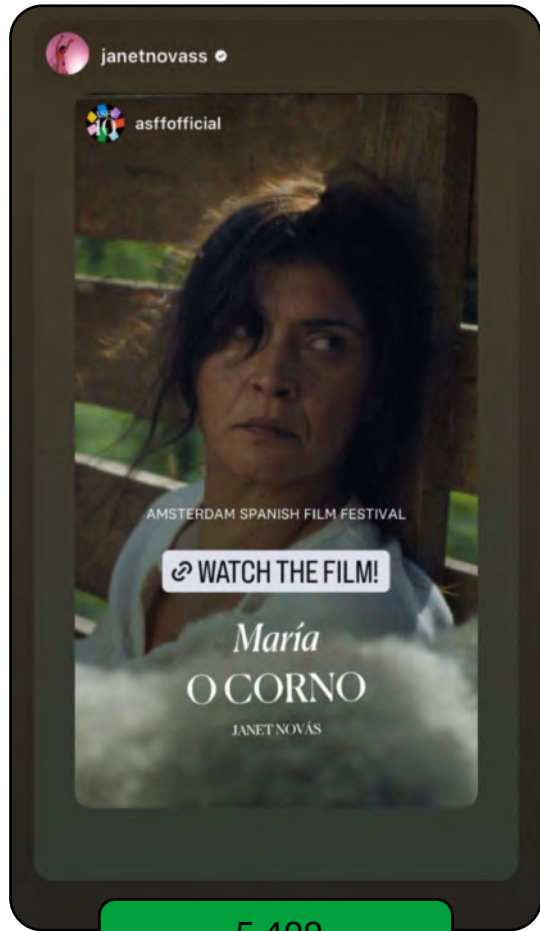
HET DOCUMENTAIRE PAVILJOEN **42.1K**

FILMKOEPEL HAARLEM **5,144**

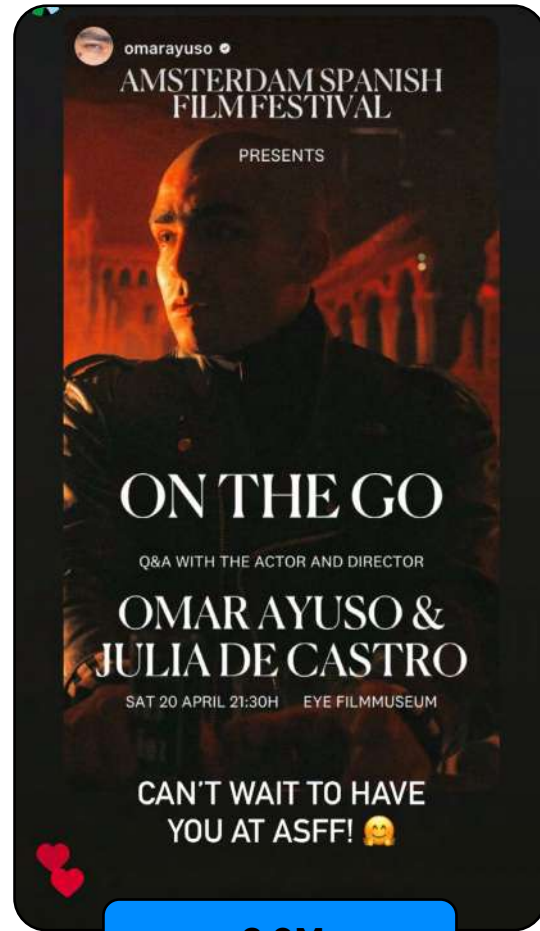
CINEMA AMSTELVEEN **722**



SPECIAL GUESTS AND LINE UP ACTORS



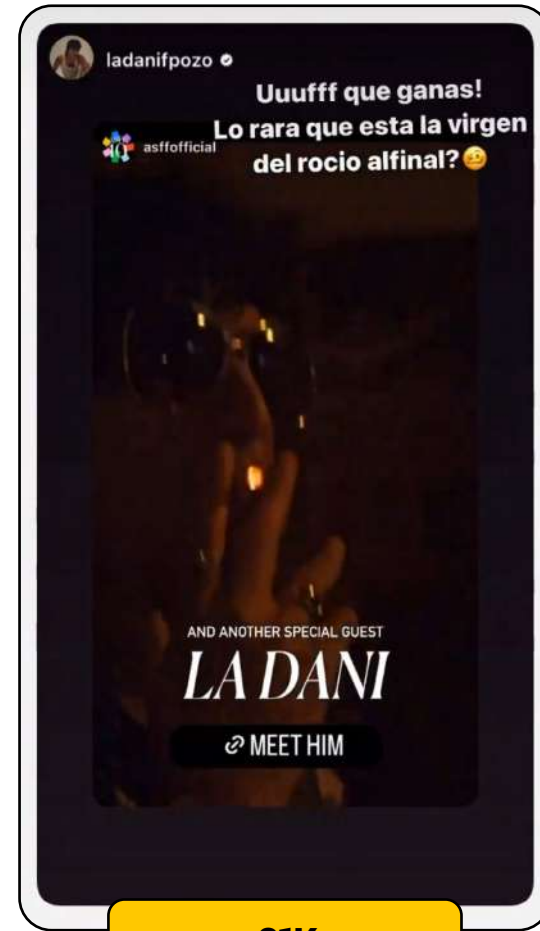
5,422 FOLLOWERS



3.9M FOLLOWERS



4,700 FOLLOWERS



21K FOLLOWERS

gaston_salgado_oficial

asffofficial

FRI 19 APRIL 18:30H — FILMKOEPEL HAARLEM
SAT 20 APRIL 18:30H — LAB111

ASFF CARES

LA CONTADORA DE PELÍCULAS
(THE MOVIE TELLER)

🔗 GET YOUR TICKETS!

151K FOLLOWERS

daniperezprada

“Els Encantats” en Amsterdam

asffofficial

ASFF CARES

ELS ENCANTATS
(THE ENCHANTED)

SUN 14 APRIL 18:30H — FILMKOEPEL HAARLEM
TUE 16 APRIL 19H — CINEMA AMSTELVEEN
WED 17 APRIL 18:30H — LAB111

🔗 GET YOUR TICKETS!

17.1K FOLLOWERS

marielacarabajaloficial

🔗 GET YOUR TICKETS HERE!

ASFF FOCUS LATINO

LA ESTRELLA AZUL
(THE BLUE STAR)

FRI 19 APRIL 21H — FILMKOEPEL HAARLEM
SAT 20 APRIL 21H — LAB111

10.6K FOLLOWERS

mariohortonfleck

asffofficial

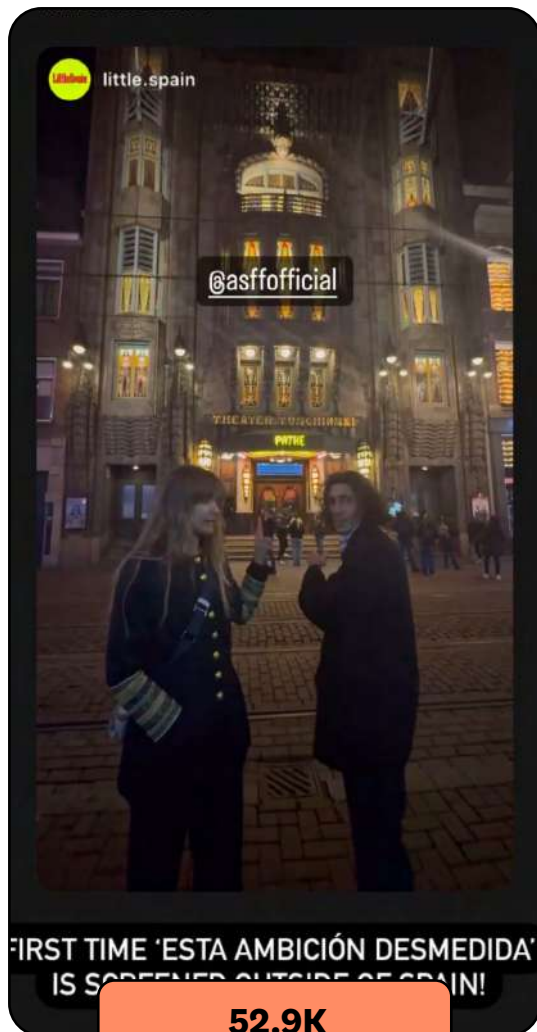
🔗 GET YOUR TICKETS HERE!

ASFF FOCUS LATINO

LA CONTADORA DE PELÍCULAS
(THE MOVIE TELLER)

FRI 19 APRIL 18:30H — FILMKOEPEL HAARLEM
SAT 20 APRIL 18:30H — LAB111

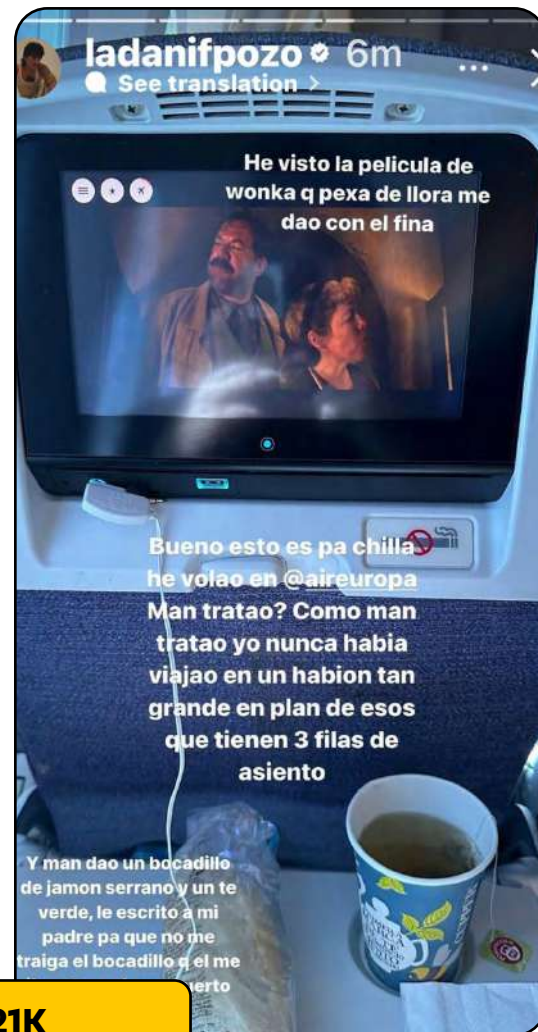
323K FOLLOWERS



52.9K
FOLLOWERS



21K
FOLLOWERS



10.4K
FOLLOWERS



WATCH TRAILER



SPONSORS & PARTNERS

Within our marketing strategy, we prioritize **sponsors and partners**, ensuring their brand, products, and services are seamlessly integrated into our festival campaign. For our 10th anniversary edition, **we were proud to collaborate with 13 sponsors**, each deeply aligned with our mission and vision, as their offerings are intertwined with cinema, Spanish culture, tourism, gastronomy, or language.

On the partnership front, we were supported by **two festival partners and two media partners**, who helped amplify festival awareness. Our marketing strategy aimed to enhance their brand visibility through the following initiatives:

- A **dedicated social media plan** to seamlessly integrate their products and services, connecting our audiences with their websites and social media profiles.

- Mentions and features in **ASFF newsletters**, ensuring our subscribers were informed about their offerings.
- Prominent **visibility on our key days**, such as the Opening and Closing nights, where sponsors had the opportunity to showcase their products to our audience and display their logos on venue banners.
- **Logo visibility** across photocalls, festival banners, and cinema screens, ensuring their presence was felt throughout the event.
- Space in the **welcome goody bags** for sponsors to include their promotional materials.
- The **screening of their commercials** prior to each film screening during the 10-day festival, reaching over 5,000 visitors across Amsterdam, Haarlem, and Amstelveen.

Additionally, this year, ASFF offered sponsors the opportunity to **sponsor one of the lineup films**, providing them with a unique platform to elevate their presence and connection to Spanish cinema. Sponsors hosted the introduction of the film, aligning their brand narrative with culture and cinema, as well as ASFF's mission and vision.



TURESPAÑA / SEVILLA CITY OFFICE

Turespaña and the **Sevilla City Office** took the lead on the Opening Night, which centered around showcasing Seville as a hidden gem and an ideal filming location. The chosen film for this year's Opening Night, *TE ESTOY AMANDO LOCAMENTE*, was shot in Seville, weaving a narrative that not only features the city as a backdrop but also incorporates its rich history and dedication to the LGBTQIA+ cause. As ASFF's audience fell in love with Seville's charm, **tour operators and prominent figures from the cinema industry** gathered for a meetup to explore more about this remarkable destination. Paula Magarzo, representing the Seville Tourist Office, delivered a presentation highlighting the city's major attractions, emphasizing its blend of history, sunshine, and sustainability. "Seville continues to establish itself as a preferred filming destination due to its abundant resources," she noted. ASFF takes pride in acting as a nexus for individuals and professionals in the tourism and cinema

sectors, contributing to the promotion of Spain on a global scale. Once again, **Turespaña reaffirmed its dedication to the festival's mission**, engaging in discussions with the queens about their endeavors to promote Spain from the Netherlands and support Spanish cinema.





TURESPAÑA
WELCOME DESK



SEVILLA CITY AND TURESPAÑA
AT ASFF



SEVILLA CITY PRIVATE EVENT WITH TURESPAÑA



ASFFOFFICIAL
Posts

asffofficial
Rigoberta Bandini · Yo Solo Quiero Amor (...)

View Insights Boost post

Reel insights

Reach ⓘ

993
Accounts reached

77.7% Followers • 22.3% Non-followers

Plays 1,864

Initial plays 1,288

Replays 576

Watch time 3 hr 6 min 59 sec

Average watch time 8 sec

Audience retention

ASFFOFFICIAL
Posts

asffofficial

View Insights Boost post

52 3

Liked by nelaileo and others

asffofficial World-renowned for its rich history, gastronomy, culture, and climate: SEVILLA (@sevillaciudad) WILL BE THE HONORED GUEST CITY AT ASFF 2024

As the perfect setting for film productions, Sevilla will be highlighted in our event through the lens of cinema with the Opening Night film 'TE ESTOY AMANDO LOCAMENTE' (Love & Revolution), whose story unfolds and is narrated in the heart of the city.

Spanish drinks, tapas, and many other surprises awaiting you during the Opening Night

Post insights

1,360
Accounts reached

72.4% Followers • 27.6% Non-followers

Impressions 1,489

From Home 961

From profile 331

From hashtags 177

From other 20

Engagement ⓘ

54
Accounts engaged

88.9% Followers • 11.1% Non-followers



TURESPAÑA INTRODUCING THEIR MISSION TO THEIR MAJESTIES



SEVILLA CITY AND TURESPAÑA SPOTS AT ASFF



TURESPAÑA FEATURED ON
ASFF NEWSLETTER



Tourespaña and Sevilla City committed to the promotion of Spanish Cinema in the Netherlands

The 10th anniversary edition of ASFF has been marked by a fruitful partnership with **Spanish Tourism Office Tourspain in the Netherlands** and the **city of Seville**. This collaboration highlights their dedication to Spanish cinema as a tool for promoting Spain as a tourist destination and as a setting for films and TV series. **ASFF opened this year with a special focus on Seville City, screening "TE ESTOY AMANDO LOCAMENTE"** (Love & Revolution), a production that not only was filmed in Seville but also delves into the city's idiosyncrasy and historical LGBTQIA+ fight.

As ASFF's audience became captivated by the beauty of Seville, tour operators and key cinema industry members enjoyed a meetup where they could learn more about this excellent destination. Paula Magarzo, the representative from the **Seville Tourist Office**, led a presentation highlighting the city's key attractions as a perfect blend of history, sun, and sustainability: "*Sevilla continues to position itself as a filming destination thanks to its infinite resources*". ASFF is honored to serve as a point of connection for individuals and professionals in the tourism and cinema industries, contributing to the promotion of Spain beyond its borders.

Tourespaña affirmed its support for ASFF in the Royal reception



During the visit of Her Majesty Queen Máxima of the Netherlands and Her Majesty Queen Letizia of Spain, **Tourespaña** could emphasize its commitment to the festival's mission and discuss with the queens their efforts in promoting Spain from the Netherlands and supporting Spanish cinema.



After experiencing ASFF 2024 and all the Spanish locations featured in the program, where in Spain would you like to visit next? Follow **SPAIN** to discover the best cities and experiences for an authentic Spanish adventure!

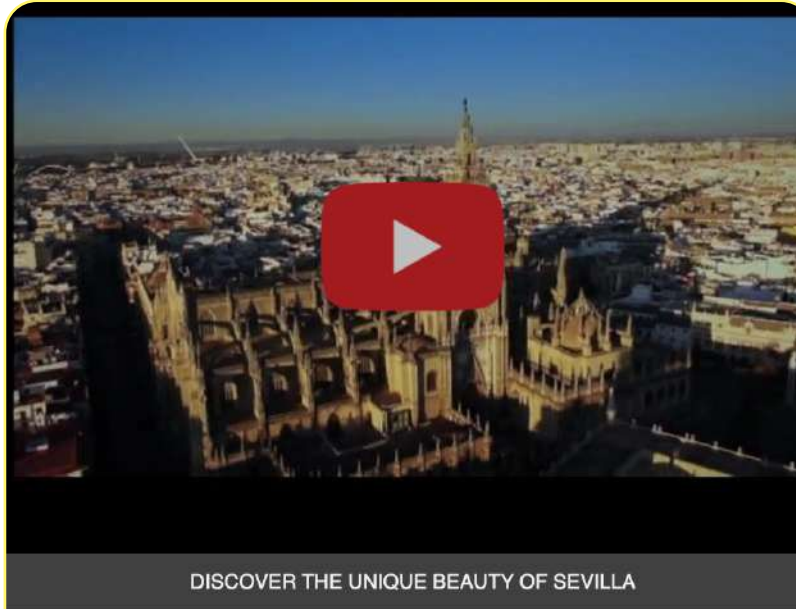


SEVILLA, ASFF 2024 HONORED GUEST CITY

The 10th edition of the Amsterdam Spanish Film Festival is proud to announce **Sevilla as the honored guest city**. Sevilla is world renowned for its rich history, gastronomy, culture, and climate, elements that make it the **perfect setting for film productions**.

ASFF aims to highlight the advantages of Sevilla through the lens of cinema with the Opening Night film "TE ESTOY AMANDO LOCAMENTE" (Love & Revolution), whose story unfolds and is narrated in the city of Sevilla. The event is supported by **Sevilla City Office** and **Turespaña**.

[READ MORE ABOUT](#)



DISCOVER THE UNIQUE BEAUTY OF SEVILLA

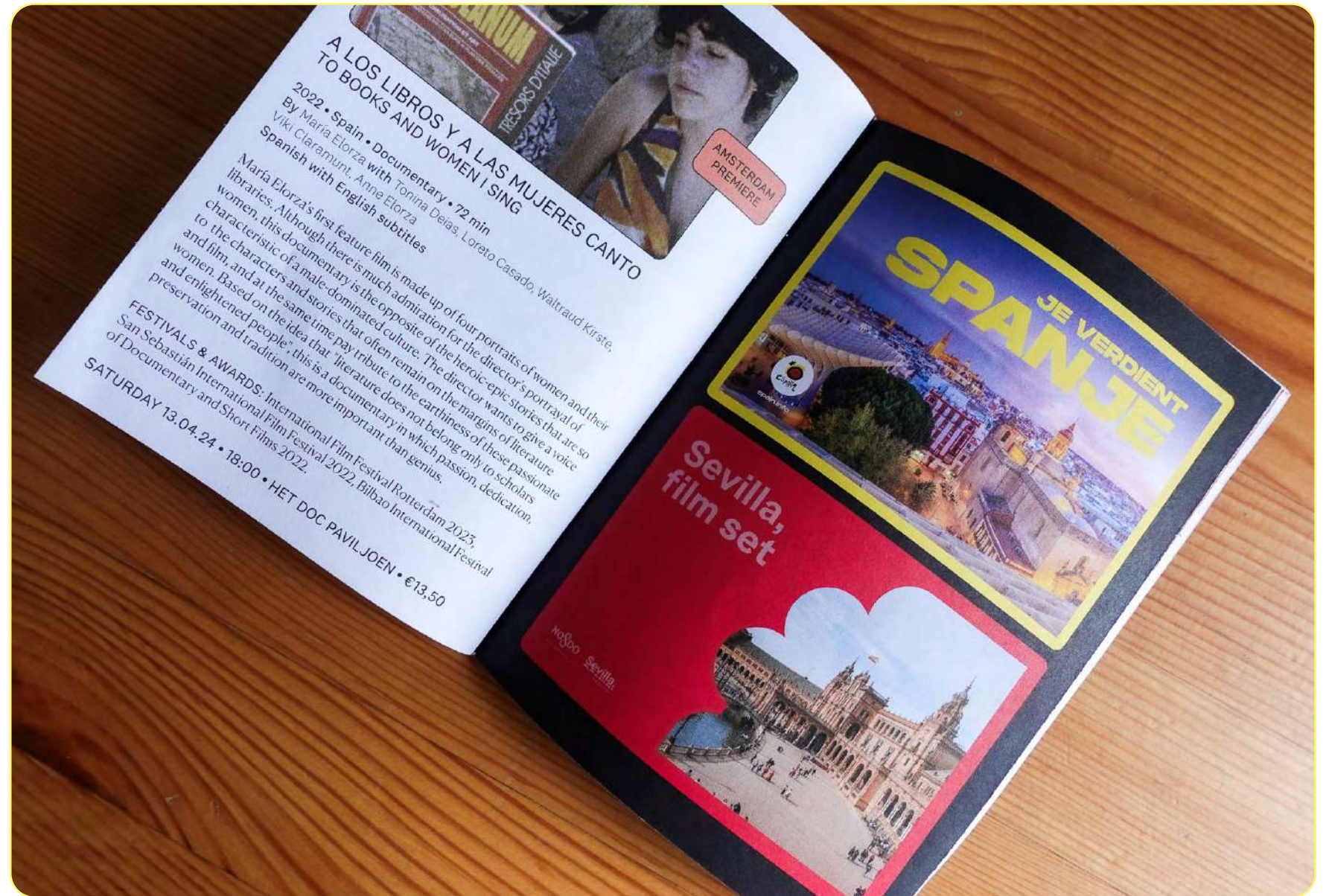
CINEMA MADE IN SEVILLA

The story of "TE ESTOY AMANDO LOCAMENTE" is a witty and combative comedy that follows the journey of a devoted Sevillian mother who, upon her son's coming out, embarks on a crusade for LGBT+ rights in the 1970s, a time when homosexuality was still criminalized in Spain. **Following the screening, director Alejandro Marín and actor La Dani will share insights into their experience filming in Sevilla and discuss the significance of the city as the backdrop for their feature.**

Spanish drinks, tapas, and a host of other surprises awaiting you during the Opening Night. Experience the essence of Sevilla and be inspired to plan your next trip! Don't miss out!

SEVILLA CITY FEATURED ON
ASFF NEWSLETTER

TOURSPAIN AND SEVILLA CITY
ADS IN ASFF BROCHURES



AIR EUROPA

Air Europa has demonstrated its commitment to ASFF by **bringing our special guests to Amsterdam over the past 10 years**. To celebrate this milestone, they generously provided a double flight ticket to Latin America or the Caribbean. ASFF devised a campaign to encourage audience participation and **generate buzz on social media**, aligning it with our FOCUS LATINO section, dedicated to screening Spanish-Latin American co-produced films. Additionally, **Air Europa sponsored our Closing Night film**, ESTA AMBICION DESMEDIDA, where they had the opportunity to present the film to the audience and discuss the longstanding relationship between their mission and the festival's mission.





AIR EUROPA
BOOTH





CONTEST LAUNCH EVENT



ASFFOFFICIAL Posts

asffofficial
Amsterdam, Netherlands

AIR EUROPA TO BRING

ASFF 2024
SPECIAL GUESTS

TO AMSTERDAM

View Insights Boost post

78 3 16

Post insights

2,052
Accounts reached

32.3% Followers
67.7% Non-followers

Impressions 2,391

From profile	742
From Home	734
From hashtags	680
From other	235

Engagement ⓘ

99
Accounts engaged

61.6% Followers
38.4% Non-followers

20 March 19:33

DETAILS IN LINK

AIR EUROPA X ASFF 2024

ae AirEuropa SKYTEAM ASFF

MORE INFO HERE

X2 FLIGHTS
TO LATAM OR CARIBBEAN

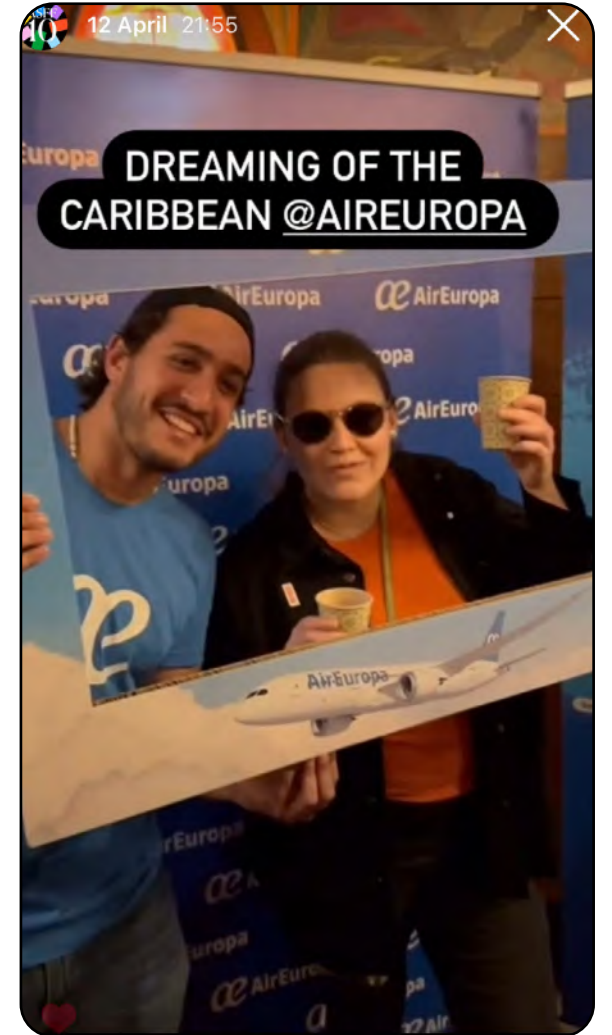
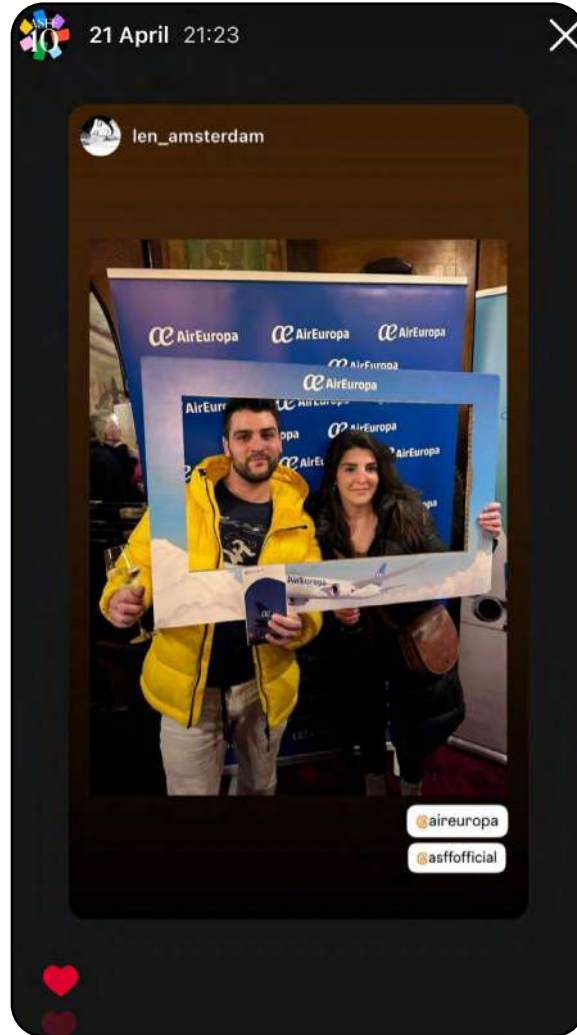
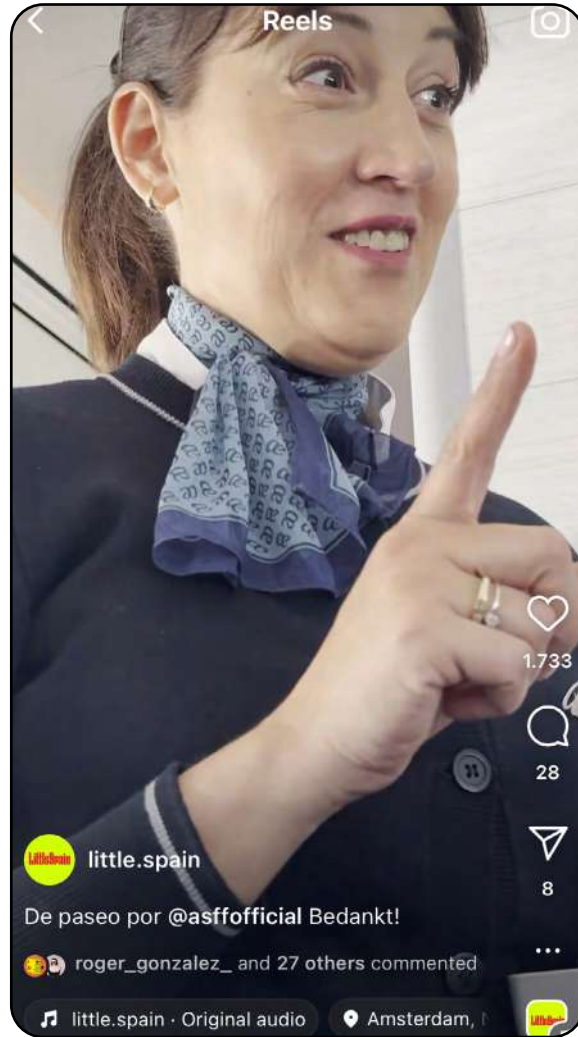
5 April 12:03

POV: First sunset in LATAM after you've just landed from an Air Europa flight

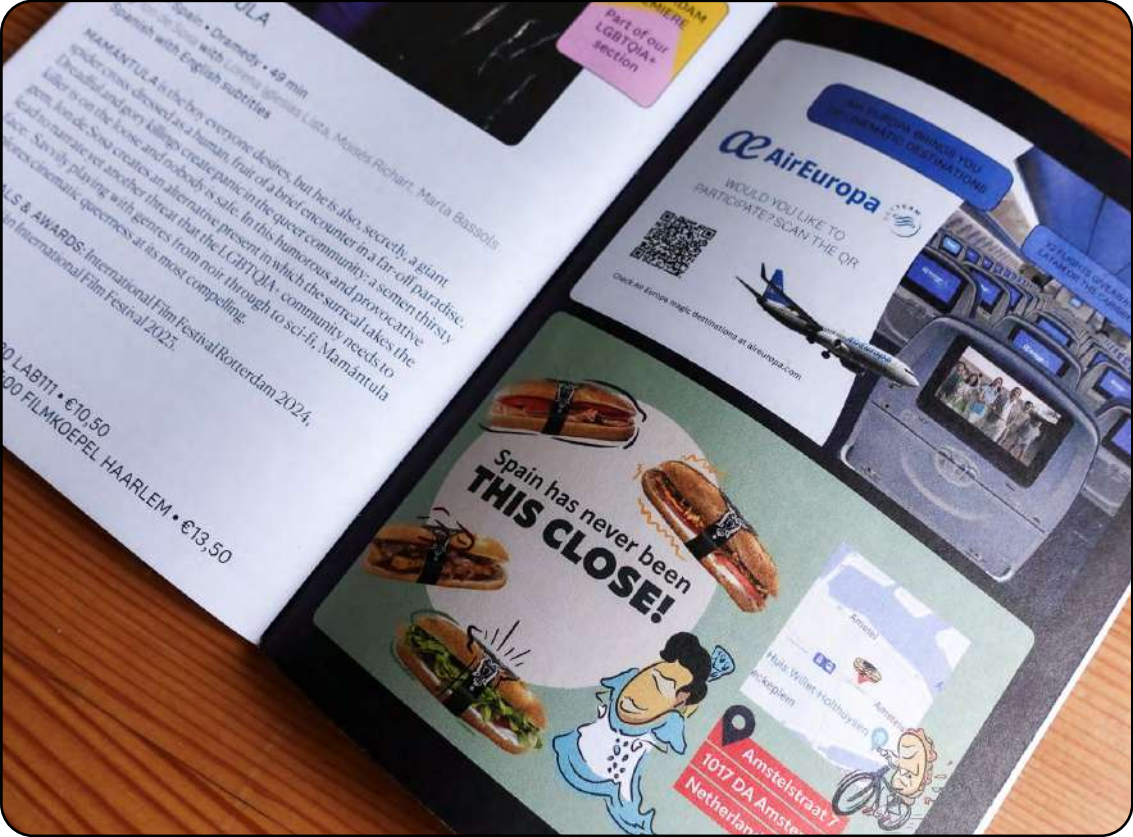
AIR EUROPA X ASFF

win two flight tickets to
LATAM or the Caribbean

FIND OUT THE DETAILS



AIR EUROPA, 100 MONTADITOS AND THE SOCIAL HUB
 ADS IN ASFF BROCHURES



THE SOCIAL HUB

The Social Hub hosted our special guests, providing them with the best comfort and a cool experience at their hub. As strategically planned last year, ASFF interviews were filmed at their hub, **encouraging the special guests to interact with the space** and creating content to feature on social media. TSH also offered our guest invitations to visit their hubs in Madrid, Barcelona and San Sebastián, engaging them to be part of TSH vibes all around the world! The Social Hub also introduced its mission and vision to Their Majesties, as well as had a special mention during the Opening Night on stage.



OMAR
AYUSO



ALEJANDRO MARÍN
& LA DANI



JAIME
LORENTE



JULIA DE
CASTRO





Reel insights

Reach ⓘ	
	23,844 Accounts reached
Plays	47,662
Initial plays	34,014
Replays	13,648
Watch time	65 hr 56 min 28 sec
Average watch time	6 sec
Reel interactions ⓘ	--
Likes	1,096
Saves	35
Comments	20



Little Spain, Tangana's documentary produce company, with 54K followers, posted a reel recap of their attendance at ASFF, highlighting the best moments, including having fun in **The Social Hub hall and C Tangana leaving the hotel** on his way to present his film *ESTA AMBICIÓN DESMEDIDA* at the Closing Night.

LittleSpain

44 posts 54K followers 3 following

Future LA neighborhood
dime@little.es
Production division: @plazabylittle

100MONTADITOS

100 Montaditos recently made its entrance into the Netherlands, and being part of ASFF helped them boost their **brand awareness**, not only among Spanish people familiar with the brand but also among Dutch audiences who discovered their products and deals. The 100 Montaditos bar is strategically located near Pathe Tuschinski, which facilitated the transfer of our audience to their bar during the festival dates. **We offered montaditos to our audience during the Launch Event, Opening Night, and Closing Night**, with options suitable for vegetarians, resulting in everyone enjoying the product. 100Montaditos also participated in our private boat cruise with our special guests, providing them with the best taste of montaditos on Amsterdam's canals.

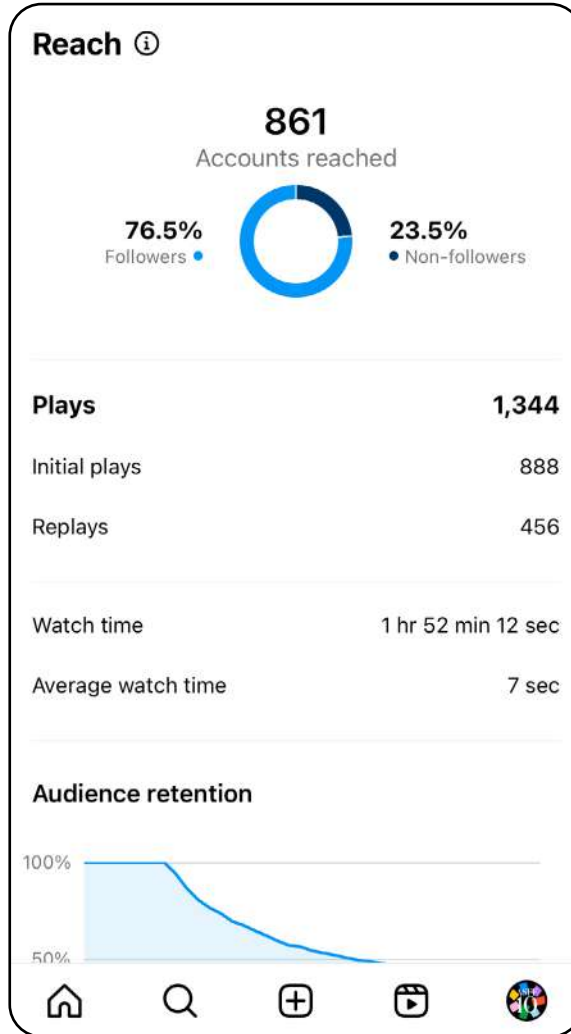
100
MONTADITOS[®]
/ CERVEGERÍA-TAPAS /

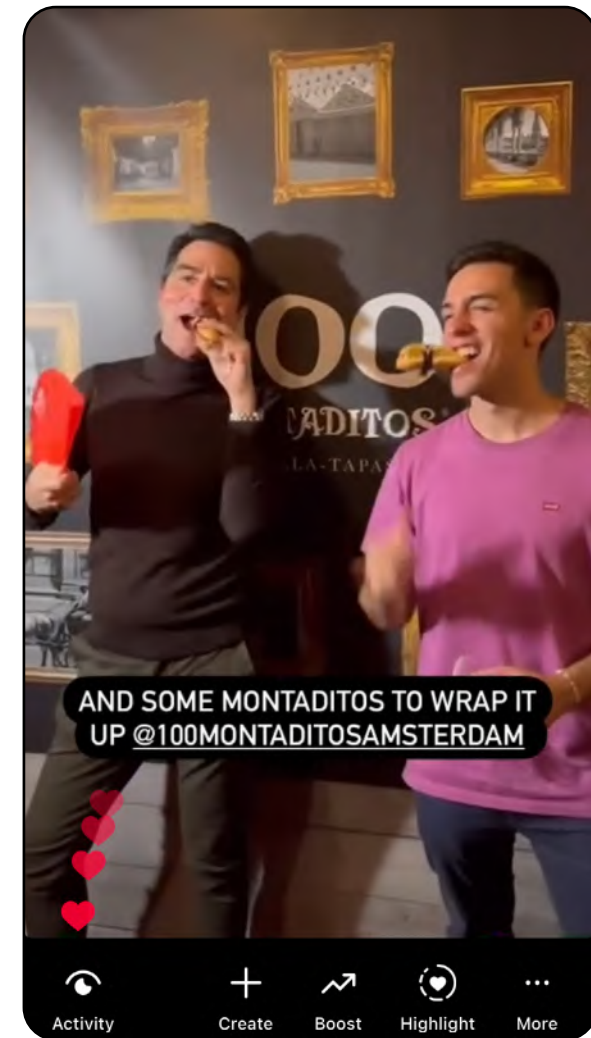




OMAR AYUSO & JULIA DE CASTRO
ENJOYING MONTADITOS







MAHOU

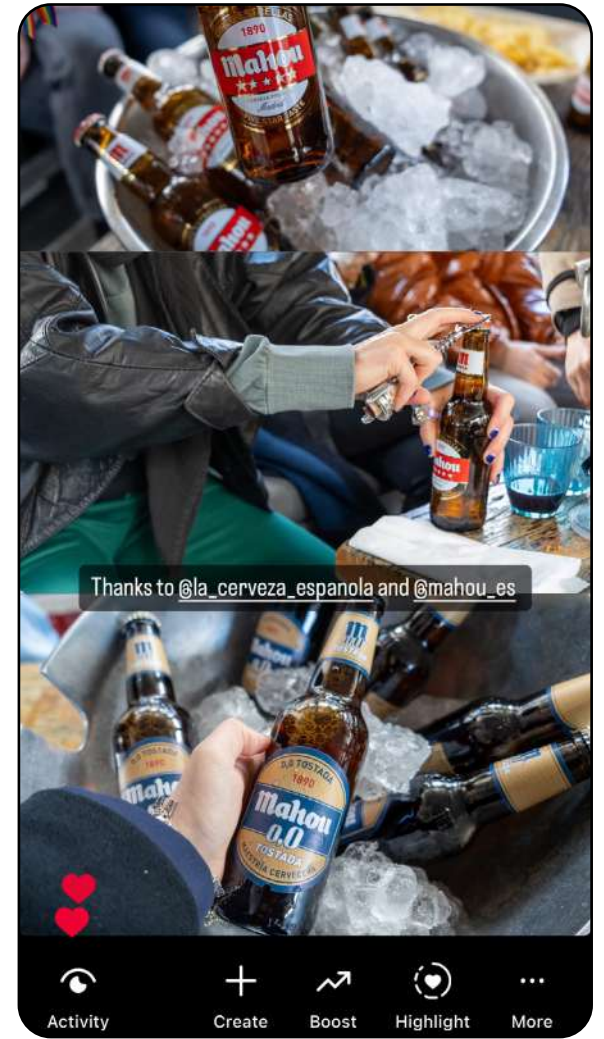
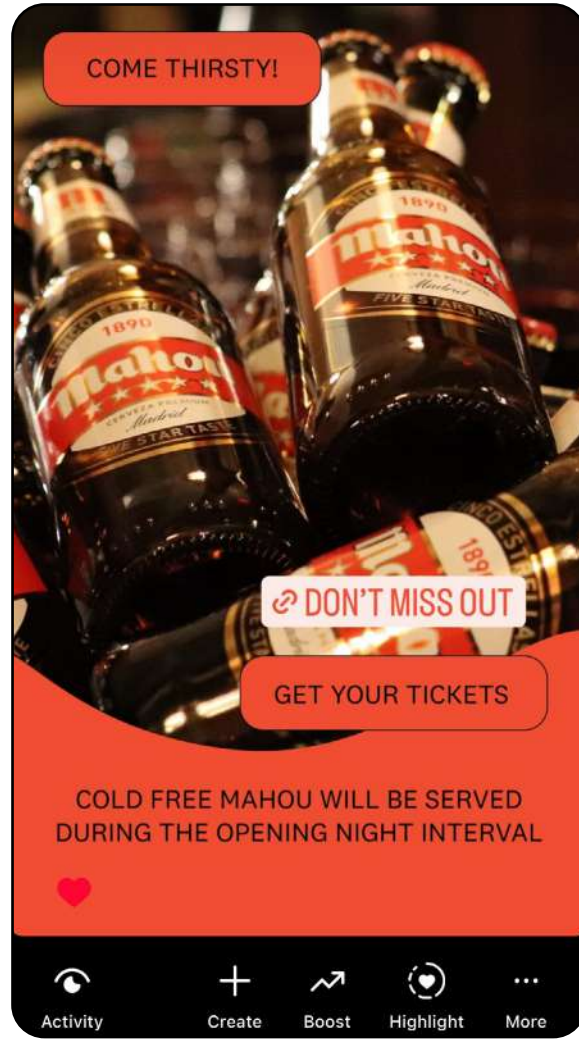
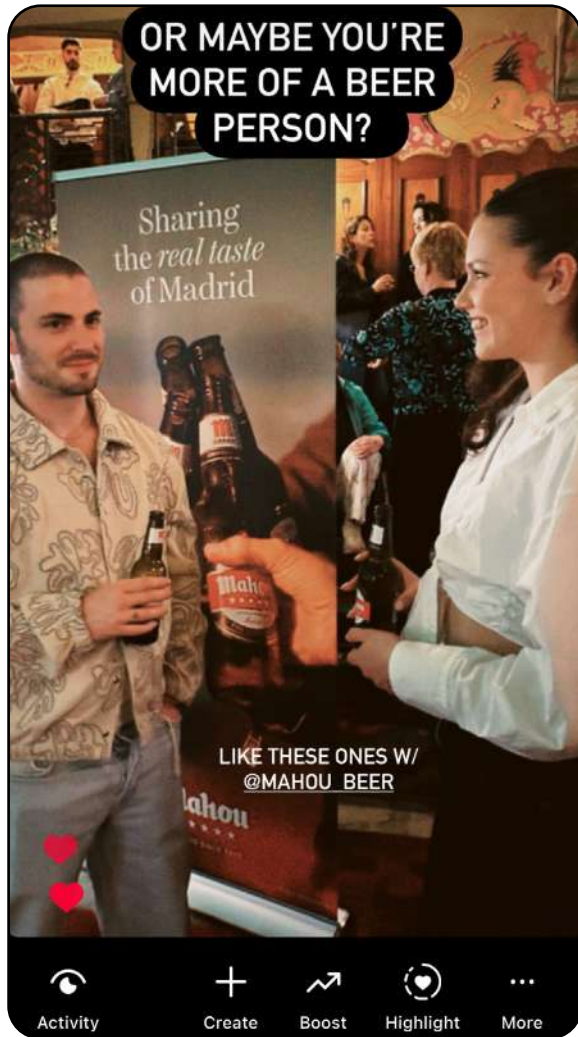
Once again, **Mahou/La Cerveza Española** made a special appearance as the official beer brand of the festival. Their presence extended to our Launch Event, Opening Night, Closing Night, and Flamenco Special evening at Haarlem, bringing the **authentic taste of Mahou** to our audience.



Mahou
★ ★ ★ ★ ★







CUPRA

Cupra made its debut as the official mobility brand of ASFF, introducing their brand to the festival. With their cars, the **ASFF team could chauffeur our special guests across Amsterdam and Haarlem**, ensuring they had the best experience possible. ASFF also produced special content featuring Omar Ayuso and Julia de Castro in a Cupra, in front of the Eye Filmmuseum, as a nod to the film they presented at ASFF, “ON THE GO,” a road movie.





CUPRA X ASFF

Originating from Barcelona, Shaping the Spanish Cinema Stars in Amsterdam



This year, ASFF is proud to celebrate the grand opening of **CUPRA** Garage Amsterdam. Created in Spain, **CUPRA** has been inspiring the world and redefining the art of driving. We are honored to offer our Cinema Stars the finest experience, courtesy of the unique **CUPRA** expertise. Their cars, designed and engineered in Barcelona, capture the festival's essence by blending the best of Spain.

ASFF invites you to visit **CUPRA** Garage. Immerse yourself in a contemporary atmosphere and explore their latest models. At **CUPRA** Garage, you can schedule a test drive, discover their range of vehicles, and receive personalized guidance from their team of **CUPRA** Specialists.

Find their new location at Buitenveldertselaan 80, Amsterdam, and experience the essence of **CUPRA** firsthand.

Visit [Cupra website](#)
Follow [CUPRA](#) on Instagram

CUPRA GARAGE
AMSTERDAM OPENING




HABLA BODEGAS

Habla Bodegas joined this special edition by introducing their wine brand to our audience, who enjoyed the unique flavor of their wines from Extremadura. Their presence was particularly notable during the Opening Night, where the festival director, alongside La Dani and Alejandro Marin, **inaugurated the 10th anniversary edition by toasting with Habla wine.** We also recommended where to purchase Habla wine in the Netherlands through our newsletter and social media channels.





BODEGAS HABLA & ASFF



Last Friday, La Dani, Alejandro Marín, and ASFF Director kicked off our festival by toasting with HABLA wines. You could also taste their amazing flavor during the interval. **Because we know you loved it, here's where you can buy your favorite wine from now on.**

FOLLOW HABLA IN SOCIAL MEDIA
[Instagram](#) [Twitter](#) [Facebook](#)

I WANT TASTE WINE HABLA AGAIN

BODEGAS HABLA FEATURED ON ASFF NEWSLETTER



ASFFOFFICIAL
Posts

asffofficial



virginiapablos

View Insights **Boost post**

174 1 9

Liked by maartendannenberg and others
 asffofficial And here's a sneak a peek of the opening night of ASFF 2024 at Pathé Tuschinski... more

[View all comments](#)

Post insights

Reach ⓘ

2,761
 Accounts reached

48.8% Followers
51.2% Non-followers

Impressions **3,158**

From Home 1,488
 From hashtags 648
 From profile 574
 From other 448

Engagement ⓘ

184
 Accounts engaged

TAALHUIS

Taalhuis supported ASFF's mission to promote the Spanish language. This year, they hosted a language meetup at LAB111 before the screening of "LA CONTADORA DE PELICULAS." More than 20 attendees enjoyed a workshop with Taalhuis, discovering the dynamic way they teach Spanish language through cinema and Spanish culture in general.





11 April 10:27

LAST DAY TO JOIN THE GIVEAWAY!

AMSTERDAM SPANISH FILM FESTIVAL

PARTICIPATE!



SPANISH COURSE GIVEAWAY

BY TAALHUIS AMSTERDAM

@taalhuis

12 April 21:20

TAALHUIS LANGUAGE EXCHANGE MEET-UP

& REMEMBER

COME AND PRACTICE SPANISH

SECURE YOUR SPOT

ONE HOUR LANGUAGE EXCHANGE (ONE DRINK INCLUDE) AT LAB111

+ ATTENDING TOGETHER THE SCREENING OF *LA CONTADORA DE PELÍCULAS*

20 April 17:55

@TAALHUIS



LANGUAGE EXCHANGE

20 April 17:54

NOW IN @LAB 111



TAALHUIS AMSTERDAM

JOIN US & LEARN A LANGUAGE

HUIS VOOR MEDITERRANE TALEN

ARAB, HEBREW, ITALIANS, GRIEK, SPANISH, FARS, NEDERLANDS, TURKS

TAALHUISAMSTERDAM.NL

@TAALHUIS LANGUAGE EXCHANGE

TASCA BELLOTA

Tasca Bellota also joined the 10th anniversary edition with their special homemade drinks, particularly their **sangría**. Our audience thoroughly enjoyed these new offerings after 10 years of exclusively wine and beer, leading to a quick depletion of their supplies. We encourage everyone to visit their restaurant and experience not only their sangría but also their Mediterranean cuisine. **Tasca Bellota also handled the catering for the VIP room**, where Tangana, Omar Ayuso, Julia de Castro, Jaime Lorente, and other special guests indulged in their delicious tapas.





7 April 10:09

TASCA BELLOTA WILL GIVEAWAY TICKETS FOR ASFF DURING ITS AREPAS BRUNCH

TODAY

JOIN THEM AND GET FREE TICKETS

MORE INFO @TASCABELLOTA

COME THIRSTY!

SANGRIA
DURING THE OPENING NIGHT

THANKS TO TASCA BELLOTA

GET YOUR TICKETS

SANGRIA, MONTADITOS, AIR EUROPA CONTEST... GET READY FOR A FULL GATHERING EXPERIENCE

Whether you are a wine lover or a Mahou fan, you have to try our new taste this year: homemade **SANGRIA** by **Tasca Bellota**. They have the freshest sangria in Amsterdam, and we can't wait for you to give it a try and fall in love with the sweet flavor. But that's not all: **100 Montaditos will feed you with delicious bites of their ricos montaditos** (also suitable for vegetarians!), and our **cortador, Borja, will be there to serve you the best jamón ibérico**.

Our sponsor **AIR EUROPA** will also have a fun photocall to engage you with their contest. **A double flight ticket to LATAM or the CARIBBEAN is waiting for you!**

Are you sure you're not coming?

TASCA BELLOTA FEATURED ON OUR NEWSLETTER

12 April 20:48

ALL BY @TASCABELLOTA

PEOPLE WANT

**SANGRIA
SANGRIA
SANGRIA**

1 May 11:39

Layout by instagram >

MEDITERRANEAN CUISINE | BOOK YOUR TABLE

@tascabellota



BORJA DE HAMSNIJDER

Borja De Hamsnijder collaborated once again with the festival bringing the best slides of jamón ibérico, doing the **show in direct to our audience** at the Opening and Closing nights. He also performed at the VIP, where our special guests could engage with him and his art of cutting jamón ibérico.









The background features a repeating pattern of bright blue, elongated, trapezoidal shapes that resemble stylized arrows or rays. These shapes are arranged in a circular, sunburst-like pattern, pointing outwards from the center. The background color is a solid, muted orange.

PRESS CLIPPING

TOTAL PRINT PUBLICATIONS

4

TOTAL ONLINE PUBLICATIONS

70

TOTAL PRINT CIRCULATION

140K

TOTAL ONLINE REACH (UVM)

1.6 BILLION

TOTAL PRINT ADVERTISMENT VALUE

+ €5000

TOTAL ONLINE ADVERTISMENT VALUE

+ €6.300K

COMPLETED PRESS CLIPPING HERE

PRINT MEDIA

FILMKRANT

Circulation: 25.000

AVE: \$1,700

Print date: april 2024



UITMAG

Circulation: 35.000

AVE: \$830

Print date: april 2024

UITMAG
.NL



10 YEARS AMSTERDAM SPANISH FILM FESTIVAL

12 – 21 APRIL 2024

Het Amsterdam Spanish Film festival bestaat 10 jaar! Van 12 tot en met 21 april keert ASFF terug voor de jaarlijkse viering van de Spaanse cinema.

Dit jaar vindt het festival plaats op zes verschillende locaties: LAB11, Pathe Tuschinski, Eye Film-museum, Het Documentaire Paviljoen en voor het eerst in Filukoepel Haarlem en Cinema Amstelveen. Het programma bestaat voornamelijk uit Nederlandse premières, samengesteld uit een aantal bijzondere films die een geweldige run hebben gehad op internationale festivals en een scala aan verschillende thema's en maatschappelijke kwesties behandelen. Het festival presenteert een spannende line-up vol internationale gasten, speciale evenementen, Spaanse muziek en gastronomie. Het festival begint met twee premières op de openingsavond van 12 april bij Pathe Tuschinski:

DISCO, IBIZA, LOCOMIA, met acteur JAIME LORENTE, bekend van zijn uitstekende optredens in "La Casa de Papel" (Money Heist) en "Elite." Jaime heeft zich bij de ASFF 2024-familie aangesloten om deze film te presenteren, gevolgd door een nagesprek voor het publiek. Daarnaast zal origineel Locomia-bandlid GARD PASSCHIER de première in zijn thuisland bijwonen. Gard en Jaime zullen na de première een vraag- en antwoordsessie leiden, waarin ze de wilde dagen op het eiland en het contrast tussen fictie en realiteit op Ibiza in de jaren 80 bespreken.

De tweede film voor de Opening: TE ESTOY AMANDO LOCAMENTE (Love & Revolution) is een brutale strijdlustige komedie over een toegewijde



This Excessive Ambition



On the go

Sevilliaanse moeder die, na de coming-out van haar zoon, besluit te vechten voor LGBT+ rechten in de jaren '70... toen homoseksualiteit nog een misdaad was in Spanje. Regisseur Alejandro Marín breekt door met deze vermakelijke, oprechte komedie die traditionele taboes opzij scheurt en het recht op liefde verdedigt. Regisseur ALEJANDRO MARÍN en artiest LA DANI zullen de première bijwonen. Na de premières worden Spaanse drankjes & jamón

ibérico geserveerd om je te verwelkomen op het festival! Bijkomend hoogtepunt: de film "ON THE GO" op zaterdag 20 april om 21.30 uur in het Eye Filmmuseum. En om feestelijk af te sluiten presenteert het festival een speciale Closing Night: This Excessive Ambition VRIJDAG 21 APRIL OM 20:30 uur in PATHE TUSCHINSKI. Ter afsluiting van het festival presenteert aanstormend talent en Latin Grammy-winnaar C. TANGANA de documentaire-film 'This Excessive Ambition'.

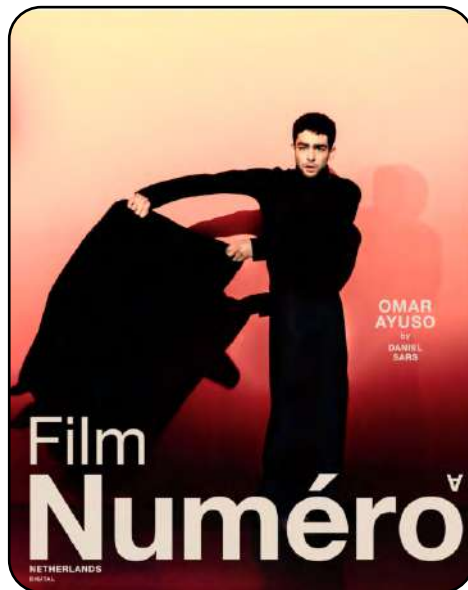
WWW.AMSTERDAMSPANISHFILMFESTIVAL.COM

NUMERO NETHERLANDS

Circulation: 80.000

AVE: \$2250

Print date: June 2024



Numéro

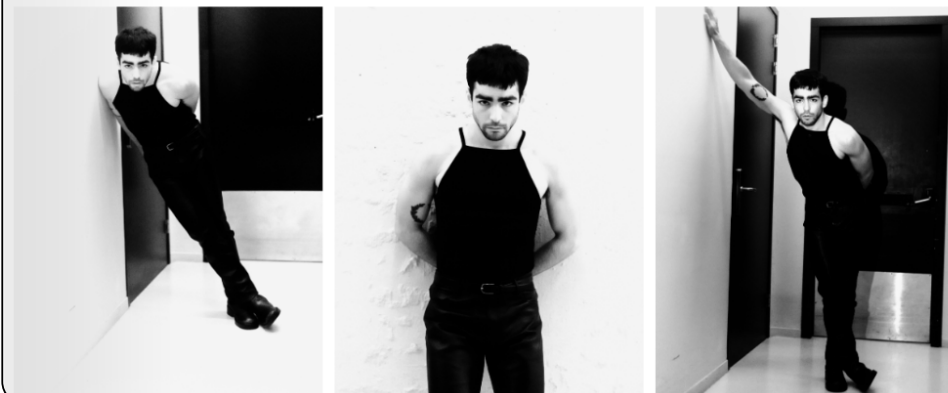
IN CONVERSATION WITH OMAR AYUSO

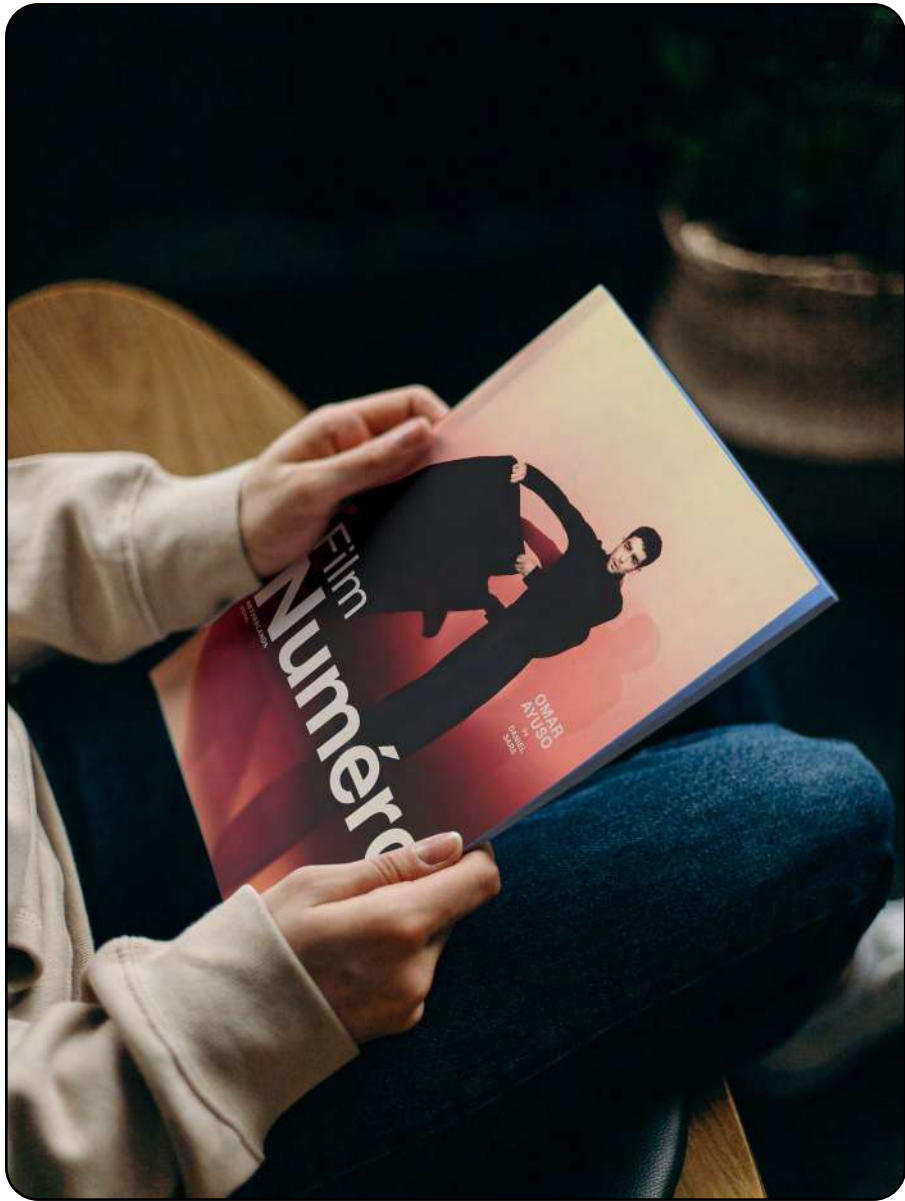
You're here in Amsterdam to present 'On the Go,' a captivating exploration of friendship, motherhood, and the influence of dating apps. What drew you to this project?

What I liked most about *On the Go*, besides the story and the brilliant characters involved, was the approach the directors took to the project and the way the film was shot. It is a short film with a small cast, shot in 16mm, and it's all done in one single shot. The project itself became a road movie in the south of Spain.

Your character Jonathan seeks solace in Grindr to cope with abandonment issues. How did you approach portraying such complex emotions on screen?

I was able to understand the psychology of my character, Jonathan, and his connection with sex and the apps from the first read of the script, as I also have a complicated relationship with sex, love, and seduction myself.





ONLINE MEDIA: DUTCH MEDIA

NU.NL

Reach: 100.7 mil

AVE: \$352.450



The screenshot shows a news article on the NU.nl website. The main image depicts Queen Máxima of the Netherlands and Spanish Queen Letizia standing together at the entrance of the Amsterdam Spanish Film Festival. A blue text box at the bottom of the image reads: "Dit festival is gericht op Spaanse en Latijns-Amerikaanse cinema en moet het cultureel bewustzijn versterken." To the right of the image, the article title is "Koninginnen poseren samen tijdens Amsterdam Spanish Film Festival", published on 18 April 2024 at 15:24. The text continues: "Koningin Máxima en de Spaanse koningin Letizia bezochten donderdag samen Koninklijk Theater Tuschinski. Ze woonden daar de viering van het tienjarig bestaan van het Amsterdam Spanish Film Festival bij." Below the text, there is a button indicating "5 reacties".

BIOS AGENDA.NL

Reach: 85.258

AVE: \$2760

SPAANSE HOLLYWOOD IN AMSTERDAM

De Spaanse cinema en tv-series zitten in de lift en de 10e editie van de Amsterdam Spanish Filmfestival gaat daarom groots uitpakken met grote Spaanse sterren. Het festival vindt plaats van 12-21 april 2024.

28-3-2024 Door: Bioscoopagenda



BEAU MONDE

Reach: 860 mil

AVE: \$3010

BEAU
MONDE

ROYALTY

Oeh: Máxima en Letizia gaan binnenkort samen naar déze prestigieuze gelegenheid

Twee stijlvolle koninginnen samen op pad: wij hebben er nu al zin in.



Volgende week ontvangen koning Willem-Alexander en koningin Máxima hun Spaanse collega-koningspaar in Nederland voor een officieel staatsbezoek. Voor Máx en Letizia staat er in elk geval al een enig uitje op de planning: de dames gaan samen naar het Amsterdam Spanish Film Festival.

ALGEMEEN DAGBLAD

Reach: 62.2 mil

AVE: \$170.450

The screenshot shows the AD website interface. At the top, there are navigation links for 'Weer de komende dagen', 'TV-Gids', 'Digitale Krant', and 'Shop'. Below that is a red navigation bar with 'AD' logo and categories: 'NIEUWS', 'REGIO', 'SPORT', 'SHOW', 'PLAY', 'PODCAST', 'PUZZEL'. A secondary navigation bar includes 'Mijn Gemeente', 'Praat mee', 'Auto', 'Geld', 'Koken & Eten', 'Wonen', 'Gezond', and 'Achter de Schermen'. The main content area features a photograph of Queen Máxima and Queen Letizia shaking hands. A caption reads: 'Koningin Máxima en de Spaanse koningin Letizia bezochten donderdag samen Koninklijk Theater Tuschinski.' Below the photo is the article title: 'Koninginnen poseren tijdens Amsterdam Spanish Film Festival'.

BLAUW BLOED

Reach: 735.300

AVE: \$2950



The screenshot shows the top navigation bar of the BLAUW BLOED website, featuring a menu icon, the site name, and the 'eo' logo. Below the navigation bar, there are links for Home, Royaltynieuws, Activiteiten, TV uitzendingen, Fotoboeken, and Royals. The main article is titled 'Amsterdams Spaans Film Festival' and includes a sub-header 'Amsterdams Spaans Film Festival'. The text describes Queen Máxima's visit to the festival and the celebration of its 10th anniversary. A photo shows a group of people seated in a theater.

Home Royaltynieuws Activiteiten TV uitzendingen Fotoboeken Royals

Amsterdams Spaans Film Festival

Koningin Máxima neemt haar Spaanse collega ook mee naar het Koninklijk Theater Tuschinski in Amsterdam. Daar vindt de viering van het tienjarig bestaan van het Amsterdams Spaans Film Festival plaats. Dit filmfestival is gericht op het versterken van wederzijds cultureel bewustzijn door middel van Spaanse en Latijns-Amerikaanse cinema in Nederland.

Lees verder onder de foto.



NOUVEAU

Reach: 457.500

AVE: \$1550



The screenshot shows the top navigation bar of the NOUVEAU website, featuring the site name and links for Home, Happy 50, Lifestyle, Mode & Beauty, Personality, and Royalty. The main article is titled 'Gezellig: Máxima en Letizia hebben binnenkort een damesuitje' and includes a sub-header 'Damesuitje'. The text describes the Spanish royals' visit to the festival and the celebration of its 10th anniversary. A quote from Virginia Pablos is included.

Home Happy 50 Lifestyle Mode & Beauty Personality Royalty

Gezellig: Máxima en Letizia hebben binnenkort een damesuitje

De Spaanse royals brengen volgende week een officieel staatsbezoek aan Nederland, waarbij de planning al aardig vol begint te raken.

Damesuitje

Op 17 en 18 april brengen koning Felipe en koningin Letizia een staatsbezoek aan Nederland. Zo'n bezoek gaat natuurlijk gepaard met een hele hoop pracht en praal, een overvloed aan royal mode én de nodige koninklijke activiteiten. Zojuist is bekend geworden dat Máx en Leti al een leuk damesuitje te pakken hebben. Zij zullen op 18 april verschijnen op de jubileumviering van het Amsterdam Spanish Film Festival. Daar zullen de vorstinnen hun steun betuigen aan de missie van het festival om Spaanse cinema in Nederland te promoten. Een streven dat de koninginnen, die het Spaans als moedertaal delen, ongetwijfeld

Vereerd

"We zijn vereerd om Hare Majesteiten Koningin Máxima en Koningin Letizia te mogen verwelkomen op het Amsterdam Spanish Film Festival", aldus Virginia Pablos, directeur van het Amsterdam Spanish Film Festival. "We zijn enorm trots op het werk dat we gedurende de jaren hebben verricht om een diverse selectie

I AM EXPAT

Reach: 780.000

AVE: \$2726

The screenshot shows the I AM EXPAT website with a navigation menu including EXPAT INFO, CAREER, HOUSING, EDUCATION, LIFESTYLE, and EXPAT SERVICES. A breadcrumb trail reads Home > Lifestyle > Expat events & festivals. The main banner features a large '10' surrounded by colorful diagonal stripes. Text on the banner includes 'SAVE THE DATE', 'AMSTERDAM SPANISH FILM FESTIVAL', and 'ANNIVERSARY'. A white box at the bottom of the banner contains the text 'Amsterdam Spanish Film Festival' and 'Apr 12, 2024 - Apr 21, 2024 Launch event on March 15'.

The screenshot shows a social media post with the I AM EXPAT logo and navigation menu at the top. The main image features a man and a woman in a convertible car, with the title 'ON the GO' in large yellow letters. Below the image is a white box with the text 'Win tickets to the ASFF screening of On'.

Would you like to attend one of the Amsterdam Spanish Film Festival Special Events? IamExpat is offering you the chance to be part of the celebration! We're giving away two tickets for the screening of "On The Go" on Saturday, April 20, at 9:30pm at the Eye Filmmuseum in Amsterdam. Following the screening, there will be a Q&A session with Omar Ayuso and Julia De Castro.

To participate, fill in the form below and tell us why you think you should be there!

CINEVILLE

Reach: 464.000

AVE: \$1352



The screenshot shows the Cineville website with a navigation bar containing 'Cineville', 'Filmagenda', 'Films', 'Verwacht', 'Festivals', 'Filmtheaters', 'Cinevillepas', and 'Meer'. The main image features three people in front of a banner with the text 'HOMOSEXUALIDAD' and 'LIBERTAD'. Below the image, the text reads 'Amsterdam Spanish Film Festival'. A yellow box contains the following information:

Festival

Locatie Eye, LAB111, De Filmkoepel, Cinema Amstelveen
Datum 13 april - 21 april 2024
Website [Amsterdam Spanish Film Festival](#)
Cinevillepashoudersbonus Cinevillepas geldig in Eye, LAB111, De Filmkoepel en Cinema Amstelveen

Ontdek de beste Spaanstalige cinema deze 10e (!) editie van het Amsterdam Spanish Film Festival. Met naast vertoningen in LAB111 en Eye dit jaar ook films in Cinema Amstelveen en De Filmkoepel.

ASFF met je Cinevillepas

Met je Cinevillepas kun je naar de voorstellingen van ASFF in Eye, LAB111, de Filmkoepel en Cinema Amstelveen. Kaartjes reserveer je [via de website van het](#)

WE ARE PUBLIC

Reach: 59.000

AVE: \$440



The poster features a large close-up of a woman's face with a red lip. In the background, a tram is visible with the text 'Un tranvía llamado DESEO' in yellow. The title 'Jubileum van prijswinnend melodrama' is written in white. Below the title, the text reads: 'Zondag 21 apr. om 17.30', 'Todo sobre mi madre', 'Pedro Almodóvar', and 'Pathé Tuschinski, Amsterdam'. A quote at the bottom reads: 'Ontroerend meesterwerk over de getraumatiseerde verpleegster Manuela die na de dood van haar zoon terugkeert naar Barcelona, op zoek naar een verloren verleden. Ingetogen maar hartverscheurend.'

SPANJE VANDAAG

Reach: 2.3 mil

AVE: \$7850

Nederlandse en Spaanse koninginnen Maxima en Letizia samen op Spaans filmfestival



Koningin Letizia van Spanje en koningin Maxima van Nederland nemen deel aan de tiende jubileumeditie van het Amsterdam Spanish Filmfestival. Ze zullen op donderdag 18 april aanwezig zijn in Pathe Tuschinski tijdens de vertoning van de film *Campeonex* in aanwezigheid van 500 studenten en regisseur Javier Fesser. Vervolgens is er een feestelijk colloquium ter ere van het 10-jarig jubileum van het ASFF en gaan de koninginnen in gesprek met het ASFF-team, partners, financiers, sponsors, Spaanse filmmakers en experts.

'We zijn vereerd om Hare Majesteit koningin Maxima en koningin Letizia te mogen verwelkomen op het Amsterdam Spanish Filmfestival', aldus Virginia Pablos, directeur van het Amsterdam Spanish Filmfestival. De Spaanse koning Felipe en zijn vrouw Letizia zijn op 17 en 18 april op staatsbezoek in Nederland. Het hele programma van het staatsbezoek vind je [hier](#).

LATIN WORLD

Reach: 198.000

AVE: \$2300



The launch event of the much-anticipated 10th Amsterdam Spanish Film Festival (ASFF) is set to kick off with the gripping and poignant Spanish film "Calladita" (The Quiet Maid) as its opening feature

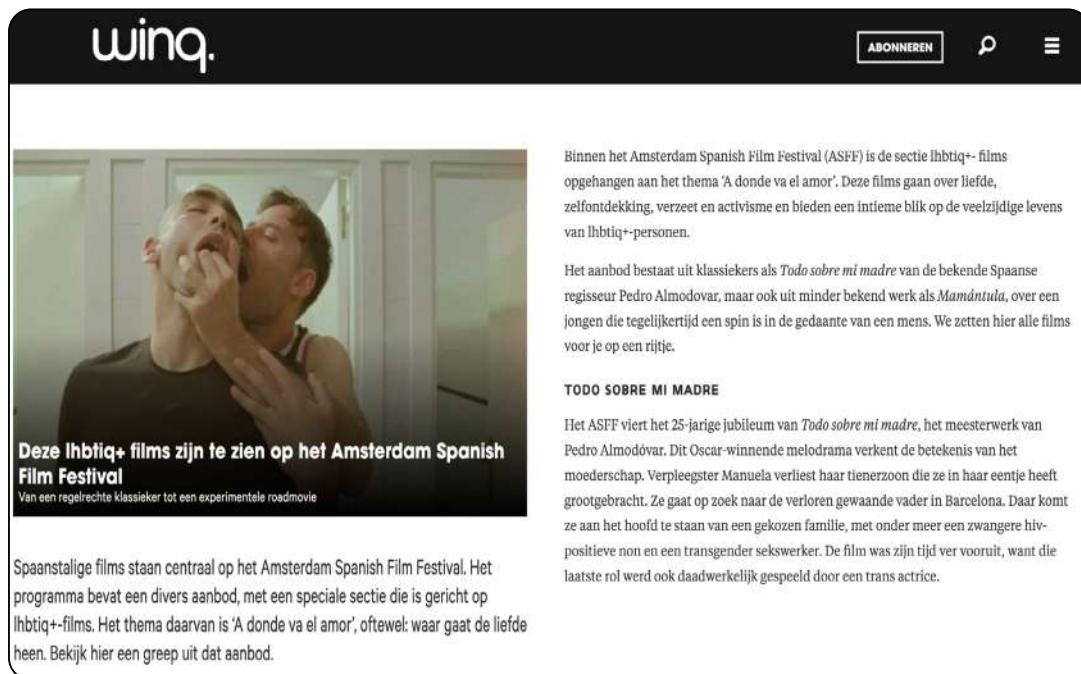
Acclaimed Spanish Film "Calladita" to open launch event of the 10th Amsterdam Spanish Film Festival

The launch event of the much-anticipated 10th Amsterdam Spanish Film Festival (ASFF) is set to kick off with the gripping and poignant Spanish film "Calladita" (The Quiet Maid) as its opening feature. This highly acclaimed film, directed by Miguel Faus, promises to captivate audiences and set the tone for a spectacular celebration of a decade of cinematic excellence.

WINQ

Reach: 47.500

AVE: \$460



The screenshot shows a Winq website interface. At the top left is the 'winq.' logo. To the right are buttons for 'ABONNEREN', a search icon, and a menu icon. The main content area features a video player on the left showing a man kissing another man on the cheek. Below the video is the headline 'Deze lhbtq+ films zijn te zien op het Amsterdam Spanish Film Festival' and a sub-headline 'Van een regelrechte klassieker tot een experimentele roadmovie'. To the right of the video is the main text of the article, which discusses the festival's focus on LGBTQ+ films and mentions Pedro Almodóvar's 'Todo sobre mi madre'. Below the main text is a section titled 'TODO SOBRE MI MADRE' with a short synopsis of the film. At the bottom of the article, there is a paragraph about the festival's program and a link to view the offer.

Binnen het Amsterdam Spanish Film Festival (ASFF) is de sectie lhbtq+- films opgehangen aan het thema 'A donde va el amor'. Deze films gaan over liefde, zelfontdekking, verzeet en activisme en bieden een intieme blik op de veelzijdige levens van lhbtq+-personen.

Het aanbod bestaat uit klassiekers als *Todo sobre mi madre* van de bekende Spaanse regisseur Pedro Almodóvar, maar ook uit minder bekend werk als *Mamántula*, over een jongen die tegelijkertijd een spin is in de gedaante van een mens. We zetten hier alle films voor je op een rijtje.

TODO SOBRE MI MADRE

Het ASFF viert het 25-jarige jubileum van *Todo sobre mi madre*, het meesterwerk van Pedro Almodóvar. Dit Oscar-winnende melodrama verkent de betekenis van het moederschap. Verpleegster Manuela verliest haar tienerzoon die ze in haar eentje heeft grootgebracht. Ze gaat op zoek naar de verloren gewaande vader in Barcelona. Daar komt ze aan het hoofd te staan van een gekozen familie, met onder meer een zwangere hiv-positieve non en een transgender sekswerker. De film was zijn tijd ver vooruit, want die laatste rol werd ook daadwerkelijk gespeeld door een trans actrice.

Spaanstalige films staan centraal op het Amsterdam Spanish Film Festival. Het programma bevat een divers aanbod, met een speciale sectie die is gericht op lhbtq+-films. Het thema daarvan is 'A donde va el amor', oftewel: waar gaat de liefde heen. Bekijk hier een greep uit dat aanbod.

HAARLEM UPDATES

Reach: 25.000



Amsterdam Spanish Film Festival komt naar de FilmKoepel

Door redactie - 29 maart 2024

0



TE ESTOY AMANDO LOCAMENTE 18-10-2022_@JuliaVergne. Ingezonden foto.

Tussen 13-21 april staat de FilmKoepel geheel in het teken van de beste Spaanse films, eten, drinken en muziek tijdens Amsterdam Spanish Film Festival.

Spanish Film Festival ook in Cinema Amstelveen

7 april 2024 om 08:00 Overig

AMSTELVEEN Het Amsterdam Spanish Film Festival vindt dit jaar voor de tiende keer plaats. Het festival komt voor het eerst ook naar de cinema in Schouwburg Amstelveen. Op dinsdag 16, woensdag 17 en zaterdag 20 april vinden in dat kader filmvoorstellingen plaats. Alle films zijn Spaans gesproken en Engels ondertiteld.

Dinsdag 16 april is om 15.00 uur 'Els Encantats' ('The Enchanted') te zien. Dinsdagavond 16 april draait om 19.15 'Cerrar Los Ojos' ('Close Your Eyes'). Op woensdag 17 april staat om 19.15 uur 'Calladita' ('The Quiet Maid') op het programma. De reeks wordt op zaterdag 20 april om 19.15 uur afgesloten met 'Te Estoy Amando locamento' ('Love & Revolution'). Er is ook gelegenheid om vragen te stellen tijdens een Q&A.

Het Spaanse Filmfestival is een uniek filmtentoonstellingsinitiatief dat mensen in staat stelt een zorgvuldig samengestelde selectie van films uit Spanje en Spaanstalig Latijns-Amerika te ontdekken. Voor meer informatie:

Amstelveens Nieuwsblad.nl





Sevilla schittert als eregast op de 10e editie van het Amsterdam Spanish Film Festival

📅 maart 15, 2024 👤 Florence van der Voort 📁 Nieuws, Specials

In de schijnwerpers van de internationale cinema staat Sevilla, een stad met een rijke geschiedenis en een levendige cultuur, klaar om als eregast te schitteren op de 10^e editie van het Amsterdam Spanish Film Festival. Van 12 t/m 21 april 2024.



Dit gerenommeerde evenement, dat de veelzijdigheid en rijkdom van de Spaanse film viert, kiest dit jaar voor Sevilla als focuspunt, waardoor bezoekers een unieke kans krijgen om de magie van deze betoverende stad te ontdekken door de lens van de cinema.

Indrukwekkende architectuur

Sevilla, beroemd om zijn indrukwekkende architectuur, warme klimaat en gastvrije inwoners, is niet alleen een parel in het hart van Andalusië maar ook een geliefde locatie voor filmmakers van over de hele wereld. Het is geen verrassing dat de stad een centrale rol speelt in vele films en tv-series, die de prachtige locaties en het unieke licht van Sevilla op het witte doek brengen (sevillaandme.com).

Bezoekers van het festival worden uitgenodigd om zich te verdiepen in de rijke filmgeschiedenis van Sevilla, met speciale screenings en evenementen die de stad vanuit verschillende perspectieven belichten. Ben je geïnspireerd geraakt en wil je meer leren over Sevilla en de rol in de filmindustrie? Dan biedt de [officiële toeristische website](#) van Sevilla een schat aan informatie over de bezienswaardigheden, geluiden en smaken die de stad te bieden heeft.

Als stad van licht, cultuur en inspiratie blijft [Sevilla](#) filmmakers en bezoekers van over de hele wereld aantrekken. De aanwezigheid van Sevilla als eregast op het Amsterdam Spanish Film Festival is een eerbetoon aan de onuitwisbare indruk die de stad achterlaat op de harten van diegenen die door haar straten dwalen, zowel in het echte leven als op het witte doek.

Meer informatie en tickets vind je op amsterdamspanishfilmfestival.com.

TRAVELUTION.EXPERT

Reach: 5.000

TRAVELUTION.
expert

Succesvolle filmavond Sevilla in Amsterdam

Sevilla is in de filmwereld een van de bekendste opname locaties voor tal van nationale en internationale kaskrakers. En dat leverde de stad geen windeieren op. Alle hoeken van de stad kwamen al eens in films naar voren, wat uitstekende promotie betekende. Op vrijdag 12 april nodigde het Sevilla Tourist Office samen met het Spaans Verkeersbureau reisadviseurs, touroperators en media, waaronder Travelution, uit voor het Amsterdam Spanish Film Festival (ASFF).



Rosa Vicente (Spaans Verkeersbureau), Ignacio Valle (Spaans Verkeersbureau), Paula Magarzo (Sevilla Tourist Office) en Virginia Pablos (directeur ASFF)

Te estoy amando localmente

Samen met een zaal bomvol Spanjaarden keken de genodigden naar de film 'Te estoy amando localmente', die zich in de zeventiger jaren in Sevilla afspeelt. De film is een strijdlustige komedie over een toegewijde Sevilliaanse moeder die, na de coming-out van haar zoon, besluit te vechten voor LGBT+ rechten in de jaren 70... toen homoseksualiteit nog een misdaad was in Spanje.

Ignacio Valle, directeur van het Spaans Verkeersbureau en gastvrouw Paula Magarzo van Sevilla Tourist Office, verwelkomden de gasten met Spaanse wijnen en tapas en vertelden waarop Sevilla hip and happening is. "Ik merkte in de gesprekken die ik net had dat al veel van jullie in Sevilla zijn geweest. Maar de stad ontwikkelt zich, er is altijd weer iets nieuws te ontdekken", aldus Magarzo. "Sevilla is 1000 jaar oud en heeft veel cultuur en monumenten, maar inmiddels ook moderne architectuur. De Kathedraal, het Royal Alcazar en de Archieven van Indië, zijn echt must sees. Ze staan alle drie op de UNESCO werelderfgoed lijst."

Kayakken, tapas en Flamenco

Als beste reistijd noemt Magarzo het voor en en jaar. "Juli en augustus zou ik vermijden, het kan dan best wel warm zijn", lacht ze. "Belangrijk voor Sevilla is de rivier. Het is de enige stadsrivier in Spanje waarop door toeristen gevaren mag worden. met bootjes, maar je kunt ook kajakken en suppen. Sevilla is ook een hele groene stad, met veel fietspaden en autovrije wandelstraten. En je kunt er heerlijk eten. Tapas zijn natuurlijk erg geliefd bij zowel locals als bezoekers. Wij gaan meestal van bar naar bar in plaats van een hele avond in 1 restaurant. Hoewel een diner in een Flamenco restaurant wel echt een belevenis is. Sevilla staat bekend om de Flamenco. In het straatbeeld zie je regelmatig dames met mooie jurken. En natuurlijk koetsen, daar ontkom je ook niet. Het geeft een eigentijdse sfeer."

"Sevilla is vanuit Nederland uitstekend te bereiken per vliegtuig, maar we zijn ook aangesloten op het Spaanse spoorwegnetwerk, een van de beste van Europa, met diverse hoge snelheidstreinen."

ONLINE MEDIA: SPANISH MEDIA

EL PAIS

Reach: 100 mil

AVE:\$350,000.00

EL PAIS

Continúa la visita oficial de los Reyes de España a los Países Bajos. En este tercer día, hemos podido ver a la Reina Letizia acompañar a la Reina Máxima de Holanda a una visita a a las instalaciones de [la asociación LABS](#), creada para responder a las inquietudes de los jóvenes holandeses. Más tarde, en el marco del Festival de cine español disfrutaran de una película y un coloquio. "La presencia de sus majestades realza aún más la importancia de esta celebración, y expresamos nuestra más sincera gratitud por su participación en esta ocasión tan significativa. Ambas Reinas asistirán a nuestro evento único que pone de relieve una década de cine español en los Países Bajos. En el programa participarán 500 estudiantes, que tendrán la oportunidad de ver la película *Campeonex*, dirigida por Javier Fesser, interactuar con el cineasta asistente y con nuestros invitados de honor", aseguran desde el festival.



INFORMALIA (EL ECONOMISTA.ES)

Reach: 2.6 mil

AVE: \$13150



Letizia y Máxima, su cita con el cine español en el Amsterdam Film Festival: con Javier Fesser y su 'Campeonex'

* El evento de cine español, que todos los años se celebra en la capital de los canales, llega a su décima edición



HOLA.COM

Reach: 55.5 mil

AVE:\$194,250.00

↑ ESTÁS LEYENDO
Seguimos la ruta de los Reyes en su viaje oficial por Ámsterdam y La Haya



© Festival de Cine Español de Amsterdam

TÚ AL CINE, YO AL ESPACIO

A partir de las 12:00 la reina Letizia y la reina Máxima asistirán a un coloquio sobre la película **Campeonex** en la X edición del Festival de Cine Español de Ámsterdam, que se celebra entre el 12 y el 21 de abril de 2024 en el teatro Tuschinski (amsterdamspanishfilmfestival.com). Este reconocido festival supone un escaparate para descubrir el cine español y de habla hispana a los ciudadanos afincados en Ámsterdam,

VANITAS

Reach: 15.4 mil

AVE: \$53,900.00

YouTube Zoeken



0:31 / 2:22

La Reina en el Amsterdam Spanish Film Festival

casarealtv 244K abonnes Abonneren

Vind ik leuk Delen

DIARIO PATRIA

Reach: 980.000

AVE: \$5030

Diario Patria



Home > CASA REAL > Letizia solicitó acudir al Festival de Cine Español de Ámsterdam para clausurar su visita a Países Bajos

CASA REAL

Letizia solicitó acudir al Festival de Cine Español de Ámsterdam para clausurar su visita a Países Bajos

Festival de Cine Español de Ámsterdam

Tras visitar este proyecto, en el que se involucró desde el primer momento la reina Máxima por su situación personal, ambas se desplazaron al **Real Teatro Tuschinski**, donde asistieron a un coloquio sobre los diez años del Spanish Film Festival de Ámsterdam ASFF (Festival de Cine Español de Ámsterdam). **Participaron, entre otros, Javier Fesser, director de la película “CampeoneX”, que se acababa de proyectar.**

Según ha sabido *Monarquía Confidencial*, con motivo del viaje a Países Bajos, previamente **la reina Letizia solicitó asistir al Festival de Cine Español de Ámsterdam.** “Se empeñó en priorizar esta visita”, apuntaron fuentes cercanas a palacio, que añaden: “Para ella es muy importante el cine”.

Posteriormente, **las reinas charlaron con miembros de la comunidad educativa** y con estudiantes que aprenden español y conocen su cultura a través del cine, en escuelas de primaria y secundaria de los Países Bajos.

Lugar de encuentro

Fundada por la **comisaria de cine Virginia Pablos**, la Stichting ASFF ha organizado con éxito desde su creación numerosos eventos culturales, proyecciones de películas y exposiciones.

Con el objetivo de fomentar el diálogo y la colaboración interculturales, el ASFF aspira a crear espacios inclusivos, en los que personas de todos los orígenes puedan reunirse para explorar y celebrar el rico tapiz del cine español y latinoamericano.

RTVE

Reach: 18.8 mil

AVE: \$72.000



El X Festival del Cine Español en Ámsterdam

Desde Lab6, la reinas se trasladaron al Teatro Tuschinski, sede del X Festival de Cine Español de Ámsterdam, que ha ganado peso gracias al interés creciente entre los neerlandeses por el aprendizaje del español.

Al término de la emisión de la película 'Campeones', las reinas accedieron al patio de butacas para sorpresa de los espectadores y ocuparon un asiento en la séptima fila para seguir el coloquio en el que intervino el director de la cinta, Javier Fesser.

TELEMADRID

Reach: 3.9 mil

AVE: \$12.500



TeleMadrid



ONLINE MEDIA: INTERNATIONAL MEDIA

EURO WEEKLY NEWS

Reach: 441,000

AVE:\$1,543.50



EUROPA PRESS TV

Reach: 87.400

AVE: \$610



Spanish Film Festival in Amsterdam

By Anna Akopyan · Published: 28 Mar 2024 · 15:50



The Amsterdam Spanish Film Festival is celebrating its 10th anniversary of uniting Dutch and Spanish cinematography professionals and film lovers.

From April 12 until April 21, Amsterdam will light up with a Spanish flame; inviting Dutch residents and visitors, to experience unique Spanish cinematography and meet leading actors and directors.



Letizia junto a Máxima de Holanda en el Amsterdam Spanish Film Festival



10
YEARS
AMSTERDAM
SPANISH FILM
FESTIVAL





**FESTIVAL
PROGRAM**

COMPOSITION OF THE PROGRAM

Between the 12th and the 21st of April, the Amsterdam Spanish Film Festival celebrated its 10th anniversary edition with a **program full of Dutch premieres**, cultural and societal relevance and food for thought.

Based on ongoing developments in the Spanish film industry, ASFF has formulated a set of selection criteria to guide the film selection process, aiming to represent the **Spanish film landscape** effectively. These criteria are intentionally broad, focusing on various aspects of societal relevance, cultural richness, and cinematic excellence. Here are the criteria:

ADDRESSING CONTEMPORARY SOCIETAL ISSUES

ASFF selects films that engage with contemporary societal issues, utilising the rich history and diverse

cultures of Spain and Latin America as a platform for intercultural understanding.

CULTURAL ELEMENTS AND DIVERSITY

Films that highlight specific cultural elements within Spanish or Latin American culture are prioritised, broadening viewers' knowledge of these regions.

CULTURAL DIFFERENCES AND CHALLENGES

ASFF seeks films that explore cultural differences and the challenges they entail, fostering dialogue and understanding.

GENDER EQUALITY AND INCLUSIVITY:

With a focus on LGBTQIA+ stories, ASFF aims to provide a platform for open discussions on gender and

sexuality, promoting inclusivity and equality within cultural contexts.

CINEMATIC EXCELLENCE

Films selected by ASFF exhibit remarkable aesthetic values characteristic of Spanish and Latin American cinema, including magical realism, genre blending, experimental cinematography, and innovative storytelling techniques.

PREMIERES AND IMPACT

Preference is given to films premiering for the first or only time in cinemas, including restored films, TV series, and compilations. Films with international festival circuit recognition and potential for impact are also prioritised as are films that are not distributed in the Netherlands, giving them a platform through the festival.

ECLECTIC SELECTION AND FEMALE REPRESENTATION

ASFF curates a well-balanced selection of the best films across various genres, aiming for diversity and quality. Female directors are preferred where suitable, with efforts to address the underrepresentation of women in the film industry.

By adhering to these criteria, ASFF ensures a **diverse, impactful, and culturally enriching lineup of films** that contribute to the festival's mission of celebrating Spanish cinema and culture while fostering intercultural dialogue and understanding.

Based on this criteria, ASFF 2024 has been composed by the following program sections: **Core Program, Where love goes, Focus Latino, Spanish cinema without fear, Documentary Night and the Educational program.**



PROGRAM BROCHURE

Cinema Amstelveen

Filmagenda

18-19 APR - 19.30 Koutheveni Kruxa - Thema Con

Brothers

20-21 APR - 13.30 Kung Fu Panda 4 (NL)

24-20 APR - 13.45 C'è ancora domani

24-20 APR - 19.15 Te Ensay Amanda locamenta / Love & Revolution

20-21 APR - 11.30 Kung Fu Panda 4 (NL)

20-21 APR - 14.00 Ana Gloria

20-21 APR - 16.15 Madama Butterfly - The Royal Opera

19-23 APR - 13.30 Un Mister Sérioux (A Real Job)

19-23 APR - 19.15 De Terugreis

19-23 APR - 19.45 Ana Gloria

WWW.CINEMAAMSTELVEEN.NL



Cinema Amstelveen



10 YEARS
AMSTERDAM
SPANISH FILM
FESTIVAL

12 – 21 APRIL 2024

16 tm 20 apr

WWW.CINEMAAMSTELVEEN.NL



CORE PROGRAM

A CAREFULLY-HONED SELECTION OF SOME OF THE MOST EXCITING AND RECENT SPANISH FILMS FROM A VARIETY OF GENRES REFLECTING THE DYNAMISM AND CREATIVITY OF SPANISH CINEMA TODAY.

CORE PROGRAM

ASFF's Core Program serves as a **showcase of the rich diversity and quality of contemporary Spanish cinema.**

The emphasis is on the unique elements within Spanish culture and making visible social themes that can be clearly conveyed through Spain's specific history and culture. Both **established and emerging filmmakers** are celebrated here, providing insight into the dynamics of the rapidly changing Spanish territory. By spotlighting both well-known names and new talent, the Core Program highlights the full breadth and depth of Spanish cinema, and strives to offer as many Dutch premieres as possible. It also looks to screen films and series that have never before been shown on a cinema screen.

CORE PROGRAM



CALLADITA



CERRAR LOS OJOS



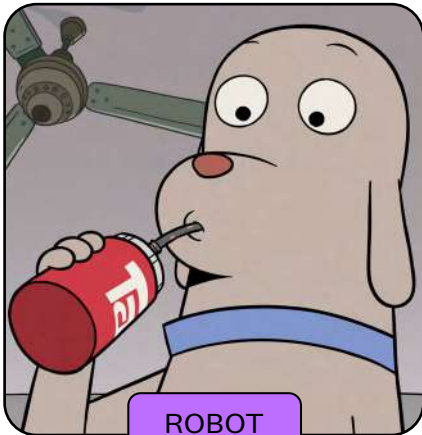
O CORNO



ELS ENCANTATS



CAMPEONEX



ROBOT DREAMS



ESTA AMBICIÓ DESMEDIDA

WHERE LOVE GOES

CELEBRATING LGBTQIA+ DIVERSITY
IN SPANISH CINEMA.

A SECTION DEDICATED TO CELEBRATING THE HERITAGE, CULTURE, AND INVALUABLE CONTRIBUTIONS OF LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER, AND INTERSEX INDIVIDUALS IN SPANISH SOCIETY. THE AIM IS ALSO TO UNDERSTAND THE EVOLUTION OF THE REPRESENTATION OF SEXUAL AND GENDER IDENTITIES IN SPANISH CINEMA, AND HOW IT HAS INFLUENCED SPANISH CULTURE AND SOCIETY.

WHERE LOVE GOES

This festival section focused on stories that connect with the **LGBTQIA+ community**. Film is not only an art form, but also a powerful tool for social change. This program section recognizes this and focuses on films that address current social issues. By selecting these films, the festival demonstrates its commitment to promoting **awareness and advancing discussions on crucial issues**. The films within this section offer current relevance, making them essential to today's society.

WHERE LOVE GOES



DISCO, IBIZA
LOCOMÍA



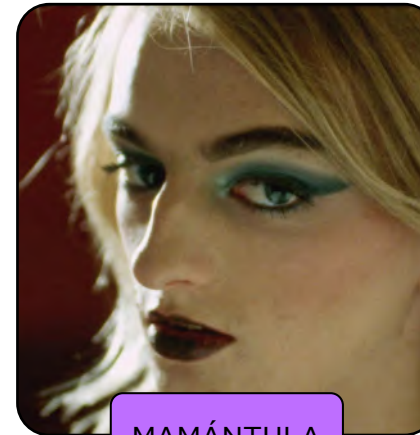
TE ESTOY AMANDO
LOCAMENTE



TODO SOBRE
MI MADRE



ON THE GO



MAMÁNTULA



FOCUS LATINO

PRESENTING A CURATED SELECTION OF
THE YEAR'S CO-PRODUCTION FILMS
BETWEEN SPAIN AND LATIN AMERICA.

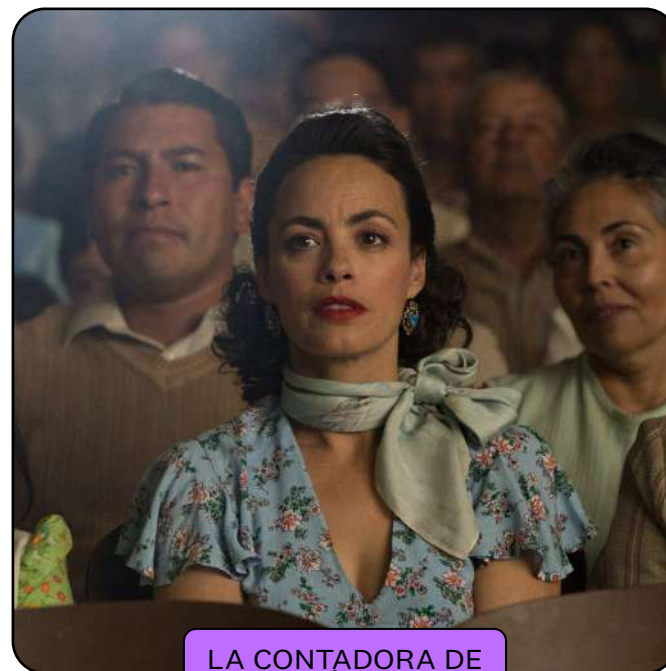
FOCUS LATINO

The **Amsterdam Spanish Film Festival** focuses primarily on Spanish cinema, but recognizes the synergy between **Spain and Latin America in film**. Latin American films attract new audiences and are often offered by distributors, so ASFF is proud to offer them a European platform. ASFF's mission to **promote cultural exchange** is reinforced by screening films from both regions, while collaborations between Spanish and Latin American filmmakers produce unique co-productions. Showing Latin American films **contributes to inclusivity**, reaches diverse audiences and builds bridges between different cultures. The festival remains committed to celebrating the versatility and richness of both Spanish and Latin American cinema as a means of fostering cultural connections.

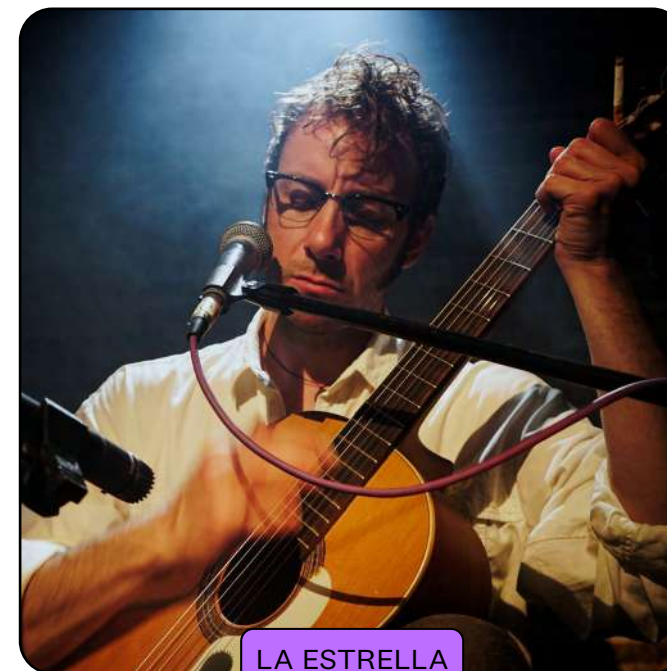
FOCUS LATINO



EMPIEZA EL BAILE



LA CONTADORA DE PEELÍCULAS



LA ESTRELLA AZUL



SPANISH CINEMA WITHOUT FEAR

A SPECIAL FILM SELECTION 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.

SPANISH CINEMA WITHOUT FEAR

Within this section, **ASFF celebrates the courage and innovation of filmmakers** who are not afraid to break conventions. The selected films often highlight new social trends and themes in a **bold and unconventional way**, giving them a prominent place within the international festival circuit. This section contributes to ASFF's goal of pushing the boundaries of cinema and challenging audiences.

WITHOUT FEAR



SOBRE TODO
DE NOCHE



21 PARAÍSO



ON THE GO



MAMÁNTULA

WOMEN ON DOCS

IDFA NIGHT AT HET DOCUMENTAIRE PAVILJOEN.

ASFF IS PROUD TO ANNOUNCE ITS PARTNERSHIP WITH THE INTERNATIONAL DOCUMENTARY FILM FESTIVAL AMSTERDAM (IDFA), SHOWCASING TWO COMPELLING DOCUMENTARIES AT ITS BRAND-NEW LOCATION, THE DOCUMENTARY PAVILION.

DOCUMENTARY NIGHT

ASFF is excited to announce its **partnership with the International Documentary Film Festival Amsterdam (IDFA)**, where two compelling documentaries will be showcased at the brand-new location, Het Documentary Pavilion. This event highlights the significant contributions of female filmmakers to the world of documentary cinema. Attendees will have the chance to engage with thought-provoking stories, innovative filmmaking techniques, and powerful narratives that delve into contemporary issues and human experiences. Like this, the festival has organised a documentary night in the new **IDFA Documentary Pavillion**.

WOMEN ON DOCS | DOCUMENTARY NIGHT



MIENTRAS SEAS TÚ



A LOS LIBROS Y A LAS MUJERES CANTO



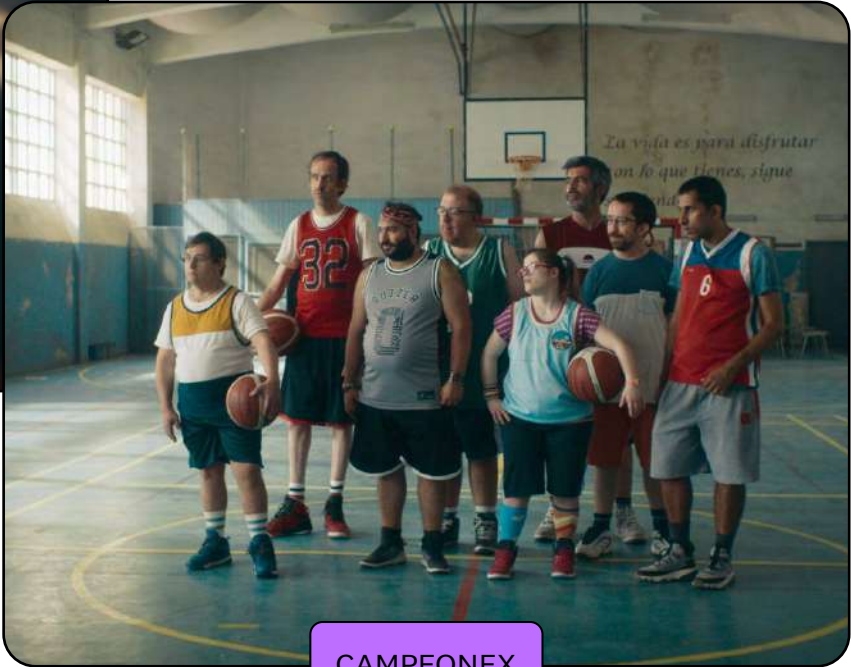
EDUCATIONAL PROGRAM

EVERY YEAR ASFF OFFERS THE VERY BEST IN CONTEMPORARY SPANISH SPOKEN CINEMA TO SCHOOLS WITH THE AIM OF INTRODUCING STUDENTS TO THE LANGUAGE AND ITS CULTURAL ELEMENTS. ASFF OFFERS THIS SELECTION TO SCHOOL AUDIENCES, FROM ELEMENTARY SCHOOL TO HIGH SCHOOL.

EDUCATIONAL PROGRAM

ASFF is also there for the youth. The festival sets itself the goal of introducing them to the best of contemporary Spanish and Latin American films in order to broaden their view of the world. It also introduces them to the **Spanish language and cultures through play**. We also offer them tools to better understand and deal with ‘visual culture’. In this way we use **film as a tool for education**, a proposition we strongly believe in.

EDUCATIONAL PROGRAM



CAMPEONEX



AMSTERDAM SPANISH FILM FESTIVAL



10TH ANNIVERSARY
12-2 APRIL
AMSTERDAM SPA...





**SPECIAL
GUESTS**



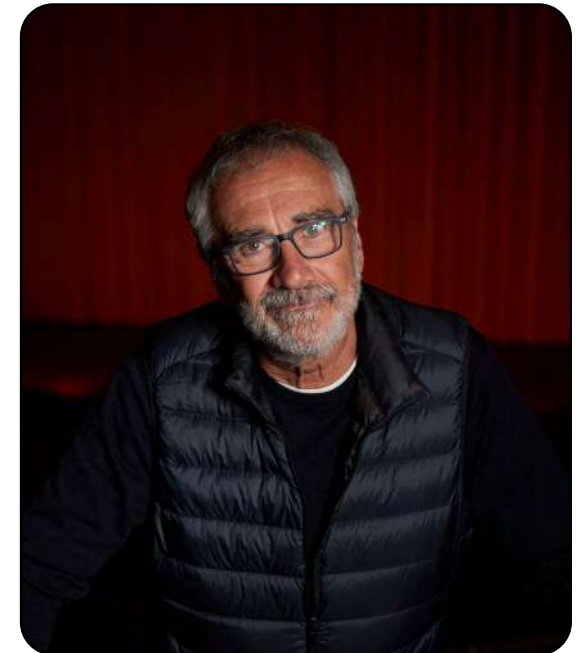
SPECIAL
GUESTS

C. TANGANA

Nonconformist artist, composer, producer and businessman. He is renowned worldwide for constantly creating unique and avant-garde projects, both musically and aesthetically.

JAVIER FESSER

Renowned filmmaker whose works, spanning from short films to feature films, convey his unique perspective on life with humour and tenderness. Acclaimed by critics and audiences alike, Fesser is the creator of many Spanish film treasures, such as 'Camino' and the comic adaptation of 'Mortadelo and Filemón'.

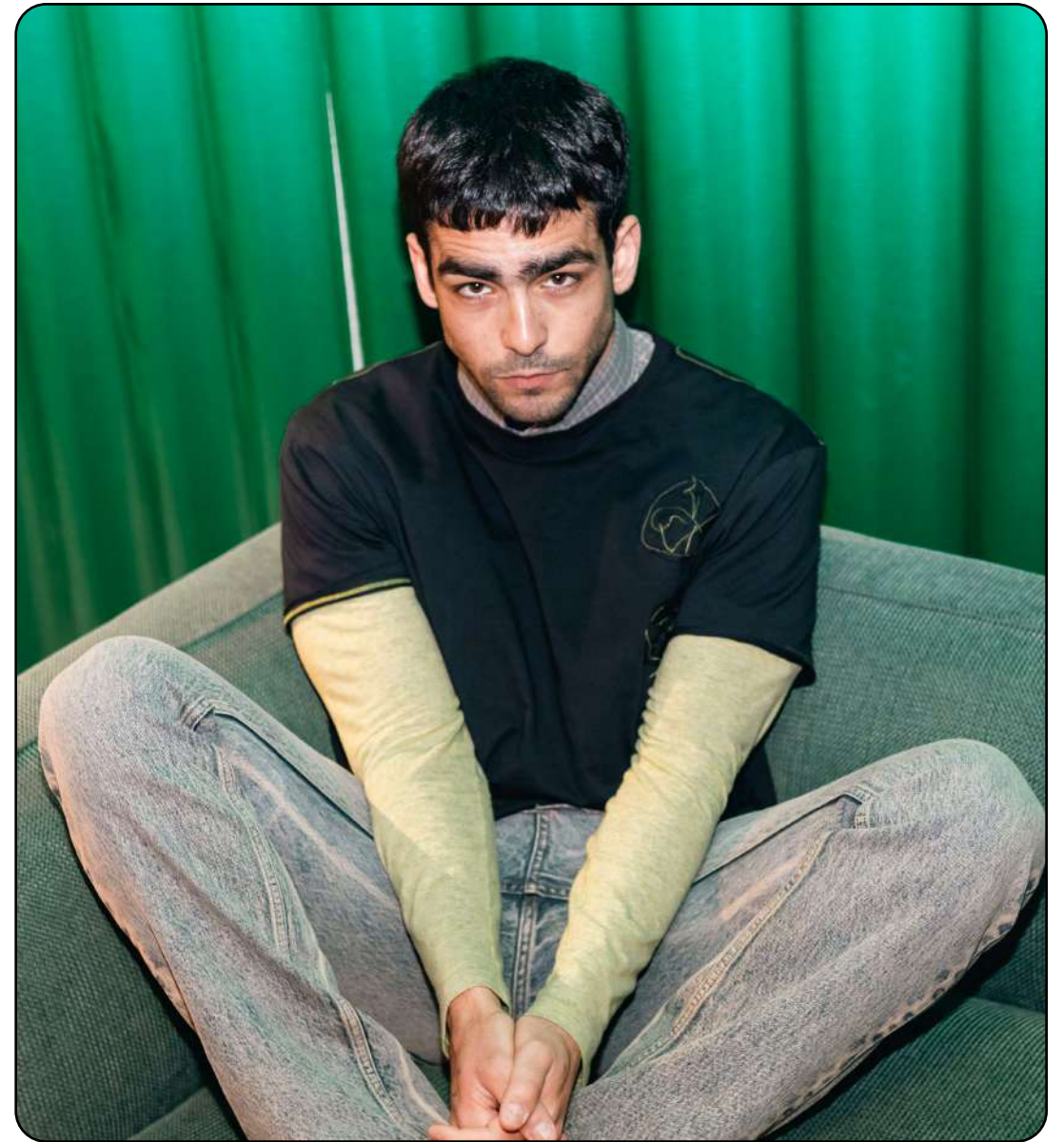


OMAR AYUSO

Internationally renowned actor who gained fame through his role in the successful Netflix series *Élite*. He made his director and screen-writer debut with the short film *Matar a la Madre*.

JULIA DE CASTRO

Multidisciplinary artist. Screenwriter, director, producer and musician.



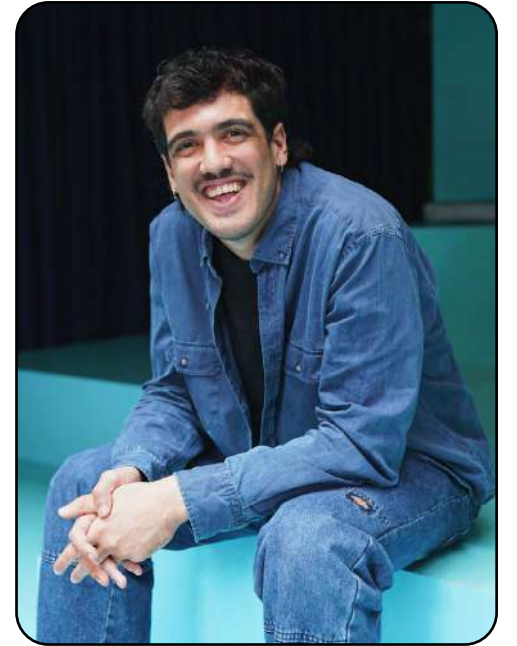
LA DANI

La Dani is not just a name in the world of music; they are also a reference for the LGBTQIA+ community. Their art transcends genres, advocating for the visibility of non-binary identities in culture and music. La Dani makes their debut on the big screen in the film *Te Estoy Amando Locamente*.



ALEJANDRO MARÍN

Director of *Te Estoy Amando Locamente* which received five nominations for the Goya Awards finally winning Best Original Song and four for the Feroz Awards, including Best Comedy, winning Best Supporting Actor to La Dani.



MIGUEL FAUS

Screenwriter, director and producer. His debut feature *Calladita* is the first European film ever funded by NFTs, after a successful crowdfund led by him. In 2021, *Variety* named Faus one of ten “Spanish filmmakers to watch”.



ROGELIO GONZÁLEZ

Director and audiovisual creative. He has directed some of the most iconic music videos on the Spanish music scene, with artists of the caliber of C.Tangana, Nathy Peluso and The Parrot. With many years writing and directing short films, like Santos and Now You Know, he has achieved national and international recognition.



CRIS TRENAS

Co-founder of Little Spain. As a Creative Producer, the love for cinema and audiovisual content creation is her driving force. She has become a prominent figure in the film industry and has worked with internationally renowned institutions and companies such as the United Nations in New York, National Geographic in Cambodia, and Volkswagen in Berlin, among others.



SANTOS BACANA

Co-founder of Little Spain, an emerging production company that has stood out for its innovative content. He writes, creates, and directs film projects. As Creative Director, he has played a crucial role in the company's consolidation within the sector.



KIKO MARTÍNEZ

Kiko Martínez is a Spanish film producer with over 25 projects, including films, documentaries, and TV series, among which is Perfect Strangers, one of the highest grossing films in the history of Spanish cinema.



JAIME LORENTE

Actor that has garnered great success with his recent works, including his role as the main character in Money Heist, where he portrayed Denver.



JOOP GARD PASSCHIER (GARD)

Co-founder of the iconic group Locomía. He rose to prominence in the 1980s on the vibrant island of Ibiza alongside Xavi and Luis Font, and Manolo Arjona. Gard was the sole Dutch member of Locomía, performing alongside three Spanish members. He handcrafted the iconic Locomía logo, which is still in use today, making its origin Dutch.

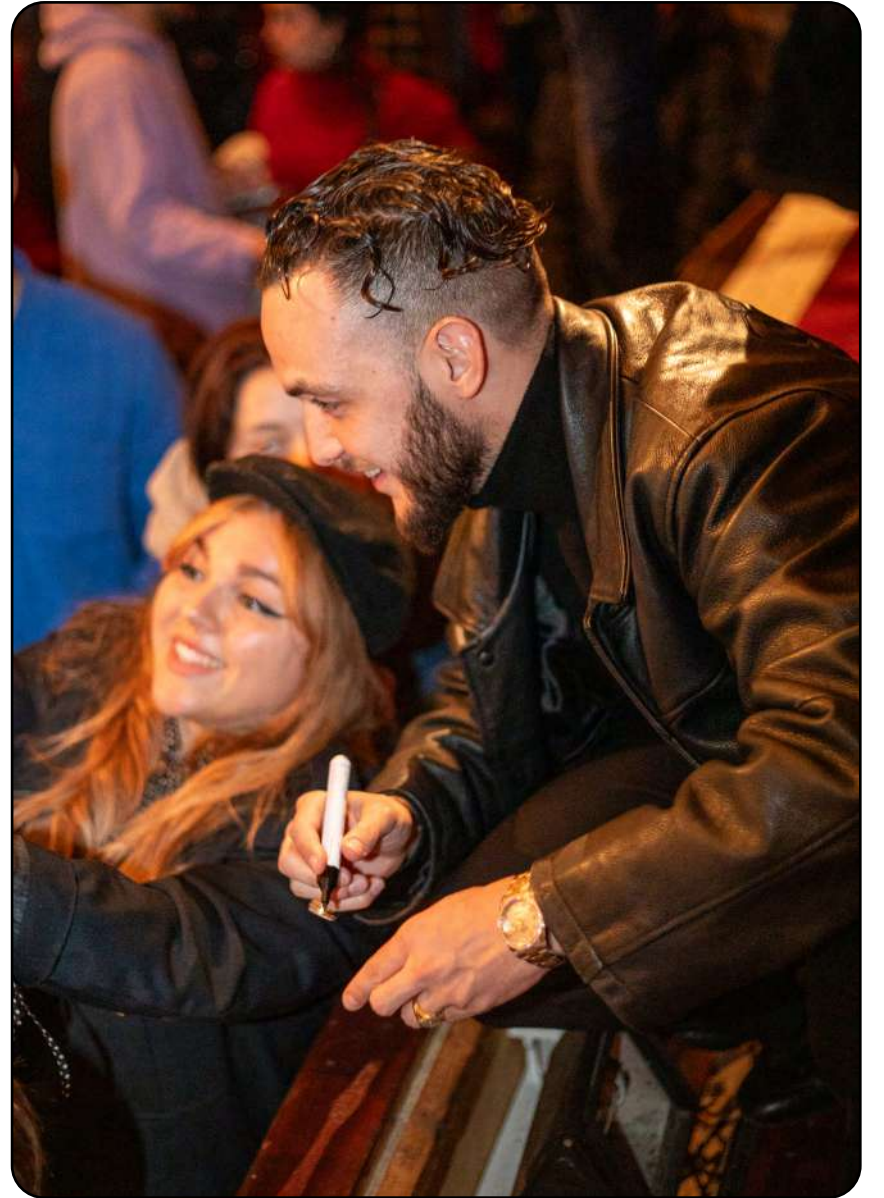












GUESTS OF HONOR

The **Amsterdam Spanish Film Festival** had the honor of welcoming Her Majesty Queen Letizia of Spain and Her Majesty Queen Máxima of the Netherlands to a special event during the celebration of ASFF educational program. The presence of Their Majesties enhanced the importance of the 10th anniversary celebration. We express our sincerest gratitude for their participation in this significant occasion.



HER MAJESTY QUEEN
LETIZIA OF SPAIN



HER MAJESTY QUEEN
MÁXIMA OF THE
NETHERLANDS



SPECIAL EVENTS



ASFF TEAM RECEIVED THEIR MAJESTIES



ASFF EDUCATIONAL PROGRAM

The **Amsterdam Spanish Film Festival** has played a crucial role in promoting education and culture by organizing a completely **free educational activity for Spanish language students in Dutch schools**. This educational event has been especially valuable and significant due to the **presence of Queen Letizia of Spain and Queen Máxima of the Netherlands**, whose attendance has brought

unparalleled prestige and underscored the importance of this gathering.

The ASFF's initiative to offer this activity at no cost to the schools demonstrates its **strong commitment to education and cultural exchange**. All expenses associated with the event's organization, from logistics to coordinating the royal presence, were entirely **covered by the festival**. This has allowed hundreds of students to access a unique educational experience that would otherwise not have been possible.

The presence of Queens Letizia and Máxima added an unprecedented level of **inspiration and motivation for the students**. Their participation not only highlighted the relevance of learning Spanish in an international context but also strengthened cultural ties between Spain and the Netherlands.

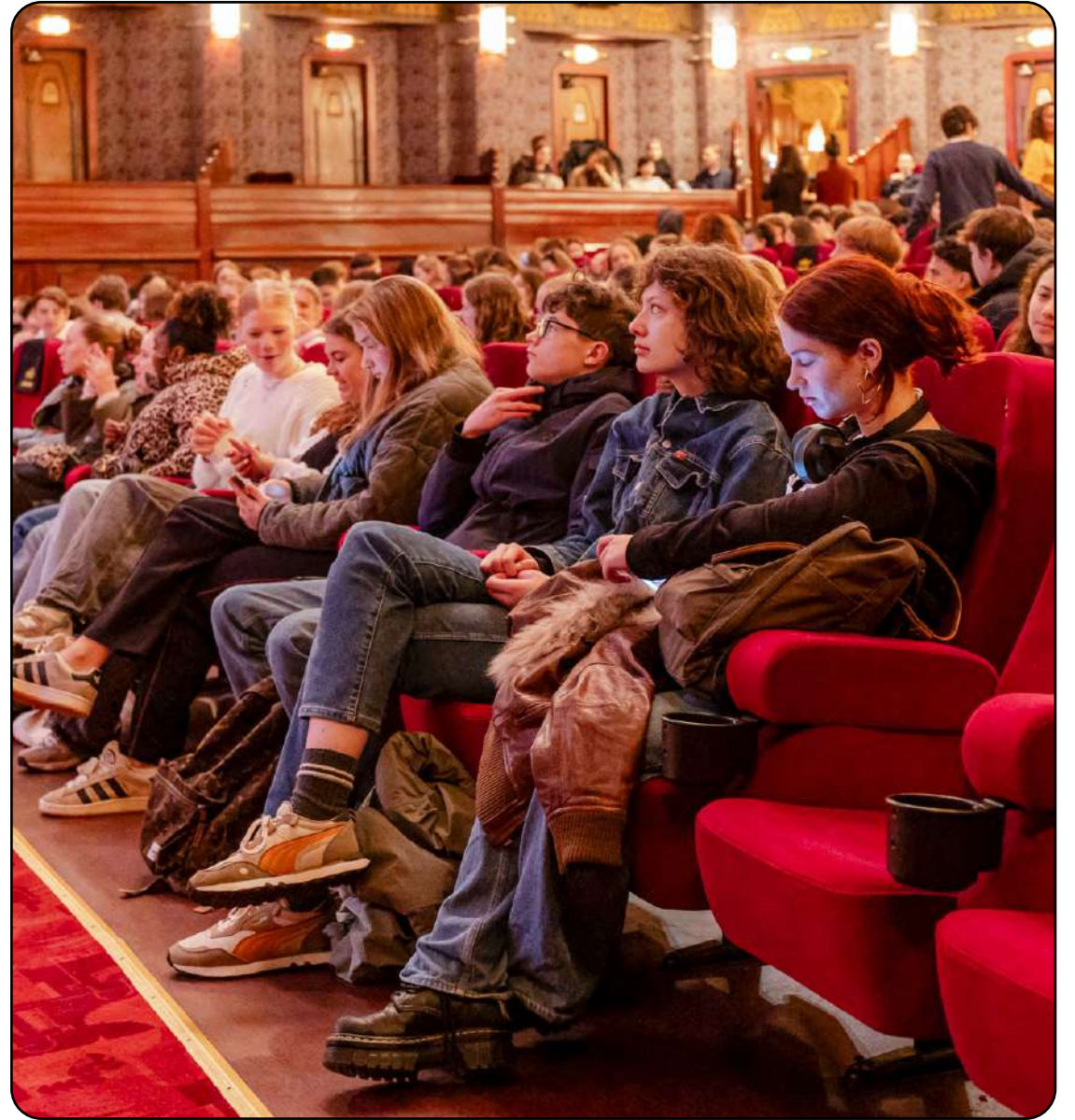
The program involved **500 students**, who will have the chance to watch the film **CAMPEONEX directed by Javier Fesser**. They also engaged with the filmmaker attending and our guests of honor, **enriching their understanding and appreciation of Spanish culture**.





The impact of this activity goes beyond a simple class or workshop; it represents a significant investment in the future of the students and in promoting intercultural understanding. By covering all costs, the **ASFF has shown its dedication to providing valuable and accessible educational resources for all**, regardless of the financial limitations of the schools.

In summary, the educational activity organized by the ASFF has been an invaluable contribution to the education of Spanish language students in the Netherlands. The combination of a **high-quality educational experience**, the inspiring presence of the Queens, and the removal of financial barriers highlights the festival's commitment to education and culture. This initiative has not only benefited the participating students but also reinforced the **ASFF's prestige and mission as a key promoter of education and cultural exchange through cinema in the region.**



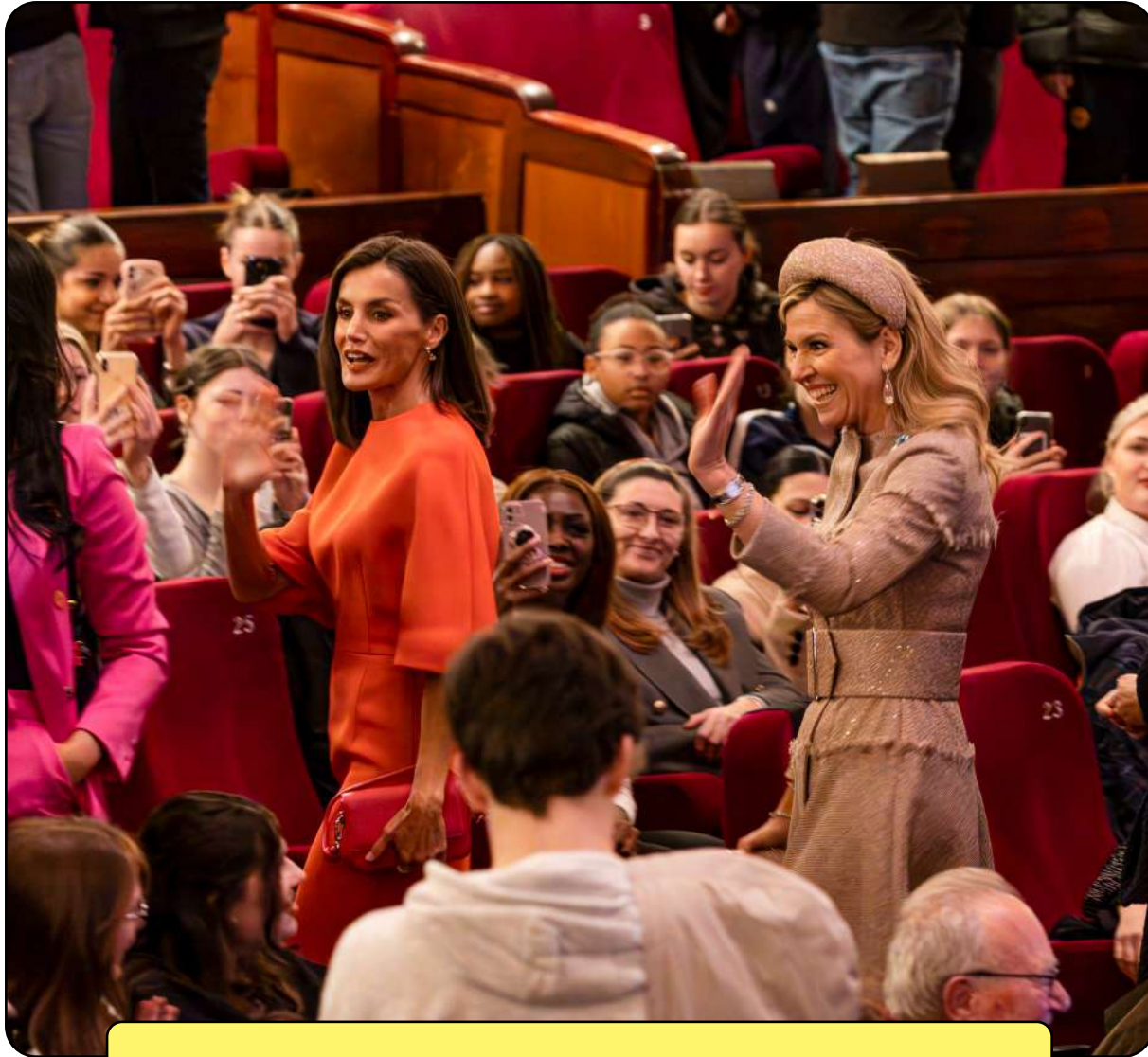


The Educational Program was followed by a **Celebratory Colloquium marking the 10th Anniversary of ASFF**. The colloquium was led by Mercedes M. Abarca and featuring the special participation of Laurien Saraber, Director of **Amsterdam Fonds voor de Kunst**; Margreet Cornelius, Manager of **Filmeducatie Network**; Sandra den Hamer, Director of **Film Fonds**; and Javier Fesser, director of the film. Together, they reflected on the **festival's impact on promoting Spanish cinema in the Netherlands**, and its pivotal role in showcasing it, fostering intercultural dialogue, and strengthening ties between Spain and the Netherlands.



Afterward, Queen Maxima and Queen Letizia had a **private reception with team members, sponsors, and partners** whose dedication and support make the festival possible year after year.





THEIR MAJESTIES AT ASFF VIDEO









MORE SPECIAL EVENTS



FLAMENCO NIGHT AT HAARLEM FILMKOEPEL



DISCO, IBIZA, LOCOMÍA

With Jaime Lorente and Joop Gard Passchier (Gard)

We were happy to welcome well-known actor Jaime Lorente during the Dutch premiere of his latest film DISCO, IBIZA, LOCOMÍA. He attended the Opening night, as well as a Q&A session after the screening of the film at LAB111.



LOVE & REVOLUTION

La Dani and Alejandro Marín

Presenting a story about love and revolution in the late 70s, actor La Dani and director Alejandro Marín introduced TE ESTOY AMANDO LOCAMENTE to the ASFF audience. They attended the Opening Night, as well as the opening in Filmkoepel Haarlem, where Spanish drinks were served. They also attended a Q & A session after the film in LAB111.



ON THE GO

Julia de Castro and Omar Ayuso present ON THE GO

The audience had the chance to meet the recognized actor Omar Ayuso and director Julia de Castro. They joined us to present and discuss *On the go*, an LGBTQIA+ road movie, which explores maternity dilemmas and love in postmodern times, portraying a generation continuously searching for their place. Omar and Julia participated in a Q&A session with the audience after the screenings in LAB111, Eye Filmmuseum and Filmkoepel Haarlem.



ALMODÓVAR SPECIAL

At Pathe Tuschinski

ASFF celebrated the 25th anniversary of *Todo sobre mi madre* (All About My Mother) with a special screening of the 2000 Oscar Foreign Language Film winner. Dress as a “chica Almodóvar” and practice Agrado’s monologue in front of the mirror to join us for this special occasion, where ASFF reviewed one of the LGBTQIA+ classics within the section WHERE LOVE GOES.



TAALHUIS LANGUAGE EXCHANGE

At LAB111.

The audience was able to join us for a unique language exchange event hosted by Taalhuis at the Amsterdam Spanish Film Festival! Whether you were looking to practice your Spanish or Dutch skills, our informal and engaging setting provides the perfect opportunity to converse with fellow language learners. Guided by experienced teachers,



people had the chance to engage in conversations, share cultural insights, and enhance their language proficiency in a relaxed environment. Afterwards, the group attended the screening of *La contadora de películas* at LAB111.

MEET SPANISH FILMMAKER JAVIER FESSER

We were delighted to welcome the acclaimed filmmaker Javier Fesser this year, who presented 'CAMPEONEX', the second part of his successful film *Campeones*. The film became the highest-grossing film during its weekend release in Spain. joined the audience for a Q&A in Pathe Tuschinski and Filmkoepel Haarlem.



CLOSING NIGHT WITH C TANGANA AND LITTLE SPAIN

The festival's closing event featured the Spanish nonconformist artist, composer, producer, and entrepreneur C Tangana, who presented his documentary *ESTA AMBICIÓN DESMEDIDA* alongside the film's directors, Cris Trenas, Santos Bacana, and Rogelio González. The audience engaged in a fascinating hour-long colloquium following the screening, filled with anecdotes, curiosities, and insightful questions for the guests.





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CONCLUSION

GOALS & ACHIEVEMENTS

ENRICHING THE CULTURAL LANDSCAPE

This edition of ASFF has brought a **diverse selection of films to Dutch audiences primarily composed of Dutch and International premieres**, serving as a vital platform within the Dutch cultural scene. Collaborations with various distributors have ensured that the festival showcases films that captivate and engage our audience, enriching the cultural landscape with innovative and thought-provoking cinema.

EDUCATION AND AWARENESS

ASFF's emphasis on education has been particularly evident during its milestone tenth edition. By screening the unique Spanish-language film *Campeonex* in the company of director Javier Fesser, the festival was able to **address themes of cultural differences**. The festival has

provided students with a playful yet insightful opportunity to explore these topics, raising awareness and fostering dialogue. The educational program has been even more unique this year by receiving the honoured visit of HM Queen Maxima and HM Queen Letizia.

CULTURAL EXCHANGE

ASFF's artistic vision of fostering cultural exchange has been realised through its diverse selection of films. Spanish cinema, with its diverse themes ranging from historical events to contemporary social issues, has served as a powerful medium for communication and understanding, **building bridges between diverse societies** and fostering mutual appreciation. Special events such as the Language Exchange hosted by Taalhuis Amsterdam or the Q&A following DISCO, IBIZA,

LOCOMIA with Joop Gard Passchier from the Netherlands and Jaime Lorente from Spain shed light on mutual cultural understanding.

EXPANSION AND DIVERSIFICATION

ASFF has remained committed to presenting a broader spectrum of stories and perspectives, **offering a more inclusive and enriching viewing experience.** The festival's expansion to new locations and cities has further contributed to its goal of diversification, welcoming new audiences and voices into the ASFF community. Particular successes can be found in the expansion of the festival to Haarlem and Amstelveen. In Haarlem, the extensive program has been able to attract a large new audience, establishing a base for continuing a collaboration with this city. In Amstelveen, audience research shows that 53% of the audience originates from the neighbouring area, which leads to the

conclusion that the festival has reached new audiences. Also, the high number of wheelchair users stands out, making comments about the accessibility of the venue in comparison to other ASFF cinema's. Like this, the expansion to Cinema Amstelveen has made the festival a more inclusive space. Finally, the **new collaboration with IDFA has opened the doors for a new venue for ASFF:** the Documentary Pavillion. The base has been set for future collaborations with the festival, ensuring the possibility of expanding the festival's focus on documentary cinema.

SUSTAINABILITY AND PARTNERSHIP

The festival's tenth anniversary has been a moment to celebrate **enduring partner relationships** and welcome new sponsors and partners into the ASFF family. This focus on sustainability and partnership ensures the festival's continued success and impact in the years to come. We

have partnered up with **CUPRA**, and have been able to use electric cars for our guests and production transport, ensuring a **lower emission**. Also, new partners such as the Spanish restaurant **Tasca Bellota**, the tapas franchise **100 Montaditos** and wine from **Bodegas Habla** have been introduced. Furthermore, the relationships with existing sponsors have been solidified and further explored: **AirEuropa** organised a contest where two flight tickets to Latin America could be won by audience attending our Latino Focus Program, **Taalhuis** organised a very successful language exchange and we were able to invite some sponsors and partners to the event with the Queens, giving them the opportunity to partake in such a special occasion.

CONTINUITY AND RETROSPECTIVE

ASFF has dedicated time during its milestone tenth edition to reflect on its journey and set a course for

the future. Through retrospective discussions and celebrations, attendees have explored the **evolution of ASFF and celebrated its achievements over the past decade**, ensuring continuity and relevance in the years ahead. The most important celebrational aspect could be found in the attendance of Their Majesties Queen Maxima and Queen Letiza at our celebratory colloquium, where the festival reflected on its journey and its role within the Dutch cultural landscape.



GOALS FOR NEXT YEAR

In 2024, ASFF has established a three year plan, onto which will be continued during the following edition. The primary goals can be included under the following points:

PROFESSIONALISING OF THE ORGANISATION

There will be more focus on the transfer of knowledge by encouraging team members to write reports of their



tasks and the festival will invest in **community building** by organising year-round activities to keep freelancers connected to the festival.

DEVELOPMENT OF THE PROGRAMMING

The position of program assistant was a new one this year and is here to stay. Furthermore, the festival will look into the possibility of putting together a selection committee so that **more diverse views are involved** in the selection making process.

GEOGRAPHICAL EXPANSION

In 2025, the festival will solidify their existence in the chosen new cities, working with received feedback from visitors and taking the successes as this year as a starting point. ASFF is committed to connect the festival to the

new cities, so that they are real, independent locations where a connection with the local audience is fostered. On top of this, the **expansion of the festival demands** us to look into possible new screening locations in Amsterdam. The collaboration with new and existing venues (including the Documentary Pavillion) will be broadened as well.

EXPANSION EDUCATIONAL PROGRAM

This year, the educational program has been unique due to the visit of their Majesties Queen Maxima and Queen Letizia. In the upcoming years the focus will be on a **renewed interest in solidifying this program**, using the support of Netwerk Filmeducatie for this.

SUSTAINABILITY

The festival hopes to continue the collaboration with Cupra to be able to count on electric cars. Furthermore,

there will be more focus on co-productions and programs that can count on guests visiting more locally, as to reduce flight emissions. Lastly, the options of online Q & A's (mostly for Latin American filmmakers) will be explored.

EVALUATION

The festival has sent out an audience research survey this year with the possibility of winning a prize by filling it in. This data will be used to **enhance our performance in the future edition**. The possibility of connecting with universities to hire a research intern focussed on audience research are also explored.

Like this, ASFF 2025 aims to be an event focused on the continuity and longevity of the festival, building on a consolidated base and still surprising the audience with new aspects, unique films and thrilling collaborations.

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TO SUM UP

The **Amsterdam Spanish Film Festival's 2024 anniversary edition** has solidified its position as a cornerstone of the Dutch cultural landscape. **Spanning 10 days across 6 venues**, including three new locations, this year's festival welcomed distinguished guests, including the honoured presence of Their Majesties Queen Maxima and Queen Letizia, further highlighting its significance.



In its anniversary year, ASFF 2024 celebrated a decade of cultural exchange and cinematic excellence. The festival showcased a captivating selection of Spanish films, reaffirming its commitment to fostering **cross-cultural connections** through the power of cinema.

ASFF 2024 prioritised audience engagement, strengthened partnerships with sponsors, and continued its journey towards professionalisation with an extensive team.

With an expanded program featuring films by female directors and a focus on contemporary societal issues, ASFF 2024 offered more than just screenings—it provided a **platform for dialogue and reflection**. Special tributes, including a retrospective honouring the 25 year existence of the Almodovar film *Todo sobre mi madre*, and new and

revived program sections like **Women on Docs** and **Latino Focus**, enriched the festival experience, showcasing diverse voices and perspectives.

Looking forward, ASFF remains **committed to growth** and evolution. As we transitioned back to our traditional April dates, we anticipate further enhancing our organisational capabilities and overall festival experience. Despite the challenges of the past, ASFF's resilience and adaptability have reaffirmed its irreplaceable role in enriching Dutch cultural life.

In conclusion, ASFF 2024 embodies a **decade of dedication to cultural enrichment and cinematic excellence**. As we continue to forge ahead, we remain convinced in our mission to provide spaces for discussion, learning, and appreciation of Spanish cinema, sustaining existing partnerships and forging new ones along the way.



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