

CentEast

Warsaw Moscow

16–18 October 2009

Warsaw, August 8, 2009

CentEast: Today Warsaw – 2morrow Moscow Eastern European works-in-progress to be presented in Poland and in Russia in October

CentEast is the name of the project, which teamed the Warsaw Film Foundation and Moscow-based TVINDIE Film Production. The partners are well-known to the international film community: Warsaw Film Foundation is the organiser of the Warsaw International Film Festival, which turns 25 this year, and was instrumental in bringing the European Film Awards in 2006 to Poland, while TVINDIE's CEO Yevgeny Gindilis is a Russian co-producer of Jos Stelling's latest film "Duska", the Netherlands' contender for the Oscars in 2008.

The aim of CentEast is to bring Eastern European cinema to the world. The organisers believe that the best market for Eastern European films is Eastern Europe. As Russia and Poland are the biggest Eastern European Markets, hence the events in Warsaw and in Moscow – Warsaw International Film Festival and 2morrow Film Festival in Moscow, look like the right places for the action.

"More and more films are made, also in Eastern Europe, but hardly any of them are seen outside of the countries of origin. There are several events in Eastern Europe, specialising in co-productions – this obviously helps, but from my perspective the key to success is to get the attention of the international sales agents. CentEast is a continuation of what we had started already back in 2000, inviting a handful of festival programmers to watch Polish films during the Warsaw Film Festival. I believe the partnership with TVINDIE will multiply the impact of our actions", says Stefan Laudyn from the Warsaw Film Foundation.

"I am happy to have an opportunity to work with 2morrow Film Festival and the Warsaw Film Foundation on CentEast", says Yevgeny Gindilis, TVINDIE. *"Our main goal is to find the most efficient ways to promote new Russian films to the European market and make them part of the European cultural context. I believe that organizing a presentation of the most interesting projects of next year from Russia and Eastern Europe as part of a young, independent festival will help us reach this goal. We can learn a lot from our Polish colleagues who have gone a long way in this direction."*

The presentations will be held during the same weekend at:

- Warsaw Film Festival on Friday, October 16
- 2morrow Film Festival in Moscow on Sunday, October 18.

The organisers are looking for works-in-progress and films before world premiere, coming from Eastern Europe. The selection criteria are:

- artistic quality of the project
- reputation of the Filmmakers
- international market potential
- existence of the visual material.

The selected projects will be presented to sales agents, distributors, TV buyers and festival programmers, attending the festivals in Warsaw and in Moscow.

Deadline for submissions is Friday, September 4.

Deadline for accreditations is Thursday, September 24.

CentEast is supported by MEDIA International Programme of the European Community and by Polish Film Institute.

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