



VILOLE IMAGES PRODUCTIONS

REPORT ON

THE TRIP TO
**ROTTERDAM, 31ST JANUARY TO 05TH FEBRUARY
AND
CANADA, 05TH – 18TH FEBRUARY 2010**

TO REPRESENT THE FEATURE FILM
SUWI
IN THE TWO FILM FESTIVALS
AND RECIEVE TO AWARDS FROM CANADA



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	<ul style="list-style-type: none">• Copies of pages from IFFR and Picture...this catalogues with more information about the film Suwi

ACKNOWLEDGEMENT

I wish to take this opportunity to forward my sincerely heartily special thanks to: -

- ❖ Ministry of Community Development and Social Services for sponsoring the return ticket to Canada.
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- ❖ CEO, Yezi Arts Promotions, Mr. Abdon Yezi helping me in securing support.
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- ❖ Picture.....this International Film Festival for awarding the film Suwi and contribution towards accommodation in Canada
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1. INTRODUCTION

This report encompasses a review of a wide scope of a qualitative set of actions, activities, challenges and achievements based on my trip to International Film Festival Rotterdam (IFFR) Holland, the Netherlands and Picture...International Film Festival, Calgary, Canada

Hence this report is designed to highlight my challenges and achievements covering a period from 31st January to 18th February 2010.

2. BACKGROUND

Immediately after the release of the film Suwi in 2009, Vilole Images Productions searched on the internet for various international film festivals and submitted the film to some festivals. Due to financial challenge VIP could not submit to more festivals as desired. Among the festivals where I had submitted the film was Picture this...Film Festival in Canada

VIP also received invitations from some festivals. The fact that Suwi had received the East African Talent Award and the ILO@90, the film being the first feature from Zambia to win awards attracted other international festivals. International Film Festival Rotterdam (IFFR) was one of the festivals that gained interest in Zambia. Upon reading about Suwi from the internet, IFFR Programmer, Gertjan Zuilhof contacted my former Cinematographer Italian Lecturer Alberto Ianuzzi and Screenwriter, Antonio Flaudato for more information about Zambia and myself. Gertjan had wondered why African Films were not represented in International Film Festival. So he introduced a Project called '**Where is Africa**' that enabled him to take young filmmakers who have never been to Africa to Africa to come and back film as he also searched for films to be screened at IFFR under the project '**Forget Africa**'. This led to the programme Zambia participating in the 39th IFFR for the first time.

3. THE 39TH INTERNATIONAL FILM FESTIVAL ROTTERDAM

• IFFR

The IFFR offers a quality selection of worldwide independent, innovative and experimental cinema as well as a series of film-related visual arts exhibitions and live performances. As a supportive platform where both audiences and industry are invited to contribute, the IFFR promotes, on an international level, the realization of auteur cinema, the expertise of independent filmmakers, producers and film criticism. The festival constantly explores the fast-changing context and nature of cinema.

As each year, IFFR presents the broadest range of independent filmmaking from around the globe, and the VPRO Tiger Awards Competition will spotlight some exciting new directors. With its international co-production market CineMart and the Hubert Bals Fund, giving financial support to film projects from developing or southern countries, the IFFR actively contributes to the production of independent films.

The 39th International Film Festival Rotterdam (IFFR), organized by Stichting Filmfestival Rotterdam, was held from January 27 to February 7, 2010. Submission to the Festival were open to feature films, creative documentaries,

experimental films, short films and innovative visual productions for digital media completed after January 1, 2009 and there was no entry fee.

- **CineMart**

The Hubert Bals Funds hosted the 27th CineMart from January 31st to 03rd February. The program included The effective co-production market, bring together money and ideas! The 38th International Film Festival Rotterdam marked the 26th edition of its international co-production market, the CineMart.

Every year, the CineMart invites a select number of directors/producers to present their film projects to co-producers, funds, sales agents, distributors, TV stations and other potential financiers.

- **CineMart Trademarks**

One of CineMart's trademarks is the highly productive, yet informal atmosphere. In order to maintain such an environment, the number of projects is kept to around 35 and the invitation process is selective. The four-day event takes place concurrent with the IFFR and shares its location with the festival centre, De Doelen, in the heart of Rotterdam.

- **Where is Africa**

During the festival all the African films were screened under this sections. Gertjan made a great collection of movies that represented old guru who thought had retired from filmmaking. Some films were retrieved from hidden places in some countries.

4. ZAMBIA'S PARTICIPATION

- **Background**

Through the project Forget Africa, Zambia was privileged to be represented by two Zambians although originally three had been invited. In September 2009 Gertjan brought two young filmmakers from the Philippines and Thailand. Joanna Arong Vasquez from the Philippines, but based in China came to do a profile Documentary on my life for the project and Jakrawal Nilthamrong from Thailand with his camera man Chatchai Chaiyon came to shoot a fiction-documentary. Previously Jakrawal had requested that three young filmmakers submit concepts for him to select one that he could focus his story on. (Vilole Images Productions was then invited as a Zambian co-producer.) The three finalists included Florence Inonge Lamaswala, Sandie Banda and Watson Mututa.

When Jakrawal came to Zambia in September, he chose Watson out of the three and proceeded to this film with the Zambian crew and cast. Joanna also continued to shoot Musola Cathrine Kaseketi.

While the filmmakers were busy filming, Vilole Images organised a meeting for local filmmakers at Alliance to meet Gertjan with their movies. Some filmmakers travelled from the Copperbelt. Gertjan had discussions with about 25 filmmakers and collected a good number of DVDs including Suwi.

- **Good news with challenges**

The good news that Suwi was selected to be screened at IFFR and to receive two awards at Picture...this arrived. Three Zambians were invited to IFFR, Musola Cathrine Kaseketi, Director for **Suwi**, Watson Matuta Co-Director for **Unreal Forest** and Paul Luanga to go for a Producing **Training programme**.

However, this good news brought with it Challenges. Watson could not travel due to financial constraints that delayed him to renew his passport. IFFR would pay round ticket, but one had to provide own local transport and daily up keep. Picture....this would not pay for anything, but contribute €500 towards any costs. The dates for the first screenings of Suwi in Canada and IFFR were clashing, e.g. first screening in Holland was on 04th Feb and award night in Canada was 06th Feb and I needed to be at both events to represent the film. I tried to convince IFFR to buy me a round ticket to Canada to enable accommodate Picture...this, but they denied. Finally we resolved that they would pay for my flight from London to Amsterdam and take care of my accommodation as long as I found my way to London.

This made it much cheaper as we had to target a return ticket to Canada. It was not easy also for me to find sponsorship. I was not only securing funds for the ticket, but coming from an industry that does not pay and being jobless mostly depending on voluntary work, I had to secure funds, for visas, curriers, local transport to move round in Zambia, Holland and Canda, meals in Canada and Holland. I went as far as applying for a loan not knowing how I could pay it back, but as soon as ZAPD accepted my request I cancelled the loan. The fact that Paul McNeil had introduced me to Fran McMean who offered to help with accommodation and Picture... this said they would contribute something and I dedicated towards accommodation, I thought it was worthy travelling. Thank God Yezi Arts who worked tirelessly to get support for the return ticket.

- **Zambia's presences at IFFR 31st January to 05th February 2010**

Zambia participated in meetings, panel discussion, training and screenings

- **Meeting and Masterclasses**

The CineMart staff organises the CineMart meetings prior to the event. After the project selection is completed, the CineMart staff creates a dossier with information on the selected projects. Attending professionals then inform the CineMart on their interests and a master meeting schedule is set-up. Upon arrival in Rotterdam, all guests receive their personal meeting schedule. (During CineMart 2009, there were about 5000 meetings between project representatives and potential financiers). **Three** meetings were arranged for me to meet consultants on possible distributors of the film Suwi. I manage to go to the two as I lost one due to the fact that I missed the flight from London to Amsterdam as the flight from Ethiopia was delayed. The meeting led to distribution companies from USA, Canada, the Netherlands and SA seek the film suwi. So far none of them has bought the film.

- **Training Opportunities**

The CineMart staff also organises The Rotterdam Lab, a 5-day training workshop for young and emerging producers designed to build up their international network and

their experience at an international festival and market. Participation in the Rotterdam Lab provides producers with the confidence and skills to navigate the festival circuit and meet the professionals who can help finance their projects. **Paul Luanga** from Zambia got an opportunity to attend the 5-days programme.

- **Screenings**

Under the project Forget Africa Zambia was presented in three screenings.

Unreal Forest a Thailand/Zambia co-production's screening was a World Premiere and was screened on the following dates:-

1. Tue 02.02.10 – Press and Industry screening 17:45
2. Wed 03.02.10 – Theatrical screening 21:45
3. Fri 05.02.10 - Theatrical screening 19:30
4. Sat 06.02.10 - Theatrical screening 12:15

Sunday School a Philippines/China/Zambia production's screening was a World Premiere and was screened on the following dates:-

1. Mon 01.02.10 – Press and Industry screening 20:15
2. Thur 04.02.10 – Theatrical screening 16:30

Suw a Zambia/Finnish Co-production was screened on the following dates:-

1. Thur 04.02.10 – Theatrical screening 16:30
2. Sat 06.02.10 - Theatrical screening 20:00

- **Panel discussion**

The screening of Suwi on 04th February was a success. The screen began with Joanna's documentary Sunday School the give a portrat of the Director of Suwi, then came the film Suwi. Basically Joanna's documentary gave an insight of the Zambian Film Industry. After the screen a women Minster and activity for Human Rights and myself lead a discussion as panelist on making movies in Africa that deal with Human Rights aand Geneder issues. This was followed by Questions and Answers.

5. THE 09TH PICTURE....THIS INTERNATIONAL FILM FESTIVAL

- **Picture...this festival**

Picture...this international Film Festival is part of the community Development team of Calgary SOCPE Society. Picture...this film festival is a year-round Canada's first international disability film festival that celebrates films by and/or for persons with disabilities

Picture this... festival is a competitive festival held in the month of February in Calgary, Alberta, Canada. Entries are judged by a panel of diverse, volunteer judges. Awards are presented at the gala evening during the festival. Winning entries are screened on a large screen with theatre style seating for our audience. Other entries are also selected for screening. Film works by film makers with a disability and film works on a theme of disability are eligible to enter.

Picture this... is also an exhibition festival. A rather unique element is that we will have a private viewing area. Attendees may request to view any of the entries. All entries will be listed in our program which will be distributed to all those who attend. Our website will have information on all the entries for that year.

2010 Picture this...film festival was celebrating the nine fine years of the greatest disability films on the planet and had entries from 22 Countries, Six Continents and 92 Films. Among the entries Zambia was the only African country that submitted.

- **Zambia's presences at Picture....this Film Festival 05th - 18th February 2010**

Zambia was awarded awards and I was invited to go and receive the awards on the Gala night on 05th February 2010. I left the IFFR in the morning before the closing night. I arrived in Calgary late in the night and was welcomed by Picture....this Director, Sherly who took me to my host Fran.

- **Gala night 06th February 2010**

The gala night brought together people from different background and that included politicians from all political parties who had sponsored certain awards. Some politicians where presenting awards they had sponsored.

- Awards

92 films had entered to compete for the following categories:-

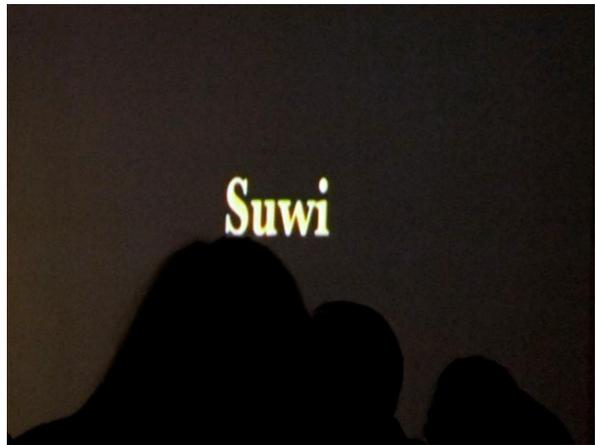
1. Documentary,
2. Drama,
3. Performance,
4. Animation,
5. Educational

6 films received awards and 9 received Honourable Mention awards

- **Suwi**

Suwi received two awards, **Dodie Spittal** award for best full length feature, (while **York, 14min** from Australia got the best short film) and Honourable Mention award for best drama category. Media's press Festival highlight and about the films stated that:-

'Zambian filmmaker Musola Cathrine Kaseketi brings us the feature-length drama Suwi. Suwi is a multi-layered story that deals with an expansive range of topics woven into a cohesive dramatic film. It is a clash of the old ways with modern ones. It highlights stereotypes and misunderstandings around disability, and addresses issues of poverty, aids and homeless children. Musola Cathrine tells her story accompanied by rich cinematography of the African continent. Like the filmmaker, Ms. Kaseketi's characters are strong and push the boundaries of stereotypes. Ms. Kaseketi, one of the only serious women filmmakers with a disability in her country, and perhaps on her continent, is hoping to attend the screening of her film.'



(Left the Honourable mention award, top right Dodie Spittal award and bottom right screening of the film of the Gala night)



Left top, TV interview before the awards were presented. Top right speech after the awards and left bottom talking to jury members during the apart after all awards were presented

Suw a Zambia/Finnish Co-production was screened with three other short dramas; My bloody valentine (UK), Frames (Spain) and Yolk (Australia) on the following dates:

1. Thur 05.02.10 - Gala screening 16:30
2. Tue 09.02.10 - Theatrical screening 21:30

In addition to screening Zambia participated in TV interviews and discussions.

6. CHALLENGES

The greatest challenge was lack of sufficient funds on the trips. For instance, the flight from Ethiopia to London was delayed that when we arrived in London I had missed the flight to Amsterdam. My flight was automatically concealed. I was told I needed to buy a new ticket and also book a hotel where I could spend a night. I arrived around 18hrs and the next flight was 11:30 the following day. Since I had no money on me, I pleaded that I be assisted with a phone and I was. I called Holland and asked them to pay for my new ticket and this cost I reimbursed with the help from Canada. I also had to spend a night at the airport as I could not afford to book a hotel. Basically these are some of the challenges we go through as independent filmmakers from a country the industry is not yet developed. No food, no accommodation, no money and yet you proudly bring **GLORY TO YOUR HOME COUNTRY.**

7. ACHIEVEMENTS

The greatest achievement was being an ambassador for my country and marketing the Zambian film and tourism industry. Screening of the three movies in Holland enhanced the marketing of the Zambian locations and culture. Receiving the awards in Canada contributed to the appreciation of the African locations and tradition.

8. CONCLUSION

Despite the financial challenges for incidentals, I appreciate that through Yezi Arts Promotion's tireless efforts, I was able to travel and represent Zambia in the two countries. I am proud that this was the first time was screening its film in these countries and I am glad that I am part of that history. Thanks you once more to all those who made this trip fruitful. I hope a fund special for such events will be created and more Zambians will be able to have access to it.