AKTUELLE FILME AUS DEN VISÉGRÁD-LÄNDERN

POLEN | TSCHЕЧИЕN | UNGARN | SLOWAKEI

MITTEL PUNKT EUROPA FILMFEST

23.–29. NOV 2016

MONOPOL KINO MÜNCHEN

WWW.MITTELPUNKTEUROPA.EU
Where does the centre of Europe lie? This question gets a different response depending on your standpoint.
We named our film festival MITTEL PUNKT EUROPA and, in doing so, aimed to provoke a change of perspective.

We were not only putting Central European film on Munich’s cinematic map, but also helping our Eastern neighbours to move back to a place where geographically, historically and culturally they belong – the heart of Europe.

The new film festival showcased current features from Poland, the Czech Republic, Hungary and Slovakia in the city’s Monopol Kino. None of the films had ever been screened in Munich before. Four of them – LOST IN MUNICH, THE SNAKE BROTHERS, ALL THESE SLEEPLESS NIGHTS and 11 MINUTES – were German premieres.

Altogether, around **1000 people** attended the films, the panel discussion and the festival party, exchanging views on contemporary cinema from the Visegrád countries with festival guests, including actors, directors and film critics.

**The festival was supported financially by the International Visegrad Fund and Munich’s Department of Culture.**

**Facts and figures**

- **7 DAYS**
- **14 FILMS, INCLUDING 2 DOCUMENTARIES**
  - **4 GERMAN PREMIERES**
  - **14 SHORT FILMS**
  - **5 FESTIVAL GUESTS**
  - **1 OPENING NIGHT PARTY**
  - **1 PANEL DISCUSSION**
  - **1 FILM PARTY WITH A LIVE CONCERT**
  - **APPROX. 1000 VISITORS**
Organisers

Ahoj Nachbarn e.V. (non-profit association, www.ahojnachbarn.eu)
Czech Centre Munich (munich.czechcentres.cz)
Munich College of Further Education (MVHS, www.mvhs.de)

Financial backers

International Visegrad Fund
Department of Culture of the City of Munich

Partners

Consulate General of the Republic of Poland in Munich
Consulate General of the Czech Republic in Munich
Consulate General of Hungary in Munich
Consulate General of the Slovak Republic in Munich
Ad Arte Foundation of Cultural Education (Poland)
Čtyři dny / Four Days (Czech Republic)
Palantír Film Alapítvány / Palantír Film Foundation (Hungary)
Asociácia slovenských filmových klubov (Slovakia)
Czech Film Center
Slovak Film Institute
Hungarian National Film Fund

Sponsors

Budweiser Budvar

Media cooperation with

MUCBOOK

www.mittelpunkteuropa.de
www.facebook.com/mittelpunkteuropafilmfest

We would like to thank all those involved – audiences, festival guests, organisers, partners, sponsors and the many helpers for their support and advice.

The high level of interest in the first edition of our festival is a great motivation for us to continue. With excitement we are beginning our plans for the next edition.
KINOPROGRAMM

MI 23. NOVEMBER
19:30 Uhr ZTRACENI V MNICHOVÉ | LOST IN MUNICH
AN SCHLIESSEND EMPFANG IM FOYER

DO 24. NOVEMBER
19:00 Uhr KOZA | GOAT
21:00 Uhr SZERDAI GYEREK | THE WEDNESDAY CHILD

FR 25. NOVEMBER
19:00 Uhr KOBRY A UŽOVKY | THE SNAKE BROTHERS
21:00 Uhr WSZYSTKIE NIEPRZESPANE NOCE
ALL THESE SLEEPNESS NIGHTS
22:15 Uhr FILM FEST IN DER KINO BAR

SA 26. NOVEMBER
19:00 Uhr CZERWONY PAJAK | THE RED SPIDER
21:00 Uhr VESZETTEK | HOME GUARDS

SO 27. NOVEMBER
15:00 Uhr FELVIDÉK – HORNÁ ZEM
FELVIDÉK – CAUGHT IN BETWEEN
16:30 Uhr FILM FORUM IN DER KINOBAR
19:00 Uhr 11 MINUT | 11 MINUTES
21:00 Uhr NIKDY NEJSME SAMI | WE ARE NEVER ALONE

MO 28. NOVEMBER
19:00 Uhr JÁ, OLGA HEPNAROVÁ | I, OLGA HEPNAROVÁ
21:00 Uhr MÓW MI MARIANNA | CALL ME MARIANNA

DI 29. NOVEMBER
19:00 Uhr ERNELLÁEK FARKASEKNÁL
IT’S NOT THE TIME OF MY LIFE
21:00 Uhr ČISTIČ | THE CLEANER
FESTIVAL HIGHLIGHTS

Most popular films

Jerzy Skolimowski’s 11 MINUTES and Michał Marczak’s ALL THESE SLEEPLESS NIGHTS, both Polish productions, were – alongside Czech director Petr Zelenka’s LOST IN MUNICH – without a doubt the most popular films. Tickets for all three screenings sold out. Another – if unexpected – magnet for audiences was Vladislava Plančíková’s border-crossing documentary FELVIDÉK – CAUGHT IN BETWEEN.

Discussions

The festival offered audiences the opportunity to speak personally with assorted invited guests – both film makers and experts.

Hungarian director KRISZTINA GODA spoke about her motivation to shoot HOME GUARDS, a film that provides a stark reminder of the dangers of social radicalisation. MICHAL HUSZCOZA, an amateur actor from Poland who had a starring role in ALL THESE SLEEPLESS NIGHTS, described how the Warsaw-based film came into being, revealing a number of interesting details and anecdotes along the way. Former boxer and member of the Slovak Olympic team PETR BALÁŽ moved audiences with tales from his life story, which also formed the basis for the cinematic portrait GOAT.

The panel discussion was concerned with state of Central European film in Germany. Hungarian director KRISZTINA GODA, Czech film critic RADOVAN HOLUB and VOLKER PETZOLD, the co-founder of the Cottbus film festival, all provided fascinating insights. The many questions that came from the audience attested to the high level of interest in this topic.

Festival party

The relaxed atmosphere of Monopol Kino’s cinema bar provided the perfect backdrop for our festival party. With live music accompaniment and drinks from the four festival countries, festival attendees, guests and organisers found it easy to exchange views on the films shown and all things Central European.
FESTIVAL SURVEY

Before each film screening (excluding the film on the opening night), we distributed a survey to poll attendees about their views on the festival. Below is a summary of our main findings.

Choice of films and guests

Most attendees rated the choice of films between good (54%) and very good (28%), which reflects well on our programme concept.

The choice of invited guests was also assessed positively (30% very good, 33% good). The most frequent suggestion for improvement was to invite more festival guests.

Time frame and location

Monopol Kino certainly appears to have been the right location for the festival: 25% of attendees described the cinema as good, 56% as very good.

The time frame suited most of the attendees: they rated it as good (32%) or very good (48%)

Festival attendees

People of all ages attended the festival: 32% were between 20 and 29 years of age, 30% between 30 and 39 and 30% between 40 and 59. There were slightly more women (58%) than men (42%).

Roughly half of attendees were German nationals (46%), while the majority of the others came from one of the four Visegrád countries (Poland 19%, Hungary 11%, Czech Republic 8% and Slovakia 8%).

Most attendees cited interest in Central Europe (35 %), in the film programme (26 %) and in the cinematic arts in general as their reason for attending.
IMPRESSIONS FROM THE FESTIVAL
PR & MARKETING

Corporate and graphic design

Vera Warter
www.verawarter.de

Products and print runs

A1 poster (200 copies), A2 poster (100 copies)

Save the date postcards (2000 copies)

Programmes (5000 copies)

Poster with an overview of the programme (3 copies)

Website

Drawstring bags (100 units)

In addition: letterhead stationery (250 copies); static advert at the cinema
PR Activities

1: Billposting

2: Distribution of programmes and postcards

3: Press releases
   - Press release for Czech media
   - Press release for Polish media

4: Internet
   - Website: www.mittelpunkteuropa.eu
   - Facebook: www.facebook.com/mittelpunkteuropafilmfest
   - Announcements on various blogs and web forums
   - Announcements / reports on the websites of the organisers and partners

5: Targeted approaching of potential disseminators
   of information about the festival
MEDIA ECHO: NEWSPAPERS

Süddeutsche Zeitung

SZ Extra on 17.11.16, 2nd lead story (print edition)

In München
(print edition)

Prager Zeitung

Facebook https://de-de.facebook.com/pragerzeitung/
with a link to the Czech film Lost in Munich (article from 2015)
MEDIA ECHO: RADIO

Bayerischer Rundfunk
Intercultural magazine programme on 20.11.2016

http://www.br.de/radio/b5-aktuell/sendungen/interkulturelles-magazin/lost-in-munich-hakan-vreskala-100.html

Podcast
http://www.br-online.de/podcast/mp3-download/b5aktuell/mp3-download-podcast-interkulturelles-magazin.shtml

Radio Lora
Interview on 22.11.16 from 10pm onwards
http://lora924.de/?p=35851

Radio Prag
Podcast with Ondřej Černý (Czech Centre Munich) on 17.11.16
http://www.radio.cz/de/rubrik/aviso/reformatoren-filme-und-weihnachtslieder
MEDIA ECHO: INTERNET

artechock.de (banner and editorial tip on 24.11.16)

Blog in Orange
https://www.blog-in-orange.de/veranstaltungstipps/139/mittel-punkt-europa-filmfest

Blog Pressreader
http://www.pressreader.com

Carpediem
http://munich.carpediem.cd/events/1559895-mittel-punkt-europa-filmfest-at-monopol-kino-m-nchen

Centrum Bavaria Bohemia
http://www.bbkult.net/kalender/details/1477481f292783.html

Culturall.info
http://www.kultur-muenchen.de/_rubrik.php?rubrik=1&region=4

German-Polish Society
http://dpgm.de

DOKfest
https://www.facebook.com/DOKfest%20
Events for me (Evensi)
https://m.evensi.de/filmfest-eroffnung-ztraceni-v-mnichove-lost-in-munich/191495790

Familie München
http://familie-muenchen.de/detail/mittel-punkt-europa/c44d2f1a7ac383edd55699e43b0ccfd5

FilmFernsehFonds Bayern
http://www.fff-bayern.de/presse/veranstaltungen

Gießner Zentrum für östliches Europa
https://www.facebook.com/gizo.master

Graduate School for East and Southeast European Studies
http://www.gs-oses.de/event-detail/events/filreihe-muenchen-mittel-punkt-europa-filmfest.html

Graduate School for East and Southeast European Studies (Facebook)
https://www.facebook.com/GSOSES

Institute for International Relations

Institute for German Culture and History in South East Europe
at the LMU Munich
http://www.ikgs.de/single-post/2016/11/04/MITTEL-PUNKT-EUROPA-Filmfest-23%E2%80%9329112016-Monopol-Kino-M%C3%BCnchen

Institute for Slavonic Philology (LMU) on 9.11.2016
https://de-de.facebook.com/SlavistikLMU

JOE-List (Young Eastern Europe Experts)
http://www.joe-list.de

Department of Culture in Munich:
Newsletter of the City of Munich
http://www.muenchen.de/veranstaltungen/event/29334.html

Mnichov.de
http://mnichov.de/forum/index.php?topic=26494

Monopol Kino
http://monopol-kino.de/index.php?show=sond_S14&week=0&sonderr=14
MUCBOOK

http://www.mucbook.de/2016/11/17/mittel-punkt-europa-vergesst-einmal-die-hollywood-blockbuster

Münchner Volkshochschule (MVHS)

https://www.mvhs.de/programm/aktuelle-angebote/mittel-punkt-europa-filmfest

openPR Presseportal

1. PM – 453 Views
2. PM – 189 Views

Parteiheute

http://www.parteiheute.de/veranstaltungen/3216151/mittel-punkt-europa-filmfest

Polen.pl: News and background information from Poland


Polish Consulate General


Slovensko-nemecky kulturni klub

http://snkk-mnichov.eu/udalosti/mittel-punkt-europa-filmfest

Foundation for German-Polish Cooperation

http://www.25pl.de/veranstaltungen/mittel-punkt-europa-filmfest563.html
Sub e.V. – Gay Communication and Culture Centre in Munich
https://www.facebook.com/Schwules-Kommunikations-und-Kulturzentrum-Sub-eV-
262442363296

Valentinstüberl
https://de-de.facebook.com/valentinstueberl

Wherevent
http://www.wherevent.com/detail/Czech-Center-Munich-Mittel-Punkt-Europa-Filmfest