

**AKTUELLE FILME AUS DEN  
VISEGRÁD-LÄNDERN  
POLEN | TSCHECHIEN | UNGARN | SLOWAKEI**

**MITTEL  
PUNKT  
EUROPA  
FILMFEST**

**23. – 29. NOV 2016**

**MONOPOL KINO MÜNCHEN**

**WWW.MITTELPUNKTEUROPA.EU**

VERANSTALTER

**AHOJ**  
NACHBARN



Münchner  
Volkshochschule



TSCHECHISCHES ZENTRUM  
ČESKÉ CENTRUM

FÖRDERER



Visegrad Fund



Landeshauptstadt  
München  
Kulturreferat



## **MITTEL PUNKT EUROPA FILMFEST** **23-29 NOVEMBER 2016**

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**



Dokumentation  
**MITTEL PUNKT EUROPA FILMFEST**  
2016

### **Organisers**

Ahoj Nachbarn e.V. (non-profit association, [www.ahojnachbarn.eu](http://www.ahojnachbarn.eu))  
Czech Centre Munich ([munich.czechcentres.cz](http://munich.czechcentres.cz))  
Munich College of Further Education (MVHS, [www.mvhs.de](http://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](http://www.mittelpunkteuropa.de)  
[www.facebook.com/mittelpunkteuropafilmfest](https://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 MNICHOVĚ | LOST IN MUNICH**  
ANSCHLIESSEND 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 KINOBAR**

### SA 26. NOVEMBER

19:00 Uhr **CZERWONY PAJĄK | 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 **ERNELLÁÉK FARKASÉKNÁL  
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 Plančiková'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. **MICHAŁ HUSZCZA**, 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](http://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

- 1st press release: 12.10.2016
- 2nd press release: 02.11.2016
- 3rd press release: 05.12.2016
- Press release for Czech media
- Press release for Polish media

### 4: Internet

- Website: [www.mittelpunkteuropa.eu](http://www.mittelpunkteuropa.eu)
- Facebook: [www.facebook.com/mittelpunkteuropafilmfest](https://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)



[https://issuu.com/inmuenchen/docs/in\\_muenchen\\_23\\_2016](https://issuu.com/inmuenchen/docs/in_muenchen_23_2016)

### Prager Zeitung

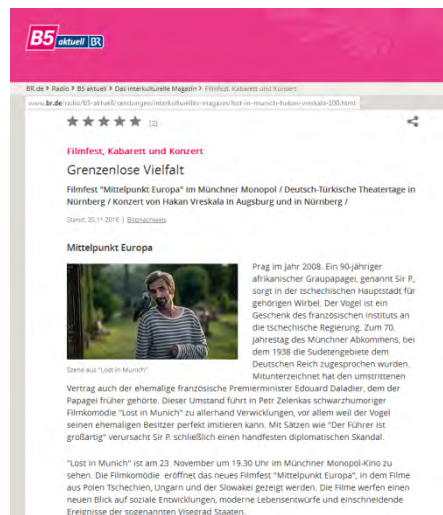
Facebook <https://de-de.facebook.com/pragerzeitung/>

with a link to the Czech film Lost in Munich (article from 2015)

<http://www.pragerzeitung.cz/index.php/prag-er-leben/20029-historische-komplexe-und-ein-papagei>

## **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)

[http://www.artechock.de/film/text/artikel/2016/11\\_24\\_mitteeuropas.html](http://www.artechock.de/film/text/artikel/2016/11_24_mitteeuropas.html)



**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/14774811292783.html>

**Culturall.info**

[http://www.kultur-muenchen.de/\\_rubrik.php?rubrik=1&region=4](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/filmreihe-muenchen-mittel-punkt-europa-filmfest.html>

**Graduate School for East and Southeast European Studies (Facebook)**

<https://www.facebook.com/GSOSES>

**Institute for International Relations**

<http://www.ifa.de/kultur-und-aussenpolitik/nachrichten-presse/detail/news/filme-aus-den-visegrad-staaten.html>

**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](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

<http://www.polen-pl.eu/kalender/neues-filmfest-zeigt-kino-highlights-aus-polen-tschechien-ungarn-und-der-slowakei>

### Polish Consulate General

[http://www.monachium.msz.gov.pl/pl/festiwal\\_filmow\\_z\\_panstw\\_grupy\\_wyszehradzki\\_ej\\_\\_mittel\\_punkt\\_europa\\_filmfest](http://www.monachium.msz.gov.pl/pl/festiwal_filmow_z_panstw_grupy_wyszehradzki_ej__mittel_punkt_europa_filmfest)

### 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-filmfest,563.html>



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**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>