

## CineMart

40th Int. Film Festival Rotterdam, January 26 – February 6, 2011  
28th CineMart, January 30 – February 2, 2011  
Deadline: September 1, 2010



**CINEMART**



### CineMart

Marit van den Elshout  
PO Box 21696  
NL - 3001 AR Rotterdam  
**The Netherlands**

Phone: +31 10 89 09 090  
Fax: +31 10 89 09 091  
cinemart@filmfestivalrotterdam.com  
www.filmfestivalrotterdam.com

cinemart@filmfestivalrotterdam.com

**CINEMART** is the international co-production market of the **International Film Festival Rotterdam**. CINEMART was the first platform of its kind to offer filmmakers the opportunity to launch their ideas to the international film industry and to find the right connections to get their projects financed. Launching about **30-35 new projects** in need of additional financing, CINEMART also heralds an important start of the 'film year'. Every year, the CINEMART invites a selected number of directors/producers to present their film projects to co-producers, bankers, funds, sales agents, distributors, TV stations and other potential financiers. The CINEMART staff organizes the CINEMART **one-on-one meetings** prior to the event. One of CINEMART's trademarks is the highly productive, yet informal atmosphere. 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. The formula of introducing projects to potential co-producers, sales agents, television buyers, distributors and financiers in one-on-one meetings has proven to be so effective that many festivals have used the same blueprint to create their own co-production markets. CINEMART is pleased to be working together with many of them, including Cannes, Berlin, Pusan, No Borders, Paris Cinema and CineLink. CINEMART is an invitation only market. The list of industry delegates attending CINEMART is carefully reviewed every year in order to ensure that the attending industry can contribute to the projects in the CINEMART selection.

Concurrent to the project market CINEMART organizes the **Rotterdam Lab**, a 5-day workshop for emerging producers. The cooperation with partners all over the world makes for a very international group of around 60 producers who are offered a programme of pitching workshops, panel discussions and speed dating sessions and who have the possibility at CINEMART to broaden their network and present their companies. These producers are selected through CINEMART's partnering organisations.

### Project criteria for CINEMART:

- fiction feature films, feature length creative documentaries with theatrical potential (min.70 minutes)
- "director driven" projects from all parts of the world
- projects in all stages of production, from script to rough cut
- new or recent projects, which have not yet made the round of all financiers/the festivals and markets
- projects with a good chance of being realized
- projects with a potential for international market
- projects with artistic and other special qualities by demonstrable talented film makers
- projects which have a producer and a director attached, preferably producers or directors who are deemed capable of getting them off the ground
- projects for which a complete screenplay will be available during CINEMART

**Cross media projects:** Since 2009, CINEMART is also open for cross media projects and/or narrative projects using multiple platforms and which use an alternative financing and distribution method.

**EAVE partnership:** 2 EAVE graduates of the current year are selected for Rotterdam Lab, launched 10 years ago to support beginning producers. In addition, one CINEMART representative is invited to EAVE workshop 3 as decision maker every year to possibly select EAVE projects for CINEMART.