



## MELBOURNE INTERNATIONAL FILM FESTIVAL'S MIFF 37°SOUTH MARKET RETURNS AS PART OF AN EXTENDED SUITE OF FILM INDUSTRY ACTIVITIES

The **Melbourne International Film Festival's MIFF 37°South Market** returns this year on 22 July 2010, the opening day of MIFF, kicking-off a newly-expanded range of activities for film industry professionals and film-lovers alike.

With a film industry event on almost every day of **MIFF 2010**, the line-up includes the **MIFF 37°South Market: State of Play** seminars (22, 24 & 25 July) including a special address by Screen Australia CEO Dr Ruth Harley, a **Digital Summit** (26-29 July), MIFF's emerging talent workshop **Accelerator** (29 July -01 August), **MIFF Shorts Awards** (27 July), a series of lectures by acclaimed US critic and academic **Robert Rosen** (29 July and 02-05 August), a Screen Australia board meeting and industry drinks in Melbourne (06 August) and the **72 Hour Movie Project** (03-07 August). A summary of the **MIFF 37°South Market** 2010 Partnership Events is at: <http://www.melbournefilmfestival.com.au/Widescreen/1155#37>

Australia's only film co-financing market to occur at a film festival, **MIFF 37°South Market** is an invite-only event that draws together up to 70 selected Australian/NZ producers with national and international financing guests. Occurring 22 – 25 July, in 2010 **MIFF 37°South Market** also includes the **State of Play** series of panel discussions which, thanks to a new partnership with the Australian Film Radio and TV School (AFTRS), will all occur at AFTRS Melbourne (Level 4, 2 Russell Street). While these panels are free and open to the public, priority entry will be given to **MIFF 37°South Market** badge-holders. Sessions are: **MIFF Premiere Fund Focus** (22 July, 9.15am-10.15am); **Feature Documentaries: Boom or Bust?** (22 July, 10.15am-11.15am); **Secrets of Bran Nue Dae Distribution** (24 July, 3.30pm-4.10pm); **Offset Cashflowing: All's Well That Ends Well?** (Sat 24 July, 4.15pm-5.25pm); **Special Address:** Screen Australia CEO Dr Ruth Harley (24 July, 5.30pm-6pm); **Film Agency Development: the State of Play** (25 July, 2.45pm-3.55pm); **Low Budget, High Future?** (25 July, 4pm-5.10pm). For more **State of Play** details, go to [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) from Monday 28 June or download this information sheet: [http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South\\_2010StateOfPlay.pdf](http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South_2010StateOfPlay.pdf)

The **Digital Summit** program is in two parts. Presented by AFTRS and Screen Australia, in association with MIFF 37°South Market, **Think Outside the Box Office** is an intensive two-day event in which acclaimed US filmmaker and author Jon Reiss (*Bomb It, Better Living Through Circuitry*) introduces participants to the world of hybrid film distribution and marketing. To enroll for the workshop, which occurs on 26 & 27 July at AFTRS Melbourne, go to [www.aftrs.edu.au/digitalsummit](http://www.aftrs.edu.au/digitalsummit). Presented by Screen Australia, in association with MIFF 37°South Market, **X | Media | Lab: "Film X-Tended"** explores what digital brings to a feature film, with a focus on 'trans-media': the use of digital platforms to extend narrative and build interactive content around a linear property. Featuring high-level international and Australian experts, the Pro-Day Conference (General Admission - 28th July) explores creativity, case studies, marketing, and revenue potentials, while the Lab Day (Selected Film Projects Only – 29th July), enables selected project teams to work one-on-one with high-level mentors. To enroll, go to [www.xmedialab.com](http://www.xmedialab.com) from Monday 28 June. More **Digital Summit** details at [http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South\\_DigitalProgram.pdf](http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South_DigitalProgram.pdf)

**In Search of Stories Worth Telling** is a lecture series on narrative storytelling by Hollywood insider **Robert Rosen**, former Dean of the UCLA School of Theatre, Film and TV and Founding Director of the American Film Institute's National Centre for Film and Video Preservation. With Martin Scorsese, he organised the Film Foundation on which he currently serves as the founding Chair of the Archivists Council and he has received the John Huston Award for Artist's Rights from the DGA and currently serves as Director of the Narrative Literacy Lab. Presented by Screen Australia, in association with MIFF 37°South Market, all lectures occur at AMCI and include a Q&A session moderated by producer and RMIT School of Media and Communication Adjunct Professor Sue Maslin. The series starts with a 90-minute General Admission (open to the public) Lecture at 9.45am on 29 July entitled *Navigating A Narrative World*, which demonstrates that stories are the way we make sense of our world and that narrative is the evolutionary advantage that has empowered humanity from the beginning. Book this lecture at [www.melbournefilmfestival.com.au](http://www.melbournefilmfestival.com.au) from 09 July.

The Rosen series then continues with a series of lectures for screen industry professionals (from 9.45am on 02 August through 05 August). Screen industry professionals and advanced media students need to apply to attend part or all of the series of industry lectures below. Go to [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) from Monday 28 June for application information for the industry lecture series. Applications for the industry lectures close **16 July 2010**. The industry lectures cost \$10 each - or all five industry lectures for \$40.

More Robert Rosen Lecture Series details at:

[http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South\\_RobertRosenLectures.pdf](http://www.melbournefilmfestival.com.au/assets/downloads/2010/37South_RobertRosenLectures.pdf)

The Robert Rosen Industry Lecture Series comprises the following.

1] *Narratives*, which explores the origins, purposes, forms and dynamics of narrative; the perils and possibilities of narrative empowerment; narrative as a core human need; story stories, personal narrative and embedded narrative; narrative as event. **02 August, ACMI Cinema 1, 09:45am - 11.15am**

2] *Movies and the Human Condition*, in which the western, horror films and food movies are case studies; and six paths in the quest for narrative. **03 August, ACMI Cinema 1, 09:45am - 11.15am**

3] *Story and Style: A Method for Film Makers*. Based on Rosen's UCLA course, this lecture examines how to strategize the use of style to tell stories on screen; the marriage of form and content; a dialogue with past directors; individual creativity in a collaborative art form. **04 August, ACMI Cinema 1, 09:45am - 11.15am**

4] *Acts of Historical Remembering*. Drawing on Rosen's work as Founder and Director of the UCLA Film and TV Archive, Board Member of the Film Foundation and recipient of the DGA Artist Rights Award for his work in preservation, this lecture examines how narratives of the past are used in the present; archiving as storytelling. **04 August, ACMI Cinema 1, 12:30pm - 2pm**

5] *Where It's At: Between a Rock and A Hard Place*. Exploring how to navigate Art as Commerce and reflections on where independent-minded filmmakers are today and the future making risk-taking films amidst dramatically changing markets and technologies. This final lecture concludes with a dialogue on the future of the personal vision. **05 August, ACMI Cinema 1, 09:45am - 11.15am**

Meantime, the **72 Hour Movie Project** ([www.72HourMovie.com](http://www.72HourMovie.com)) sees a team of Irish filmmakers embark on the challenge of shooting and editing a movie on location in Melbourne in 72 hours during MIFF 2010 ahead of the resulting film's world premiere at MIFF on 08 August.

**MIFF 37°South Market** is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Australia/NZ producer partner of the Abu Dhabi **Circle**. See [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) for details of the market. For more information on **MIFF**, including **MIFF 2010** ticket purchases, go to [www.melbournefilmfestival.com.au](http://www.melbournefilmfestival.com.au)

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