



## **Project Evaluation & Market Placement Labs - Call for applications now open!**

*Deadline 24 April 2015*

### **Objectives & Benefits**

The Labs' programme will select **5 European** and **5 Chinese** film projects suitable for co-production or clearly showing a link for a collaboration between China and Europe. One Chinese project will be chosen among a pre-selection submitted by FIRST Film Festival as a new Chinese talent discovery.

Specialised tutors and active professionals in the European and Chinese film industries will coach each duo of participants (director/producer or writer/producer) on the development of their project by:

- Defining the core target audience of the project;
- Addressing the weak aspects of story structure and providing concrete tools to improve story telling for the targeted foreign country & audience;
- Introducing the specific differences in terms of culture, tastes, film industry and market between European countries & mainland China;
- Strengthening the project's potential on the International market with a special focus on the main targeted country/region;
- Identifying the unique selling points of the project & enhancing their pitching ability to a foreign professional audience;
- Checking the co-production feasibility, cooperation/funding opportunities & defining an international strategy;
- Empowering a network of relationships among professionals eager to develop co-operations between China & Europe and matching with participants' profiles.

### **Participant Target & Project Status**

Creative teams of **director & producer** OR **writer & producer** from Europe and China, working on the development of fiction feature film projects (animation included but no documentaries).

The team shall submit a treatment (maximum 15 pages) with full development of story structure, characters and locations.

### **Programme Structure & Language**

Each of the two Labs will have a similar structure consisting of 2 parts:

- **Project work** (evaluation & advice/guidance on the creative and business aspects)
- **Market immersion** (after a market overview in the first days, participants will then be introduced to the reality of the hosting film industry & market place by attending a specific professional gathering and networking with locals; i.e. the Chinese market in Shanghai and the European one in Locarno)



Labs will alternate plenary lectures and discussions, case study presentations with group work, one-to-one meetings and possibly a final pitching session. The approach is designed as very practical and based on experience sharing, so an active participation of each team is expected.

Labs will be run in English and Chinese when necessary (with provided translation).

The programme is structured over two main residential modules:

### **Module 1: Songjiang, Shanghai, 9-13 June 2015 (4 days)**

3-day Project Work & Market Introduction followed by a 1-day attendance at the Shanghai International Film Festival & Market including focused activities such as Bridging the Dragon's panel discussion on 'Co-Producing with Europe: challenges and opportunities' and an exclusive networking event.

### **Module 2: Locarno, Switzerland, 4-10 August 2015 (6 days)**

3-day additional Project Work (script & artistic follow-up, fine-tuning the international strategy) followed by a scouting tour in Ticino (Italian Switzerland) on Day 4 and a 2-day attendance at the Industry Days of Festival del film Locarno during which participants will have the possibility to pitch their projects and network with European and international professionals.

The above dates are subject to slight changes according to the final festivals' schedule of activities.

### **Participation Conditions & Fees**

The Programme is free of charge. It covers the costs of the 2 labs, tuition, accommodation, and subsistence during the days of the project work. Travel costs and additional subsistence during the market attendance remain at the charge of both participants.

Once selected, participants must agree to take part in both labs.

The mention "Developed through the Bridging the Dragon labs" joined with the Bridging the Dragon logo must be posted on any key promotional material and at the end credit of the completed film in question.

### **Application & Supporting Material**

Applications should be made **in English** and / or in Chinese.

To apply, please submit **ONE pdf** including

- 1) Application form (possibly including links to a selection of the candidate director's previous works and indication of relevant key professionals or cast attached or foreseen)
- 2) Synopsis (2 pages maximum)
- 3) Curriculum Vitae, filmography and photographs of the duo of participants such as director, writer, producer
- 4) Director's or Writer's Notes
- 5) Producer's Motivation Letter (including project's development stage, reasons for participation at the labs, expectations, a clear explanation of the project's link between Europe and China and/ or why it is suitable for a co-production between Europe and China, details on the business and international strategy, the target audience – domestic and foreign markets)



- 6) Production Company Profile(s) & Track Record/ Filmography
- 7) Rights clearance (all rights)
- 8) Visual references, storyboard or mood boards (optional) possibly available as a link on an internet website or ftp provider. (in case a password is needed, please make sure it is still valid).

And **ONE pdf** of the **treatment** (between 5 to 15 pages)

to **[project@bridgingthedragon.com](mailto:project@bridgingthedragon.com)**

Deadline for applications: 24 April 2015.

Selection Announcement: early May 2015.

The programme is run by **Bridging the Dragon** ([www.bridgingthedragon.com](http://www.bridgingthedragon.com)), an association connecting European and Chinese film professionals. The two Labs have been designed in collaboration with the **Torino Film Lab** and **First International Film Festival**, as well as the hosting festivals **Shanghai International Film Festival** and **Festival del film Locarno**.

Bridging the Dragon is supported by the **Medienboard Berlin-Brandenburg**, **D'Hive**, **Italian Ministry of Culture (MIBACT)**, **Netherlands Film Fund** and **Goethe-Institut China**. Our festival partners are the **European Film Market**, **Festival del film Locarno**, **Shanghai International Film Festival** and **First International Film Festival** and our institutional partner is the **Beijing Film Academy**.

**For further details, please contact:**

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