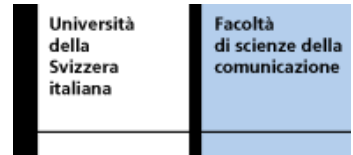


# 64° Festival del film Locarno 3-13 | 8 | 2011



## 2<sup>nd</sup> LOCARNO SUMMER ACADEMY Locarno, August 8<sup>th</sup>-13<sup>th</sup> 2011

### UNIVERSITY PRODUCING LAB 2011

By Amedeo D'Adamo and Nevina Satta

#### COURSE DESCRIPTION:

In this one-week intensive Lab producing workshop, students learn to use the movie business strategies of studios and independent producers for the development, producing, financing and marketing of a feature film. Once the students select an existing literary property, they then identify the central saleable element and the intended audience and then create a producer's package to guide the development, attachment strategy, and marketing plan and the strategy and structure of the film's financing plan.

Concretely, the students will use techniques taken from the toolkits of studios and indie-producers to create a short and long Pitch, a Talent Attachment Strategy, a Marketing and Positioning Strategy (with a study of successful Print & EPK Press Kits, Trailers & Posters), two initial (high & low) Budget Brackets, and an overall Fundraising Strategy. Time permitting, the fundamentals of a Legal Rights Plan as well as issues of Co-productions and tax shelters will also be covered.

This is a hands-on workshop where students gain skills and sharpen abilities for advancing their careers as they package their own chosen film story package. At all times, the focus is on training the student to think and work like a creative film Producer, as the professional master-juggler of Story, Talent, Money and Audience.

#### PREPARATORY WORK BY ALL STUDENTS :

Each student will work in the weeks before the course choosing a story property. The selections of stories will be cleared with workshop co-ordinators and content architects Amedeo D'Adamo and Nevina Satta in the days before the workshop begins.

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## THE CURRICULAR PLAN:

### CLASS ONE

PRODUCER FUNDAMENTALS: IT'S ALL ABOUT THE STORY

### CLASS TWO

MARKETING AND DISTRIBUTION, SECTION 1:

IDENTIFYING THE AUDIENCE AND THE BEST PLATFORM FOR DISTRIBUTION.

### CLASS THREE

MARKETING AND DISTRIBUTION, SECTION 2 : ATTACHMENT STRATEGIES – IDENTIFYING AND GETTING THE TALENT

### CLASS FOUR

FINANCING AND THE DEAL : GETTING THE MONEY AND PROTECTING THE PROPERTY

### CLASS FIVE

PITCHING THE PACKAGE : FINAL REVIEW AND PRESENTATIONS

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## CALENDAR OF UNIVERSITY PRODUCING LAB 2011 CLASSES AND CROSS-LISTED MEETINGS

	MORNING	AFTERNOON
Monday, Aug. 8th	<p>9am-12:30pm @ SUPSI-DFA</p> <p><b>CLASS ONE</b> by Amedeo D'Adamo &amp; Nevina Satta</p> <p><u>PRODUCER FUNDAMENTALS:</u> IT'S ALL ABOUT THE STORY &amp; presentations of approved pitches by Workshop Students.</p>	<p>2-5:30pm @ SUPSI-DFA</p> <p><b>CLASS TWO</b> by Amedeo D'Adamo &amp; Nevina Satta</p> <p><u>MARKETING AND DISTRIBUTION,</u> SECTION 1: IDENTIFYING THE AUDIENCE &amp; THE BEST PLATFORM FOR DISTRIBUTION &amp; remaining presentations of approved pitches by Workshop Students.</p>
Tuesday, Aug. 9th	<p>10-12am @ Festival Forum</p> <p><b>ROUND TABLE</b> EUROPEAN CINEMA : FROM PROJECT TO FILM</p> <p>with Jacqueline ADA, Fond Sud, France – Amra BAKSIC CAMO, Cinelink, Bosnia – Vincenzo BUGNO, World Cinema Fund, Germany –CHO Young-jung, Busan, Korea – Iwana CHRONIS, Hubert Bals Rotterdam, Netherlands– Camilla LARSSON, Goteborg Film Festival, Sweden – Jacqueline LIU, HAF, Hong Kong – Savina NEIROTTI, Torino Film Lab, Italy – Mira STALEVA, Sofia Meetings, Bulgaria.</p> <p>Moderator: Martin BLANEY, Screen International</p>	<p>2-5.30pm @ SUPSI-DFA</p> <p><b>MEETING ONE</b> by Gregory Catella</p> <p>with Simon PERRY, president of ACE – Ateliers Cinéma européen and former Chief executive of the Irish Film Board</p> <p>on professional training, networking organisation and co-production partnerships.</p> <p>Case studies and Guests:</p> <p>– Tero KAUKOMAA, Producer, Blind Spot Pictures, Finland about his activities, his production IRON SKY by Timo Vuorensola (Finland, release: 2012) and new ways of promoting and financing films using the web;</p> <p>– Luc DÉRY, Producer, micro_scope inc., Montréal, Canada about his work, his film in Locarno (BACHIR LAZAR by Philippe Falardeau, Canada 2011), and doing a short case-study of INCENDIES by Denis Villeneuve (Canada/France, 2010).</p>

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<p>Wednesday, Aug. 10th</p>	<p>9-12:30pm @ SUPSI-DFA</p> <p><b>CLASS THREE</b> by Amedeo D'Adamo &amp; Nevina Satta</p> <p><u>MARKETING AND DISTRIBUTION,</u> SECTION 2 :</p> <p>ATTACHMENT STRATEGIES – IDENTIFYING &amp; GETTING THE TALENT</p>	<p>2-5.30pm @ SUPSI-DFA</p> <p><b>MEETING TWO</b> by Gregory Catella</p> <p>with Kristina TRAPP, CEO EAVE (European Audiovisual Entrepreneurs)</p> <p>on professional training, project development and networking organisation.</p> <p>Case study: the European Co-production feature ET SI ON VIVAIT TOUS ENSEMBLE? (dir. Stéphane Robelin, 2011) with producer Christophe BRUNCHER (FRA).</p>
<p>Thursday, Aug. 11th</p>	<p>9-1pm @ SUPSI-DFA</p> <p><b>CLASS FOUR</b> by Amedeo D'Adamo &amp; Nevina Satta</p> <p><u>FINANCING AND THE DEAL :</u></p> <p>GETTING THE MONEY &amp; PROTECTING THE PROPERTY</p>	<p>2-5:30pm @ SUPSI-DFA</p> <p><b>MEETING THREE</b> by Gregory Catella</p> <p>with Guest TBA.</p>
<p>Friday. Aug. 12th</p>	<p>9-1pm @ SUPSI-DFA</p> <p><b>CLASS FIVE</b> by Amedeo D'Adamo &amp; Nevina Satta</p> <p><u>PITCHING THE PACKAGE :</u></p> <p>FINAL REVIEW &amp; PRESENTATIONS</p>	<p>2-5:30pm @ SUPSI-DFA</p> <p><b>MEETING FOUR</b> by Gregory Catella</p> <p>with Prof. Nitzan BEN SHAUL, University of Tel Aviv, and Daphna COHEN BEN SHAUL, InSplit, Tel Aviv, Israel</p> <p>on Interactive storytelling and Cross-media distribution and other Guests TBA.</p> <p>7pm @ Ristorante Vallemaggia</p> <p><b>PROFESSIONAL DINNER WITH GUESTS OF THE FILM FESTIVAL</b></p>
<p>Saturday, 13<sup>th</sup></p>	<p>9-1pm @ SUPSI-DFA</p> <p><b>LSA SCREENINGS</b> Screenings of LSA participants short films or excerpts from long films.</p>	<p>9pm @ Piazza Grande</p> <p><b>AWARDS CEREMONY ON THE PIAZZA</b> Followed by the screening of <b>ET SI ON VIVAIT TOUS ENSEMBLE?, F 2011</b></p>

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## UNIVERSITY PRODUCING LAB FACULTY BIOS



AMEDEO D'ADAMO

D'Adamo was the Founding Dean and then President of the Los Angeles Film School in Hollywood, CA, where he also Co-created and directed the innovative Feature Development Program. A filmmaker out of the new york independent movement, he wrote and, with Nevina Satta, co-directed and co-produced the UNICEF-endorsed feature *The Tree Of Ghibet*, which played at many international film festivals. His last feature *The Wrong Hands*, which Nevina produced, premiered in October at the Sulmona Film Festival. Amedeo has worked with many filmmakers including Roger Corman and Vicky Jensen (director of *Shrek*) and runs a development company for young writers in Los Angeles with Anna Thomas. He is also the Scientific Director of the Apulian Experience, a fellowship program that joins young talented screenwriters with working producers which he has run for the Apulian Film Commission since 2008.



NEVINA SATTA

Professor of Filmmaking and Directing at the Catholic University of Milan and Brescia, Italy, for the Locarno Film Summer School she co-ordinated the afternoon workshops with filmmakers and producers for a decade. Born in Sardinia, Italy, Satta is the Founder and President of LittleSnowProductions, a documentary production company based in Milan. Satta has made a number of feature-length documentaries, including *Chronicle of a Milanese Love* (2006), before moving to Los Angeles, where she currently works as director and film producer.

In 2005, Satta and D'Adamo co-founded The Traveling Film School, a non-profit organization that provides free film and theater training to children in underdeveloped regions around the world. They also created and promoted a challenging producing model called FAIR TRADE CINEMA, which lays out a flexible, non-exploitive, multibudget producing framework for productions working in underdeveloped countries.

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## LOCARNO SUMMER ACADEMY SCIENTIFIC CO-ORDINATORS' BIOS



GIUSEPPE RICHERI

With a degree in Economics and Business from the Università di Pavia, in the 1980s Giuseppe Richeri worked on research and consultancy projects in communication and media for a number of international organisations, such as UNESCO, the Council of Europe, and the EEC. He has lectured in various universities, in France (at the École Nationale d'Administration, Paris) and in Spain (at the Universitat Autònoma, Barcelona, where he has held the UNESCO Chair in Communication); later in Italy, in particular at the Politecnico di Milano (Milan's Institute of Technology), at the University of Florence, and at the University of Bologna. He has written books and articles on communication and media issues, which have also been translated and published in several countries. He acts as a consultant for the Italian Communications Authority. He is professor of Media Strategies, Communication Social History at the Faculty of Communication Sciences, Università della Svizzera italiana, and director of the Media and Journalism Institute (Istituto Media e Giornalismo, IMeG).



GREGORY CATELLA

Gregory Catella gained a humanities degree from Bologna University with a thesis on a poem attributed to Dante, *Fiore*. During his student years he began a career in film criticism and journalism with newspapers and magazines, as well as in film club organization and the teaching of film subjects. 2000-2009: Lecturer in Film History and Film Analysis at the the University of applied sciences and arts of southern Switzerland (SUPSI). 2005-2009: Head of the BA course in Visual Communication at SUPSI; lecturer and researcher with the SUPSI Laboratory of Visual Culture (LCV); SUPSI head of development and finalization of the pilot two-year course (2006-2008) for the "Réseau Cinema CH" Master's program, in cooperation with University of Applied Sciences of Western Switzerland (HES-SO), the Zurich University of the Arts (ZHdK) and the Lucerne University of Applied Sciences and Arts. 2010: Head of the "Back to the Roots" project for FOCAL (Foundation for professional training in cinema and audiovisual media), Lausanne. 2010-2011: Head of the Locarno Summer Academy for Festival del film Locarno; Senior researcher and coordinator for the study "Il settore audiovisivo della Svizzera italiana" with SUPSI-LCV.

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