



TFL
TorinoFilmLab

TorinoFilmLab - ScriptLab 2019

Lectures networking event

Powered by Museo Nazionale del Cinema TorinoFilmLab supports talents from all over the world, offering **3 annual programmes to develop feature film & TV series projects** and to **train story editors**, as well as a variety of professional workshops with the scheme **TFL Extended**. It also supports **innovative audience engagement strategies** through the **TFL Audience Design Fund**. Additional grants & prizes are assigned to TFL projects during the TFL Meeting Event, co-production forum held during Torino Film Festival.

THURSDAY, MARCH 21st, 4.00 pm - 5.30 pm

PANEL SCRIPT CONSULTING: co-moderated by Isabelle Fauvel & Eva Svenstedt Ward

With Nadja Dumouchel (France), Dimitris Emmanouilides (Greece), Franz Rodenkirchen (Germany) & Françoise Von Roy (Germany)

How do you know which workshop to choose for the project you are working on right now? What moment during the development process is the right time to take your project to a workshop? All of this is of course dependent on your own creative process or the creative collaboration you are in, your approach to a specific project and its needs, as well as your timeline and budget.

What workshops are available to writers, directors and producers and how to think about tailoring attending a workshop to the needs of your project, is the topic of this panel.

Together, the consultants on the panel have experience of working with many different workshops globally. They will discuss from their own experiences of how these workshops support creatives, their reflections on what different styles of development can be helpful to projects at different stages and is there such a thing as over workshopping?

THURSDAY, MARCH 21st, 5.30 pm - 6.45 pm

AUDIENCE DESIGN - CREATING MEANING: Joanna Solecka

Why do we need to prepare the release same as we prepare the shoot? What is the Audience Design process? How do we enlarge audiences for our film without losing the soul of art? Audience Design is a fairly recent concept introduced by the TorinoFilmLab to raise awareness of the need for a strategic approach to promote independent and art-house films at an early stage of development. This presentation intends to introduce this new approach and how it connects to the general film development, production and distribution stages, based on case studies.

Marketing strategist and TorinoFilmLab expert in the Audience Design field. Creative producer for shorts and documentaries. Lecturer at the international training workshops for fiction and documentary filmmakers. Her career started at Wajda Studio and Wajda School in Warsaw where she worked for more than 10 years as the Head of PR, Festivals & Sales developing promotion and distribution strategies for shorts, features and documentaries. Since 2015 Joanna has been working for Alphapanda, a European marketing agency for the film industry specialized in social media, as Head of Alphapanda's Polish branch based in Warsaw. Her recent projects include Crystal Bear winner A COLONY (Berlinale' 19), EFA 2018 awarded animation ANOTHER DAY OF LIFE (Cannes' 18), Golden Bear winner TOUCH ME NOT (Berlinale' 18) and documentaries OVER THE LIMIT (IDFA' 17). As the TorinoFilmLab expert in Audience Design, she was working on THE GUEST (Locarno' 18), YALDA (in post-production), THE ORPHANAGE (in post-production), WILDLAND (in post-production), PELICAN BLOOD (in post-production) and many other TFL projects still in development.



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