

## RED SEA INTERNATIONAL FILM FESTIVAL UNVEILS RED SEA SOUK AND TALENT DAYS PROGRAM

- French filmmaker Ladj Ly, American producer Alix Madigan and German producer Thanassis Karathanos are among the jury who will award more than *700,000 USD for projects and works-in-progress*
- *Talent days programme features a lineup of workshops, panel discussions, masterclasses, special screenings, and networking events for industry professionals*

### **Jeddah – December 6<sup>th</sup>, 2021**

The Red Sea International Film Festival (RSIFF) today unveiled the full programme of events for the Red Sea Souk and Talent Days Programme scheduled to run from 8-11 December. The packed program designed to boost the flourishing industry and champion talent will welcome a global network of creators and industry professionals to share knowledge and facilitate partnerships.

The programme will include a series of masterclasses, screenings, networking with local and international filmmakers and executives alongside a dedicated market for exhibition booths promoting companies, commissions and institutions from around the world.

The Red Sea Souk's project market will open with a pitch presentation of 23 projects in development including 12 Red Sea Lodge projects and 11 Red Sea Souk projects. 5 highly anticipated films still in post-production will also be screened.

All films in the Red Sea Souk will be deliberated on by two separate juries. The Project Market Jury will consist of Saudi poet and Festival director Ahmed Almulla, American producer Alix Madigan, and German producer Thanassis Karathanos, while Festival director Alex Moussa Sawadogo, Palestinian filmmaker Annemarie Jacir, and French filmmaker Ladj Ly make up the Works-in-Progress Jury. More than 700,000 USD will be awarded to the projects selected in the Red Sea Souk Awards with funds provided by the Red Sea Fund as well as generous industry sponsors.

The Souk's market screenings will showcase seven films selected by the festival with the aim to support securing international distribution. The Souk Talks will feature a series of workshops, panels, and masterclasses held by major key industry speakers aimed at the professionals of the industry, in addition to industry networking sessions that will bring together industry guests and Souk participants.

In partnership with MBC Group TV's Creative Community Collaboration (CCC) the Festival will launch its Talent Days Program which runs from 12-13 December, aimed at emerging filmmakers in the region. Talent Days presents a range of bespoke workshops aimed at creatives working within the field of art and moving image. Panel discussions will feature a diverse group of filmmakers to discuss and debate the changing landscape of the film industry and explore key concepts and trends.

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The panel discussions will also address some misconceptions around film and take a thoughtful look at the local film industry's recent past, present, and future. The program will also feature masterclasses hosted by MBC Academy and Ithraa, along with a special screening of Wael Abu Mansour's 'Carnival City' followed by a Q&A discussion moderated by Khalid Rabei.

Zain Zedan, Red Sea Souk Manager said: "We are very excited to reveal all the projects, awards, industry events and activities and welcome Saudi and international industry delegates for the first edition of the Red Sea International Film Festival. The Red Sea Souk and Talent Days Program are the beating heart of the festival and provide a crucial platform for our local talent and broaden the horizons of aspiring Saudi film enthusiasts to elevate the Saudi film industry."

Six exhibitors including MBC, Telfaz11, Nstars, Effat University, SAIP, MAD Celebrity will host engaging activities in the Souk area. From live auditions to live animation and lighting exercises in between, the Talent Days Program will essentially transform the Souk area into a space of exploration and creativity, with exhibitors' services ranging across the spectrum of film production, distribution, education, and law.

**-ENDS-**

## **Editors Notes:**

For an in-depth look at the Red Sea Souk and Talent Days program, please see the attached press kit.

## **Red Sea International Film Festival**

The inaugural edition of the Red Sea International Film Festival is set to bring the best in Arab and World Cinema to the UNESCO world heritage site of Jeddah Old Town.

The Festival will showcase a compelling slate of new and diverse films, alongside a retrospective programme celebrating the masters of cinema as well as introducing audiences to exciting new voices from the region and beyond. The Festival will provide a platform for Arab filmmakers and industry professionals from around the world to connect, host feature and short film competitions, and present a series of events, masterclasses, and workshops to support emerging talent.

The Red Sea International Film Festival will take place from December 6 -15, 2021.

## **About MBC GROUP:**

**MBC GROUP** is the largest and leading media company in the Middle East & North Africa region that enriches people's lives through information, interaction and entertainment. In 2002, nearly a decade after the launch of MBC1 in London, in 1991, **MBC GROUP** moved its headquarters to Dubai Media City, United Arab Emirates.

Today, **MBC GROUP** includes over 17 leading TV channels: **MBC1** (general family entertainment); **MBC2 & MBC MAX** (24-hour western movies); **MBC3** (children's edutainment with a mix of both local productions and western acquisitions); **MBC4** (entertainment for young families with a female-focus); **MBC ACTION** (an indigenous adrenaline-packed channel targeting young males with local and homegrown productions); **MBC VARIETY** (Western films

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and general entertainment with uninterrupted broadcasting); **MBC DRAMA** (24/7 Arabic drama) & **MBC+ DRAMA** (a joint pay-TV channel between MBC and OSN); **MBC PERSIA** (general family entertainment dubbed and subtitled in Farsi); **WANASAH** (24-hour Arabic music channel); **MBC MASR & MBC MASR2** (general family entertainment geared towards the Egyptian family); **MBC BOLLYWOOD** (delivering the freshest in Bollywood content geared towards the region via an Arabized interface); **MBC USA** (on “Dish Network” in the US); **MBC IRAQ** (a premium channel aimed at the entire Iraqi family), **MBC5** (new satellite channel dedicated to the Maghreb); all of them benefit from **MBC STUDIOS** which produces the region’s most compelling premium content for cinema, television and on-demand platforms. **MBC GROUP** also includes two FM radio stations: **MBC FM** (Gulf music) and **Panorama FM** (contemporary Arabic hit music).

Furthermore, part of **MBC GROUP** is **Shahid** and its premium subscription-based service **Shahid VIP**, the world’s leading Arabic streaming platform, home to highly rated original productions from the Arab world, a wide range of exclusive movies and premieres, as well as the top watched live Arab TV channels.

## About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man’s vision to transform the face of shopping, entertainment and leisure to ‘create great moments for everyone, every day’. It has since grown into one of the United Arab Emirates’ most respected and successful businesses spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 375 outlets including City+, the region’s first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

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### **About Saudi Arabian Airlines (SAUDIA):**

Saudi Arabian Airlines (SAUDIA) is the national flag carrier of the Kingdom of Saudi Arabia. Established in 1945, the company is one of the Middle East's largest airlines.

SAUDIA is a member of the International Air Transport Association (IATA) and the Arab Air Carriers Organization (AACO). It has been one of the 19 member airlines of the SkyTeam alliance since 2012.

SAUDIA has received many prestigious industry awards and recognitions. Most recently, it was ranked a Global Five-Star Major Airline by the Airline Passenger Experience Association (APEX) and the carrier was awarded the Diamond status by APEX Health Safety powered by SimpliFlying.

For further information on Saudi Arabian Airlines, please visit [www.saudia.com](http://www.saudia.com)

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