

THE RED SEA FUND EXPANDS TO 4 CYCLES OF FUNDING TO BETTER SUPPORT FILMMAKERS FROM THE ARAB WORLD AND AFRICA

The first of four cycles of funding support for 2022 is now open for Post Production

To date, the Red Sea Fund has supported 97 unique projects to help bring films to global audiences.

Jeddah, Saudi Arabia –10 February, 2022: The Red Sea Film Foundation has today announced a new funding strategy to better serve filmmakers from Saudi Arabia, the wider Arab region and Africa in bringing more diverse and authentic films to global audiences.

The newly designed Red Sea Fund will expand from one funding cycle to four cycles throughout the year with 2 cycles dedicated to Post-Production, and separate cycles for Development and Production.

The first cycle for Post Production opens today for features, documentary, and animation projects and closes on 24 February, 2022. The cycle for Development support will open in April, followed by Production support in June and concluding with the second Post-Production support cycle in August.

The four funding strands will accelerate the growth of film production and support the early careers of ambitious filmmakers in the region and Africa by providing access to crucial funding throughout the year at various stages in the filmmaking process to propel projects further to completion.

The Red Sea Fund launched in 2021, it received over 650 submissions from 81 countries in 36 languages of which over 30% were from female filmmakers. 97 of these projects have now received support in the forms of grants and funds. An impressive 26 of these films are from an exciting new wave of Saudi filmmakers of which 15 have female filmmakers attached, 11 projects from African filmmakers and the remaining 60 from the wider Arab region.

Shivani Pandya Malhotra, Managing Director of the Red Sea International Festival, said: “The Red Sea Foundation is committed to investing in, developing and promoting filmmakers from the Arab world and Africa as they continue to thrive and develop their skills to bring compelling and authentic stories across a range of genres, cultures and perspectives to the screen. Through the Red Sea Fund, we have supported a wealth of extraordinary projects, by boosting the programme with additional funding cycles it will provide talented filmmakers with the tools they need to develop unique and compelling films that represent and reflect the Arab world and Africa.”

Editors Notes:

Cycle 1 – Post Production: Opens February 10 and closes on 24 February, 2022.

Cycle 2 – Development: Opens April 6 and closes 20 April, 2022.

Cycle 3 – Production: Opens June 6 and closes 20 June, 2022.

Cycle 4 – Post Production: Opens August 6 and closes 20 August, 2022.

For more information on how to apply:

<https://redseafilmfest.com/>

For further press information:

media@redseafilmfest.com

About the Red Sea International Film Festival:

The second edition of the Red Sea International Film Festival will bring the best in Arab and World Cinema to Jeddah's UNESCO World Heritage Site old-town (Al Balad), nestled on the eastern shore of the Red Sea.

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.

Running alongside the Festival is the Red Sea Souk, the Festival's industry market, designed for global exchange and partnerships between the international and Saudi film industries. The four-day market will offer a packed programme of curated events to foster co-production, international distribution, and new business opportunities. The Souk offers unbeatable access to the new vibrant Saudi scene, as well as the best of the Arab market through pitching sessions, one-on-one meetings, screenings, industry talks, and networking events.

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.

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