

مهرجان البحر الأحمر السينمائي الدولي
RED SEA INTERNATIONAL FILM FESTIVAL



FESTIVAL REPORT

FIRST EDITION / **2021**

مهرجان
البحر الأحمر
السينمائي
الدولي

RED SEA
INTERNATIONAL
FILM FESTIVAL



2021

DECEMBER

6 ——— 15

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OUR STORY

CREATED FOR THE BEST TO BE INSPIRED BY THE BEST.

The Red Sea International Film Festival is an annual festival that took place in Jeddah's Historical District, an ancient hub on the Saudi Arabian coast.

Committed to supporting artists and fostering a lively film scene, the festival is the new destination for Arab and international cinema.

With its vibrant port city, Jeddah is a trading hub of ideas – it is a culture rooted in Saudi, yet open to the world. The Red Sea International Film Festival animates Jeddah as a home for creativity through the shared experience of film. The festival is for film lovers, filmmakers, and the global film industry, featuring the best of the Arab and international world.

FILM PROGRAMME

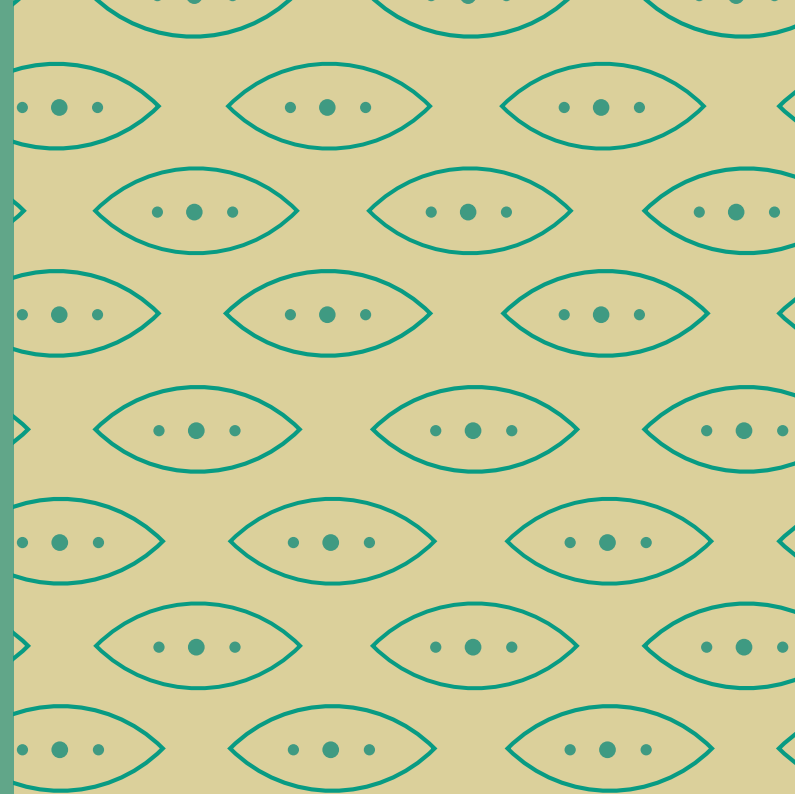
01





45

FEMALE
DIRECTORS



GALAS

21

28

WORLD
PREMIERES



27

SAUDI FILMS



48

ARAB
PREMIERES



238

NUMBER OF SCREENINGS

136

FILMS FROM 68 COUNTRIES

17

GCC PREMIERES





NUMBER OF GALA FILMS: 21



PETER
DINKLAGE

HALEY
BENNETT

KELVIN
HARRISON JR.



OPENING FILM

Cyrano
Directed by Joe Wright
December 6, 2021

GALA FILMS

**Daughters of
Abdul-Rahman**
Directed by Zaid Abu Hamdan
December 10, 2021



LES FILMS DU NOUVEAU MONDE AND ALI N° PRODUCTIONS
PRESENT



FESTIVAL DE CANNES
COMPETITION
2021 OFFICIAL SELECTION

MOROCCAN PRESELECTION FOR THE
OSCARS

CASABLANCA BEATS

علي صوتك

A FILM BY NABIL AYOUC

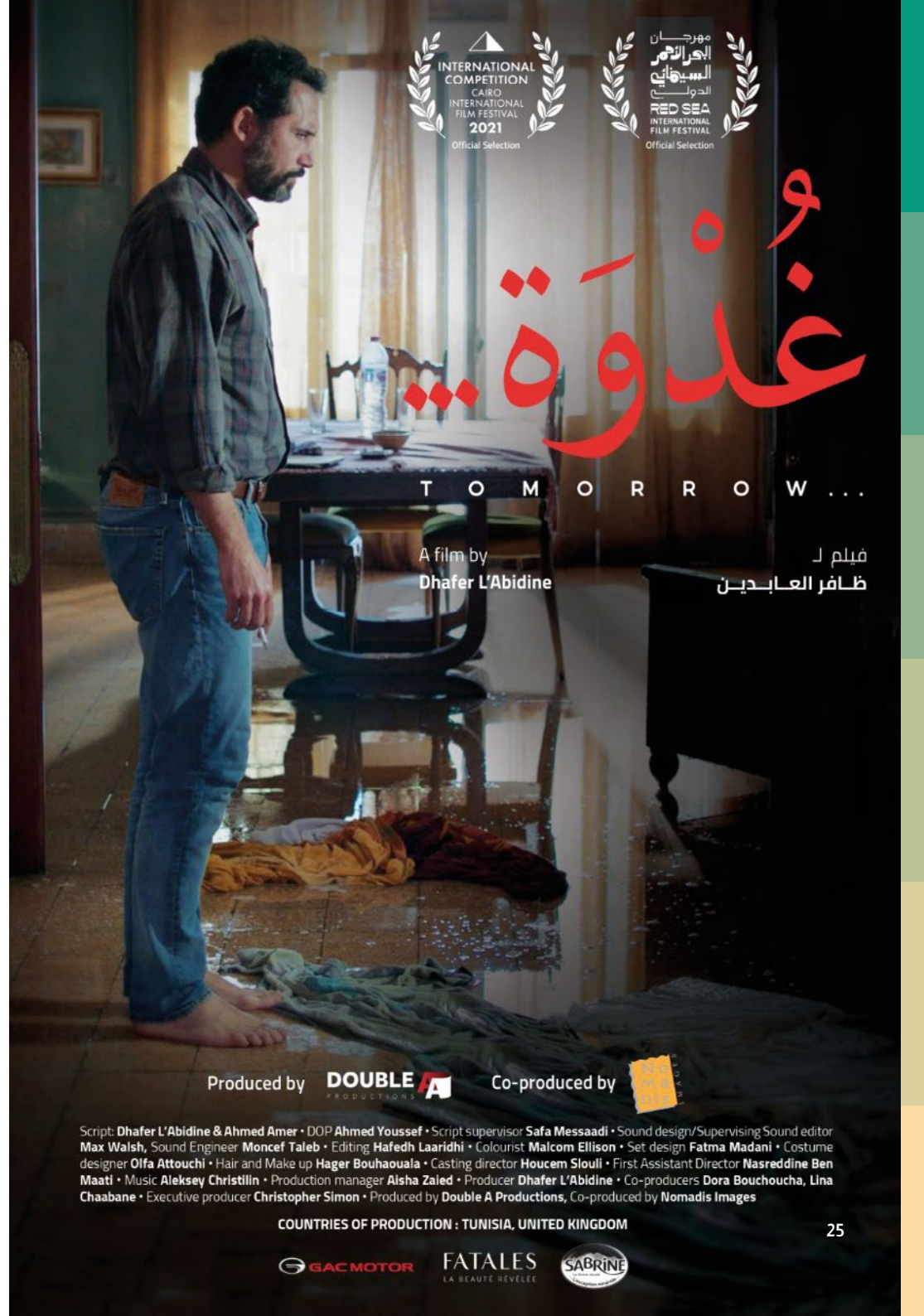


ANAS
BASBOUSI

ISMAIL ADOUAB NOUHAILA ARIF ZINEB BOUJEMAA MERIEM NAKKACH ABDELILAH BASBOUSI

Casablanca Beats
Directed by Nabil Ayouch
December 9, 2021

Ghodwa
Directed by Dhafer L'abidine
December 10, 2021



غُدْوَة

T O M O R R O W ...

A film by
Dhafer L'Abidine

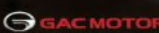
فيلم لـ
ظافر العابدين

Produced by **DOUBLE A** PRODUCTIONS

Co-produced by **NOMADIS IMAGES**

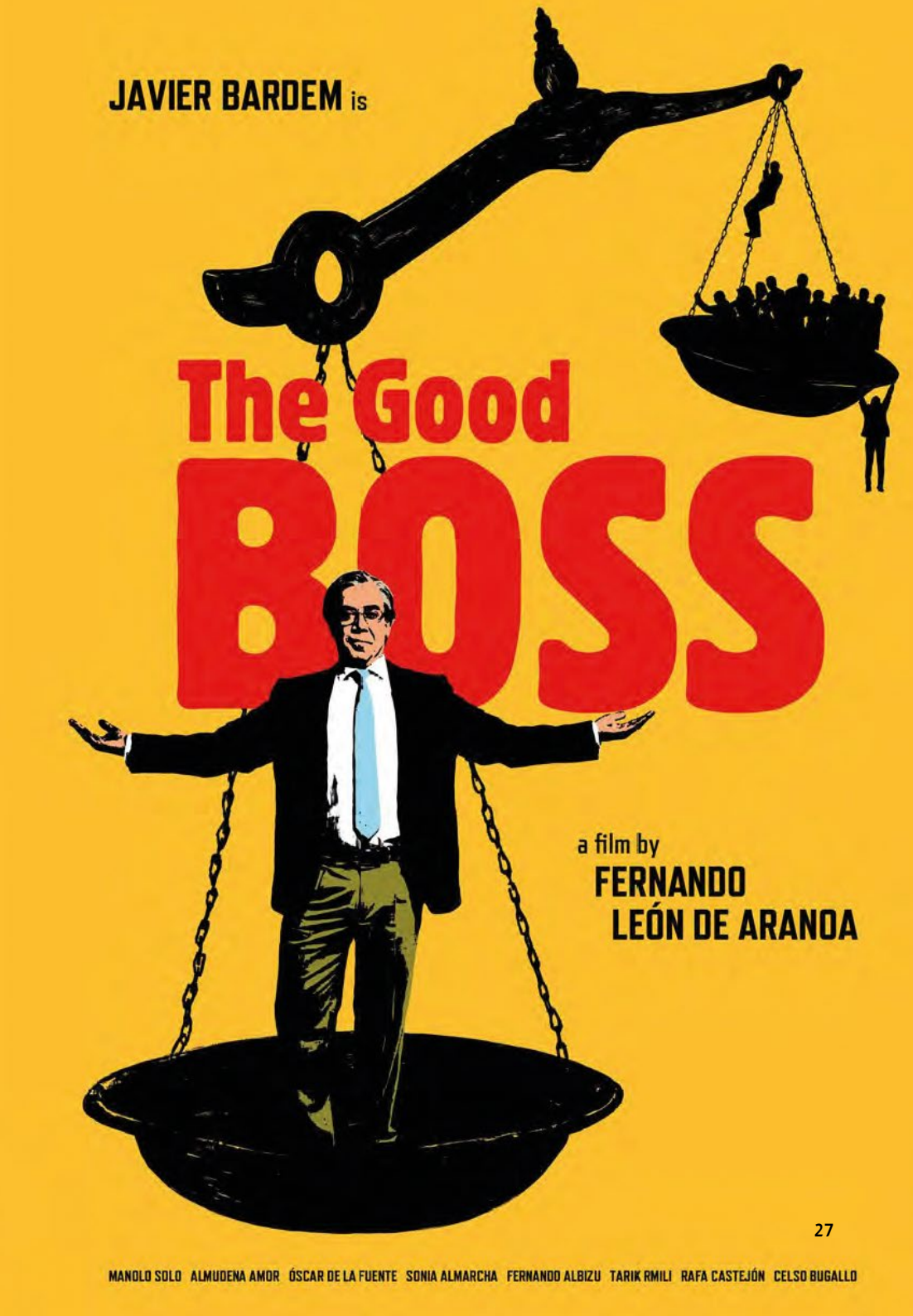
Script Dhafer L'Abidine & Ahmed Amer • DOP Ahmed Youssef • Script supervisor Safa Messaadi • Sound design/Supervising Sound editor Max Walsh, Sound Engineer Moncef Taleb • Editing Hamed Laaridhi • Colourist Malcom Ellison • Set design Fatma Madani • Costume designer Olfa Attouchi • Hair and Make up Hager Bouhaouala • Casting director Houcem Slouli • First Assistant Director Nasreddine Ben Maati • Music Aleksey Christilin • Production manager Aisha Zaid • Producer Dhafer L'Abidine • Co-producers Dora Bouchoucha, Lina Chaabane • Executive producer Christopher Simon • Produced by Double A Productions, Co-produced by Nomadis Images

COUNTRIES OF PRODUCTION : TUNISIA, UNITED KINGDOM





Sing 2
Directed by Garth Jennings
December 8, 2021



The Good Boss
Directed by Fernando Leon
De Aranoa
December 10, 2021



Rupture
Directed by Hamzah K.
Jamjoom
December 12, 2021

Official Competition
Directed by Gastón Duprat &
Mariano Cohn
December 7, 2021





Belle: The Dragon and the Freckled Princess
Directed by Mamoru Hosoda
December 11, 2021



'83
Directed by Kabir Khan
December 15, 2021



The Alleys

Directed by Bassel Ghandour
December 9, 2021



Memory Box

Directed by Joana
Hadjithomas & Khalil Joreige
December 9, 2021



Huda's Salon

Directed by Hany Abu-Assad
December 7, 2021



Becoming

Directed by Sara Mesfer,
Jawaher Alamri, Noor
Alameer, Hind Alfahhad,
Fatima Al-Banawi
December 8, 2021



Champions

Directed by Manuel Calvo
December 12, 2021



The Lost Daughter

Directed by Maggie Gyllenhaal
December 8, 2021



**Mona Lisa and the
Blood Moon**
Directed by Ana Lily Amirpour
December 11, 2021



Ennio
Directed by Giuseppe
Tornatore
December 11, 2021



The Colour Room
Directed by Clair McCarthy
December 12, 2021



Bara al Manhaj
Directed by Amr Salama
December 13, 2021



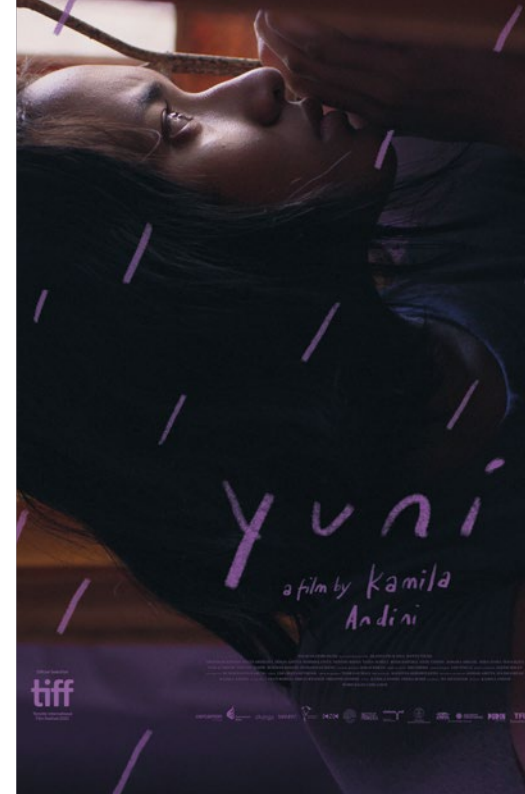
RED SEA: COMPETITION

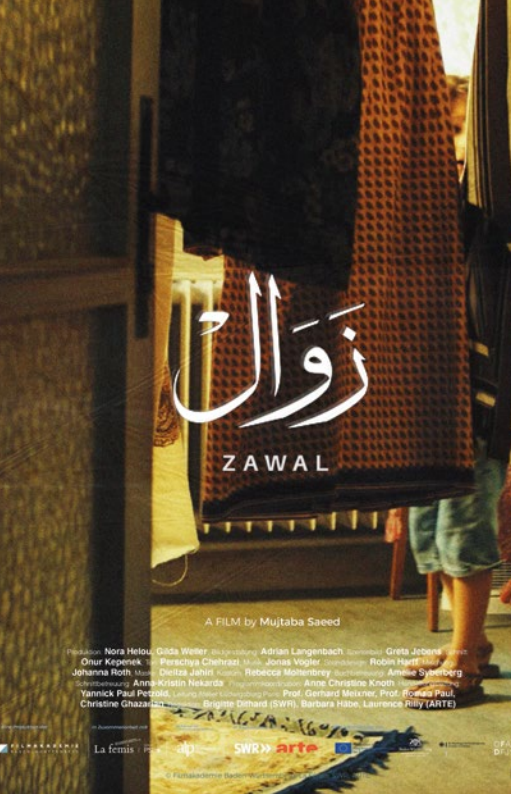
COMPELLING STORYTELLING THAT PUSHES BOUNDARIES
AND BROADENS HORIZONS.

The competition focused on original and daring fiction, documentaries and animated productions by emerging and established voices, all of which fit the overarching theme of the festival. These outstanding features from around the world competed for the

Golden Yusr Award, as well as prizes for directing, screenwriting, acting and other categories. A jury of world-renowned filmmakers and film professionals awarded cinematic work that pushes traditions, recognising innovative filmmaking and great storytelling.

TOTAL NUMBER OF FILMS: 16





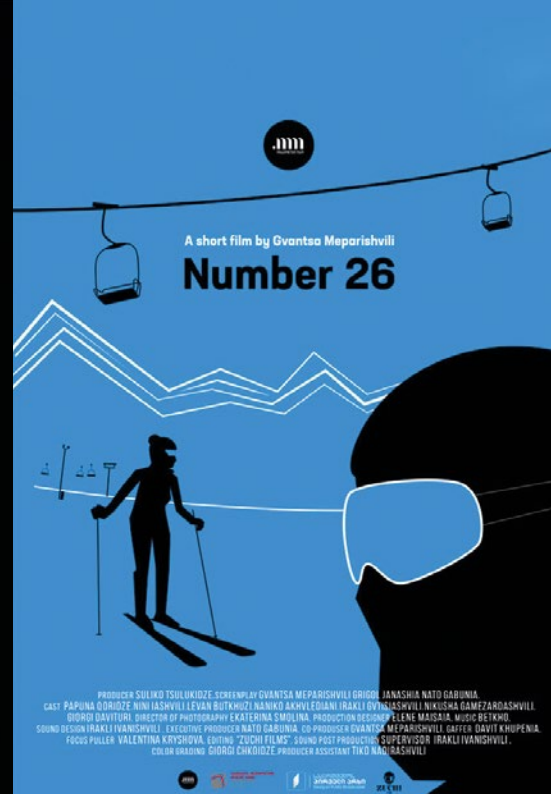
RED SEA: SHORT FILM COMPETITION

A GREAT CATEGORY TO DISCOVER SOMETHING NEW AND
CONNECT WITH NEXT-GENERATION CREATORS.

The pulse of Arab creativity, presented
in a curated selection of short films
produced and directed by the most
exciting contemporary voices, all vied
for a prize juried by their peers in
this region-leading competition.
Open to student directors, first-time

filmmakers, and artists of any
discipline from Asia, Africa and the
Arab world, the works offered fresh
takes that told compelling, diverse
and innovative stories in a short
film format.

TOTAL NUMBER OF FILMS: 18





RED SEA: INTERNATIONAL SPECTACULAR

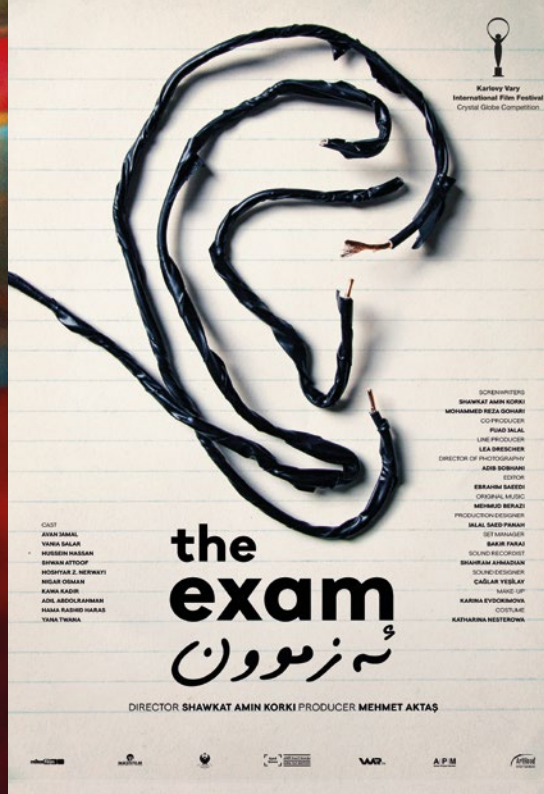
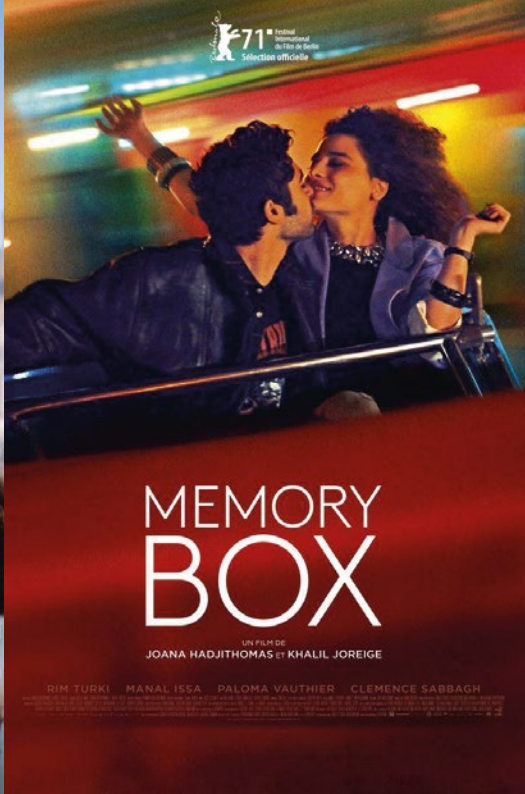
EMBOLDENING ALL TO LEAD A LIFE LESS ORDINARY.

This is the home for international filmmaking icons and established voices, creating story-driven and entertaining films with a focus on craft and sensation. The curated collection of independent and studio productions was packed

with Middle East premieres and award-winning films. Audiences encountered trailblazers, adventurers, heroines – the characters who have lived a life less ordinary, inspiring us to do the same.

TOTAL NUMBER OF FILMS: 10





RED SEA: ARAB SPECTACULAR

A CELEBRATION OF ARAB CINEMA.

This is the home for Arab filmmaking icons and established voices making story-driven and entertaining films with a focus on characters; craft that shines a light on the Arab experience.

The curated collection of studio and independent productions was a showcase of Middle East premieres and award-winners.

TOTAL NUMBER OF FILMS: 9



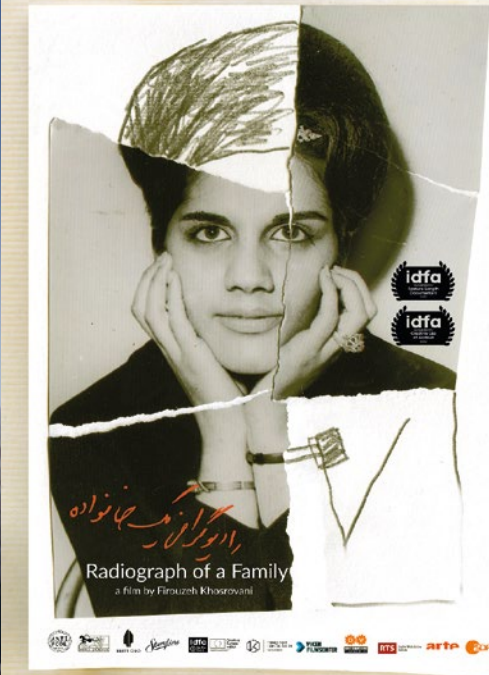
RED SEA: FESTIVAL FAVOURITES

DISCOVER AND FIND YOUR NEXT FAVOURITES –
BEFORE THEY HIT CINEMAS.

An expansive roundup of the
year's international festival hits
– audience winners and critics'
favourites, screened alongside
a selection of experiential and

escapist cinema, chosen by the
Red Sea International Film Festival
team. A panorama of films fresh
from the international circuit
raced for the top awards.

TOTAL NUMBER OF FILMS: 19





NEW SAUDI/NEW CINEMA (FEATURE)

A ROBUST FUTURE FOR THE NATIONAL FILM INDUSTRY.

Introduced world premieres of Saudi Feature and Documentary filmmakers and artists at the apex of an energetic new wave of cinema.

Diverse and dynamic, engaging audiences and filmmakers, the programme was an exciting look at the voices shaping the local scene.

TOTAL NUMBER OF FILMS: 7



NEW SAUDI/NEW CINEMA (SHORTS)

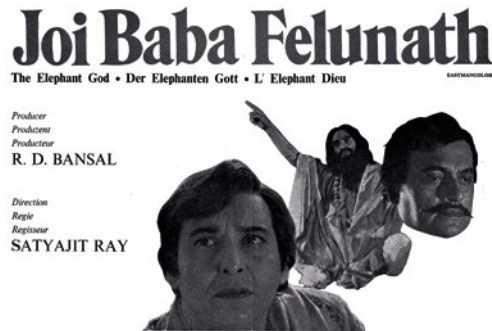
APPRECIATION FOR RARE AND PECULIAR VIBES.

A punk programme celebrating dynamic, extroverted, and impressionistic works that capture the zeitgeist and instigate change – these films showcased the dynamism, creativity and originality of emerging Saudi filmmakers.

New Saudi/New Cinema (Shorts) is the direct link to exciting audio-visual creators with imagination. It does not matter where the work has been screened, where it lived before or how it came to find us – what matters is that rare inimitable vibe.

TOTAL NUMBER OF FILMS: 17





RED SEA: TREASURES

MASTERPIECES THAT TRULY INSPIRE.

Framing the art of cinema in an exciting new context that will deepen knowledge, this proud, spirited focus on movie classics, seminal classics and retrospectives on iconic personalities included acclaimed titles from the Arab

canon and unmissable world gems. Showcasing masterpieces that have inspired generations of directors – many featured on the big-screen for the first time in Saudi Arabia.

TOTAL NUMBER OF FILMS: 9





RED SEA: NEXT GENERATION

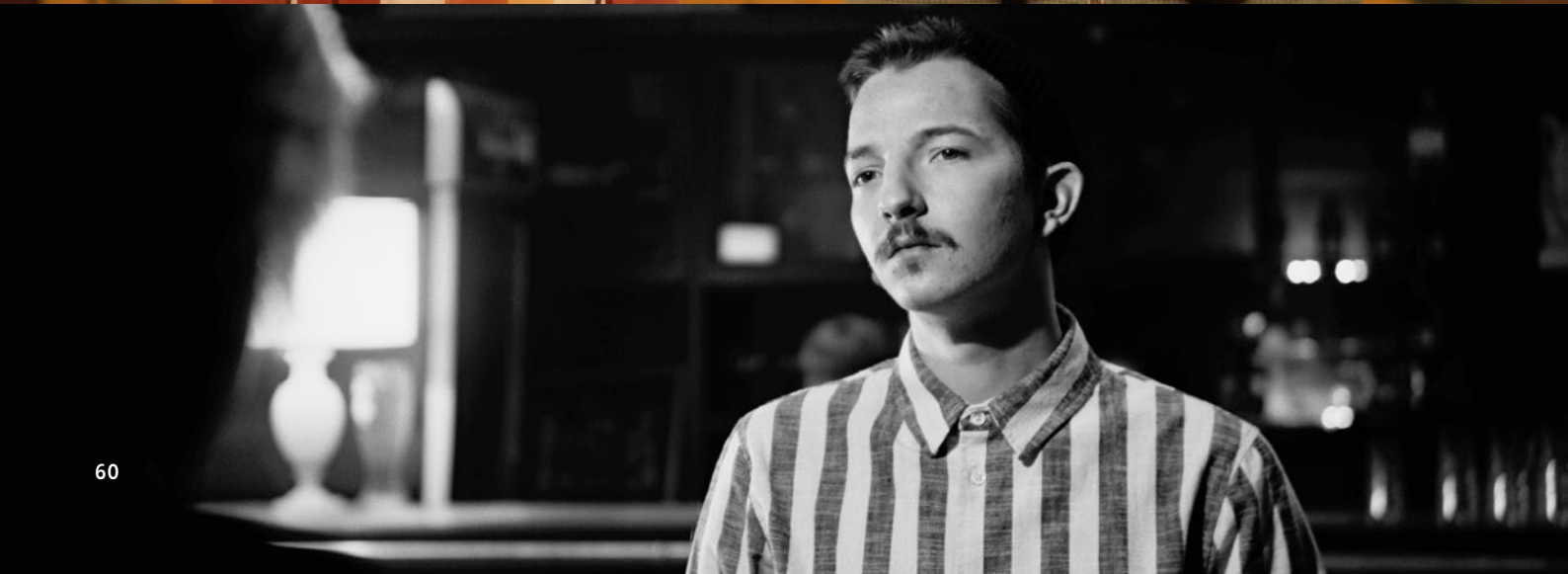
MADE TO EXCITE AND ENGAGE THE NEXT GENERATION OF FILMMAKERS.

Enchanting stories for younger audiences with a big appetite for film, with a special selection that will delight our future generation of filmmakers.

Next Generation also featured a programme of activities and events – taking the fun beyond cinema to further engage young audiences.

TOTAL NUMBER OF FILMS: 6





RED SEA: EPISODIC

THE GOLDEN AGE OF THE SERIES INDUSTRY.

Saudi Arabian premieres of the best new episodic offerings, made for broadcast on television, streaming or web platforms. These shows push the boundaries of

narrative, with great storylines, characters and technical innovations. Episodic showcased the top talents, working in the Golden Age of the series industry.

TOTAL NUMBER OF FILMS: 4



RED SEA: IMMERSIVE

HOSTED AT JEDDAH'S NEW CREATIVE COMPLEX, HAYY JAMEEL.

Red Sea Immersive featured a selection of award-winning international artists and directors who create content that appeals to all types of audiences – from immersive documentaries, animations

and interactive narratives to games, art and virtual world explorations. Using a VR Headset, festival attendees stepped into the shoes of different characters and journeyed through worlds of stories.

TOTAL NUMBER OF FILMS: 21



AWARDS
& JURY

02





THE YUSR AWARDS

THE YUSR AWARDS RECOGNISE AND CELEBRATE BOLDNESS AND INNOVATION IN FILM.

Awarding the biggest prizes in the region to both emerging and established voices across fiction, documentaries and animation. The Yusr Awards are presented to emerging talents among a truly international audience that comprises the worldwide best in film. The awards also shine a light on films from Saudi Arabia and

the Arab world, ensuring that the Red Sea International Film Festival reaches across the region and beyond. Presented by an international jury of world-renowned filmmakers and industry veterans in screenwriting, acting and directing, the awards celebrate categories outlined in the next few pages.



Giuseppe Tornatore (Head of Jury)



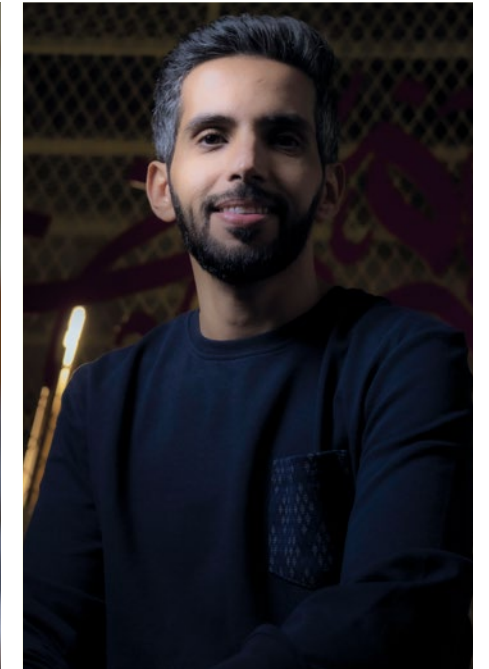
Hend Sabry



Cherien Dabis



Daniela Michel



Abdulaziz Alshlahei

RED SEA COMPETITION JURY



Marwan Hamed



Ahd Kamel



Khadar Ayderus



Laurie Anderson



Victoria Mapplebeck



Sarah Mohanna Al Abdali

RED SEA SHORTS JURY

RED SEA IMMERSIVE JURY

YUSR AWARD WINNERS

RED SEA COMPETITION:

Award	Prize	Winner	Country
Red Sea Golden Yusr Award for Best Feature Film	Trophy and USD 100,000 prize	BRIGHTON 4TH by Levan Koguashvili	Georgia, Russia, Bulgaria, USA, Monaco
Red Sea Silver Yusr Award for Best Director	Trophy and USD 30,000 prize	EUROPA by Haider Rashid	Iraq, Italy, Kuwait
Red Sea Silver Yusr Award Jury Prize	Trophy and USD 20,000 prize	HIT THE ROAD by Panah Panahi	Iran
Red Sea Silver Yusr Award for Best Screenplay	Trophy	NEIGHBORS by Mano Khalil	Syria, Switzerland
Red Sea Silver Yusr Award for Best Actor	Trophy	Adam Ali for his role in EUROPA	Iraq, Italy, Kuwait
Red Sea Silver Yusr Award for Best Actress	Trophy	Arawinda Kirana for her role in: YUNI	Indonesia, Singapore, France, Australia
Red Sea Silver Yusr Award for Best Cinematic Contribution	Trophy	Amin Jafari for HIT THE ROAD	Iran
Special Mention		FARHA by Darin J. Sallam	Jordan





RED SEA SHORTS COMPETITION:

Red Sea Golden Yusr Award for Best Short Film	Trophy and USD 25,000 prize	TALA'VISION by Murad Abu Eisheh	Jordan, Germany
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RED SEA IMMERSIVE COMPETITION:

The Golden Immersive Yusr Award	Trophy and USD 10,000 prize	END OF NIGHT by David Adler	Denmark, France
The Silver Immersive Yusr Award	Trophy	SAMSARA by Hsin-Chien Huang	Taiwan
Special Mention		FARHA by Darin J. Sallam	Jordan

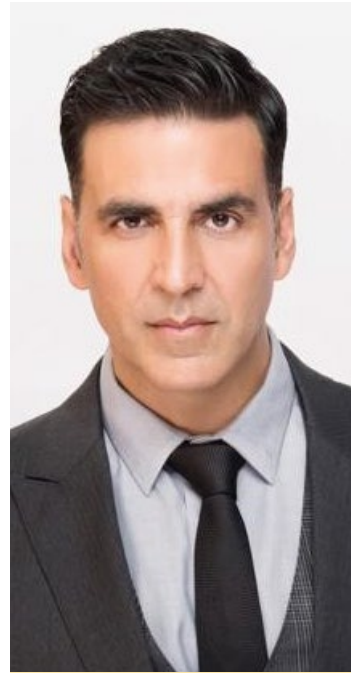
OTHER AWARDS

BEST SAUDI FILM AWARD:

Best Saudi Film Award	Trophy and USD 50,000 prize	RUPTURE by Hamzah K. Jamjoom	Saudi Arabia
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AUDIENCE AWARD:

Audience Award	Trophy and USD 50,000 prize	YOU RESEMBLE ME by Dina Amer	Egypt, France, USA
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Akshay Kumar



Farhan Akhtar



Haifaa Al Mansour



Hend Sabry



**Joana Hadjithomas
and Khalil Joreige**



Laurie Anderson



Darko Peric

IN CONVERSATION WITH

The “In Conversation” programme featured a selection of talented filmmakers from the Arab and international world. Audiences had the chance to tune into some unique insights about film culture and exchange dialogue with this influential and knowledgeable panel of speakers.

MASTERCLASS WITH



Youssra

TRIBUTE TALK WITH



Laila Eloui

HONOUREES

03



HAIFAA
AL MANSOURLAILA
ELOUICATHERINE
DENEUVE

HONOURING WOMEN

THE FESTIVAL CELEBRATED WOMEN IN THE FILM INDUSTRY.

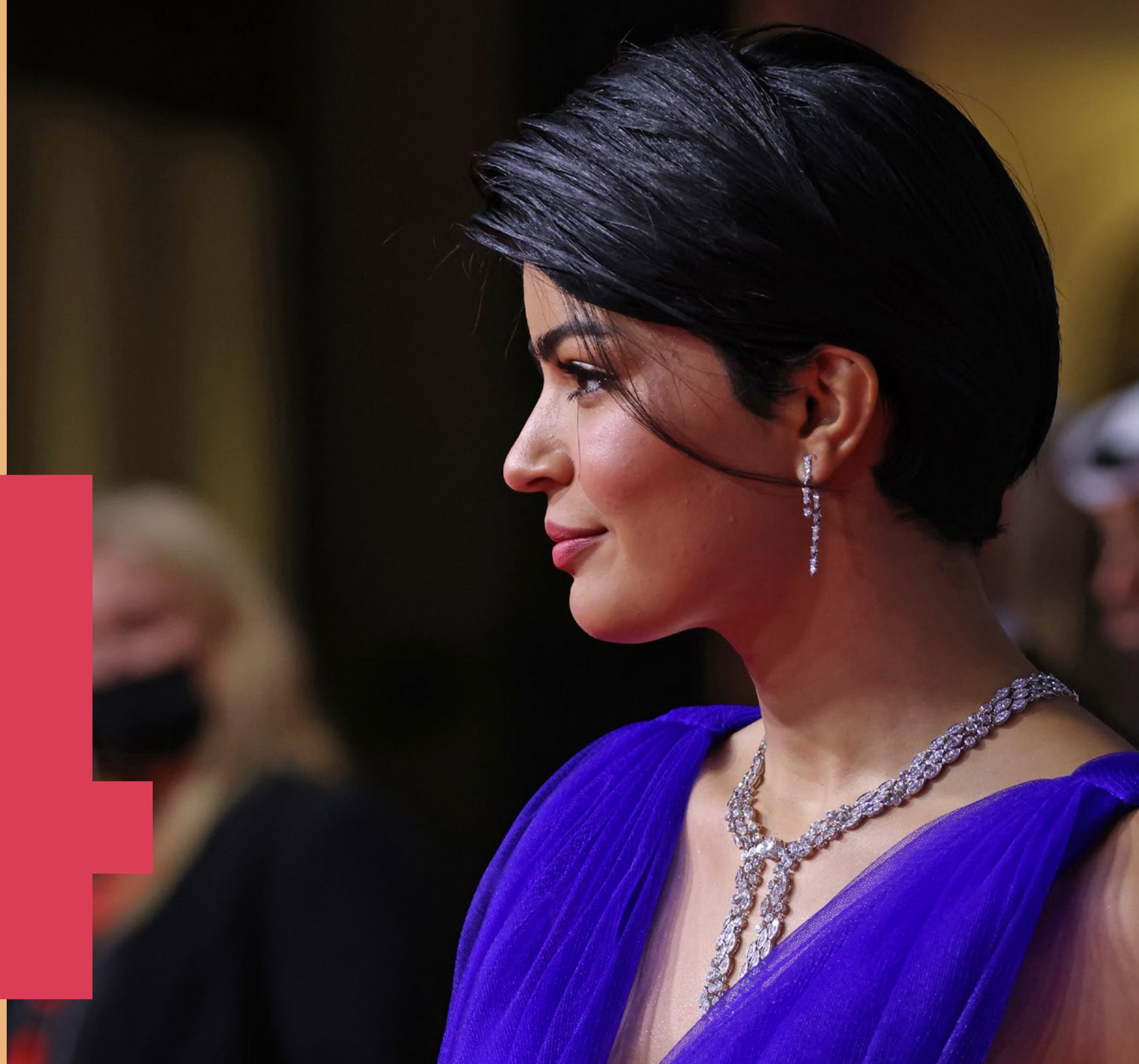
The festival shone a light on the honourees of the first edition of the festival: Haifaa Al Mansour, Laila Eloui, and Catherine Deneuve, with a special mention to the tribute honouree – Rula Nasser.

The Red Sea International Film Festival announced a number of celebrations in honour of ground-breaking contribution of women to cinema, including tributes and masterclasses from some of the most inspiring female names in cinema. The festival honoured the first female Saudi filmmaker, Haifaa Al Mansour,

who has led the way in championing female empowerment across the region. Her feature debut, *Wadjda*, was the first film to ever be shot in the Kingdom, and was nominated for numerous international awards. BAFTA nominated French actress Catherine Deneuve was also honoured by the festival. Deneuve is widely considered to be one of the greatest European actresses of all time, and is renowned for her extraordinary contributions to film, most notably her performances in *8 Women*, *Repulsion*, *Belle de Jour*, *Dancer in the Dark* and *Indochine*.

WOMEN IN
CINEMA

04





WOMEN IN FILM GALA

STAR STUDDED EMPOWERMENT AT VENICE FILM FESTIVAL.

In celebration of women in cinema, the Red Sea International Film Festival in collaboration with Môtot hosted a star-studded gala dinner at the Venice International Film Festival. The gala was attended by remarkable women in the film industry including Kate Hudson, Demi Moore, Isabelle Huppert,

Kaouther Ben Hania, Saba Mubarak, Tàra Abboud, Fatima Albanawi, Sara Mesfer, Eiza González, and Alejandra Onieva. The event was designed to honour women in cinema and support the Festival's mission to drive empowerment both in front and behind camera.





CAIRO FILM FESTIVAL

EVENT IN CAIRO SPOTLIGHTS WOMEN IN FILM.

With a goal to celebrate Women in Film, our event in Cairo screened “Becoming” as its first international premiere. The film featured 5 stories, directed by 5 female directors: Sara Mesfer, Jawaher Alamri, Noor Alameer, Hind Alfahhad, and Fatima Al-Banawia.

The piece was a deep look into Saudi’s ever-changing society, Saudi development, and at times, listlessness.

The scarcity of insight into modern Saudi life, especially from a female perspective, made the project even more significant. All the writers/directors are at the very start of their careers, and with the backing of the Red Sea International Film Festival and an overall drive to enhance film-making in the Kingdom, we hope to see more such films in the future.



RED SEA
SOUK

05



4143

NUMBER OF ACCREDITED GUESTS

\$370k

AWARDS GIVEN AT THE SOUK

1160

INVITED DELEGATES

21

EXHIBITORS

50

SPEAKERS



RED SEA SOUK

THE RED SEA SOUK OFFERED COMPREHENSIVE INDUSTRY PROGRAMMES AND THE OPPORTUNITY TO CONNECT WITH THE VIBRANT ARAB FILM SCENE.

Extraordinary Market

This was a unique opportunity to discover the people, projects and ideas defining the Saudi and Arab markets, and to make connections across the world. Running annually alongside the festival, the Red Sea Souk was for distributors, sales agents and producers developing networks across the region. Attendees saw the next blockbuster projects and films-in-progress, while taking part in pitching sessions, one-on-one meetings, screenings, industry talks, and networking events.

International Tastes

The world-class Exhibitor Area is the space to promote films, host meetings, and encounter new collaborators for film-related projects. This is where visitors got the low-down on the Saudi and Arab markets with Industry Talks, and where thought-leaders provided insights on global trends via panels and workshops.



EXHIBITORS

05/ RED SEA SOUK



SOUK TALKS

TRENDS IN IMMERSIVE STORYTELLING

A MASTERCLASS

Speaker: Liz Rosenthal

SUSTAINABLE MEDIA PRODUCTION

Bassam Alasad – Greener Screen
Jad Abi-Khalil – Beirut DC

CAPACITY BUILDING IN THE ARAB WORLD

Jane Williams – Torino Film Lab
Jad Abi-Khalil – Beirut DC
Hana Atallah – Film Lab Palestine
Dominique Welinski – Cannes Directors
Fortnight Factory

WORKING WITH MENA PARTNERS

CASE STUDY: KANDAHAR & KSA

Christian Mercuri – Capstone
Steven Starchen – Film AIUIa
Ali Jafaar – MBC

REALITIES & ANTICIPATIONS: CONTEMPORARY PALESTINIAN CINEMA

Hany Abu Asaad
Annemarie Jacir
Rashid Masharawi
Cherien Dabis

ARAB DISTRIBUTION PANORAMA

Tony Massih – VOX
Faisal Baltyour – Cinewaves
Alaa Karkouti – MAD Solutions

EDITING THE CREATIVE NON-FICTION FILM

Andrea Chignoli

FROM SCRIPT TO SCREEN: A NETFLIX GUIDE TO DEAL MAKING

Izzy Abidi

A NETFLIX GUIDE TO POST PRODUCTION

A MASTERCLASS

Karim Boutros - Ghali

WORKING WITH MENA PARTNERS CASE STUDY: DESERT WARRIOR AND BEYOND

Stuart Ford – AGC Studios
Zeinab Abu Alsamh – MBC Studios KSA



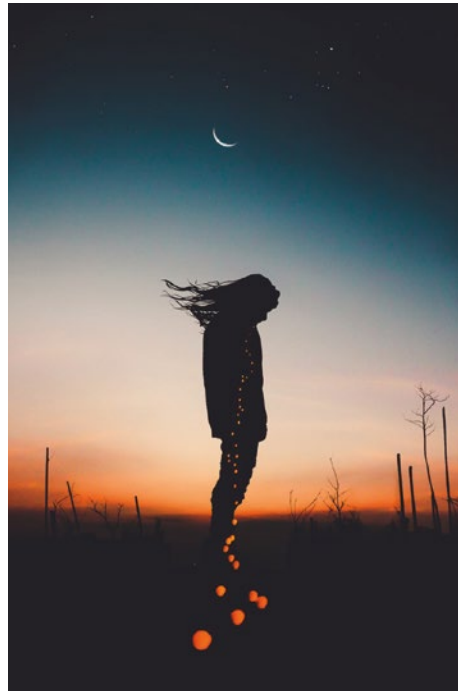
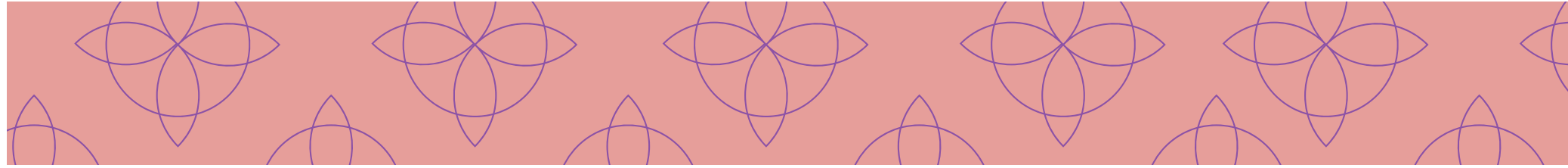
PROJECT MARKET

11 RED SEA SOUK PROJECTS PITCHED THEIR IDEAS AND PLANS AT THE VIDEO PITCHING SESSION IN HOPES OF WINNING AWARDS AND ATTRACTING COLLABORATORS.

Often overlooked, the development stage lays the groundwork essential to producing a film. It is a magical stage, where artistic vision – scripts, story treatments, and mood boards – meets real-world constraints – money, time, and human labour. Spanning three continents, Red Sea Souk Projects come from France,

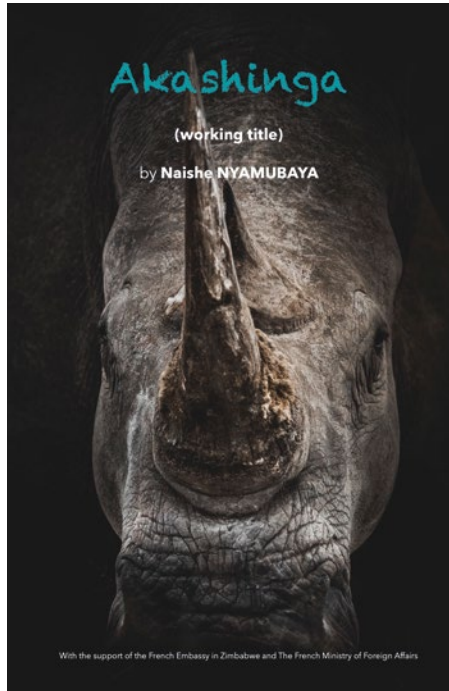
Tunisia, Zimbabwe, Germany, Lebanon, Egypt, Kuwait, Senegal, Poland, Jordan, Saudi Arabia, Palestine, Luxembourg, and the Democratic Republic of Congo. Meeting in Jeddah's historical area, these Projects participated in the inaugural edition of the Red Sea Film Festival.

11 RED SEA SOUK PROJECTS



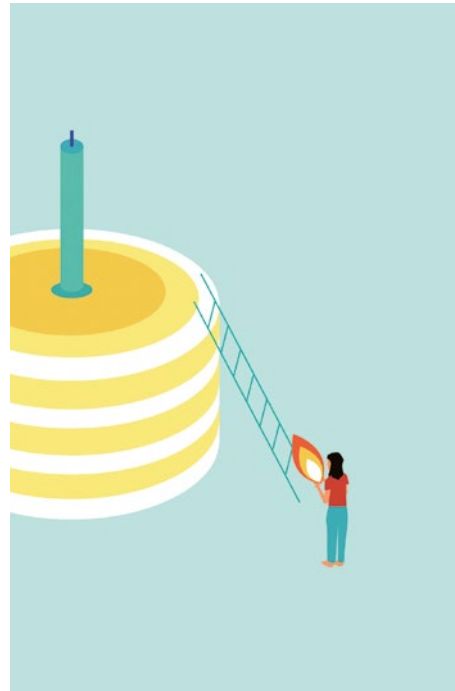
AÏCHA
(Tunisia, France)

Directed by: Mehdi M. Barsaoui



AKASHINGA (WORKING TITLE)
(Zimbabwe, France, Germany)

Directed by: Naishe Nyamubaya



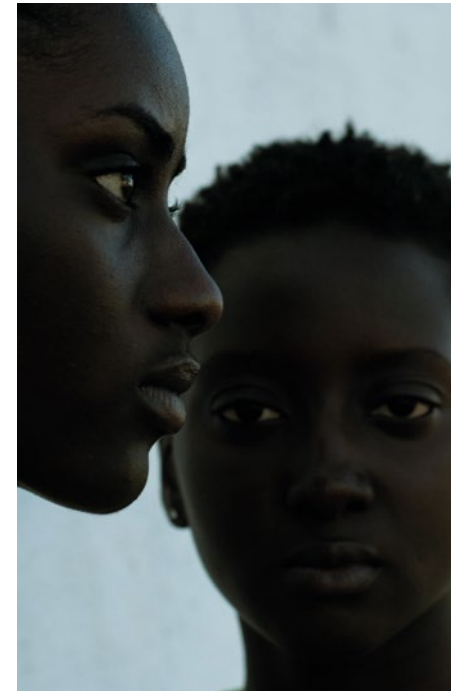
BIRTHDAY
(Lebanon, France)

Directed by: Lara Zeidan



CARNAVAL
(Egypt, Kuwait, France)

Directed by: Mohamed Siam



COURA + OULÈYE
(Senegal)

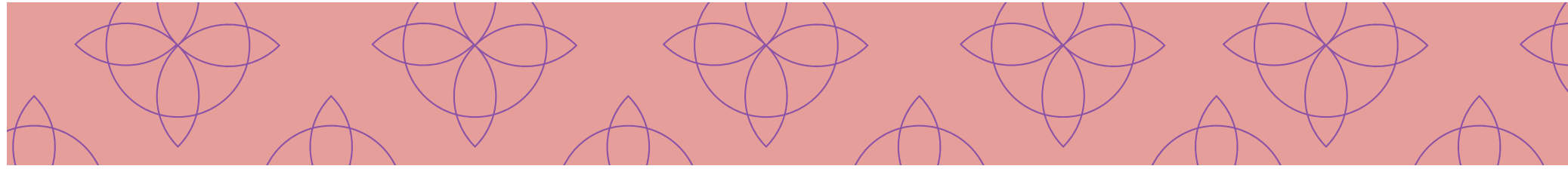
Directed by: Iman Djionne



LAST TRIP
(Germany, Poland)

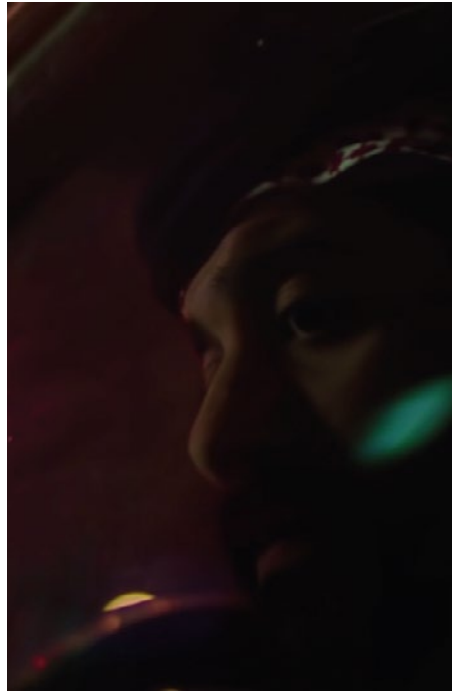
Directed by: Ziad Kalthoum

11 RED SEA SOUK PROJECTS



MONTREAL
(Jordan)

Directed by: Ameen Nayfeh



NIGHT COURIER
(Saudi Arabia)

Directed by: Ali Kalthami



PASSING DREAMS
(Palestine, United Kingdom)

Directed by: Rashid Masharawi



THE SEASONS OF JANNET
(Tunisia, Luxembourg)

Directed by: Mehdi Hmili



ZAÏRIA
(Democratic Republic of the Congo)

Directed by: Machérie Ekwa



RED SEA LODGE

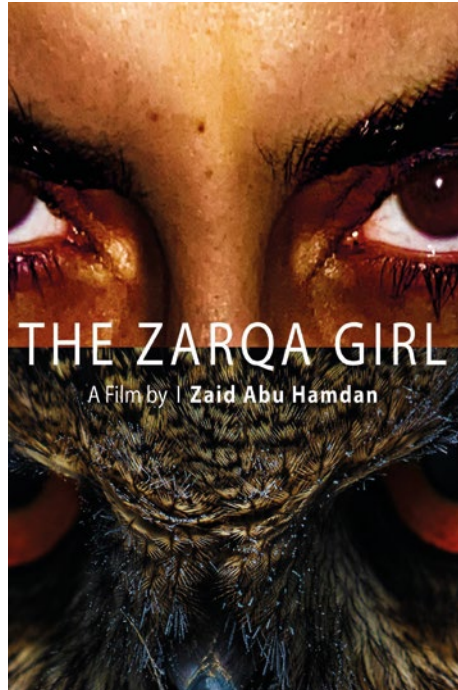
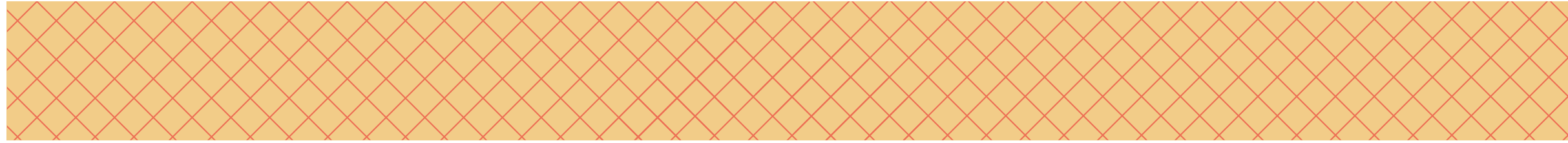
RED SEA LODGE 3RD EDITION, WHERE AMBITIONS ARE HONED AND THE NEXT BIG THING IS MADE.

Open to teams of Saudi and Arab directors, producers and scriptwriters, this intensive creative and professional training programme guided projects from idea to reality. Every year, the Red Sea Lodge turns ambitious emerging filmmakers into the next big thing. For filmmakers on the cusp of their big break, the Red Sea Lodge, in partnership with TorinoFilmLab, selects projects for creative and professional mentorship, development, and next-level industry opportunities. Alongside ongoing script development sessions, the programme

features a producers coaching session and covers professional development, production, financing, sales and marketing. During the workshop, participants also have the opportunity to work with internationally experienced professionals from the fields of directing, cinematography, sound editing, post-production and sales. In 2021, two projects were awarded the annual Red Sea Lodge production prizes (\$100,000 each), a grant and an Arab premiere at the next Red Sea International Film Festival.



6 ARAB PROJECTS



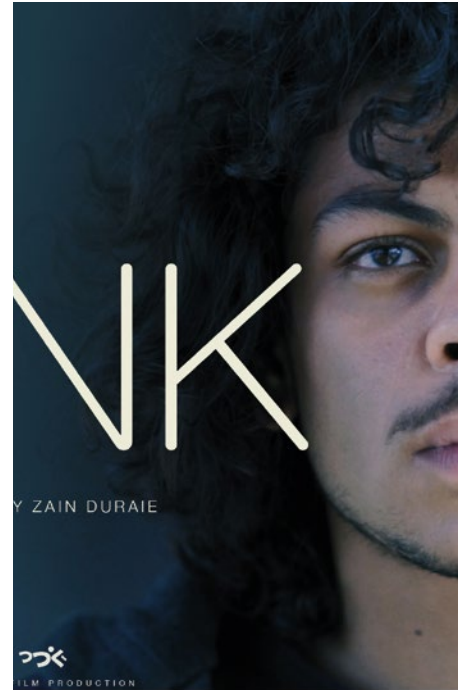
The Zarqa Girl

Directed by: Zaid Abu Hamdan
Written by: Zaid Abu Hamdan
Produced by: Ahmad Abu Koush



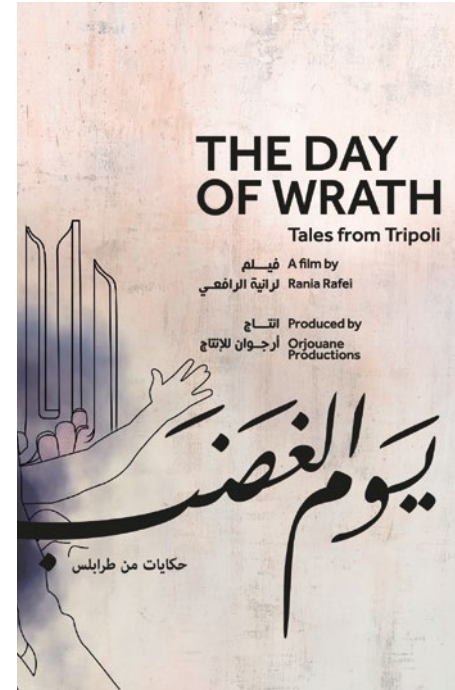
Seeking Haven for Mr. Rambo

Directed by: Khaled Mansour
Written by: Mohamed El-Hosseiny
Produced by: Rasha Hosny



The Sea Needs to Heave

Directed by: Zain Duraie
Written by: Zain Duraie
Produced by: Alaa Alasad



The Day of Wrath: Tales from Tripoli

Directed by: Rania Rafei
Written by: Rania Rafei
Produced by: Jinane Dagher



Road 250

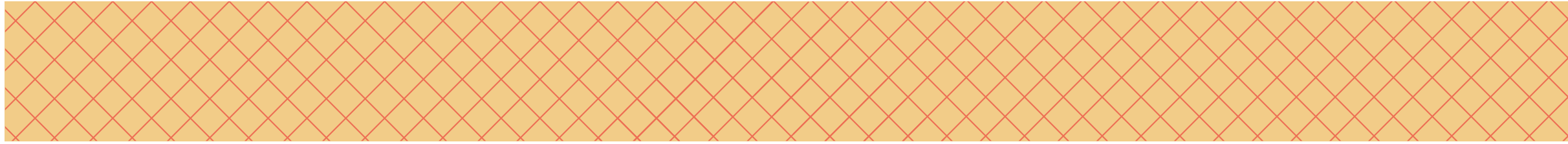
Directed by: Haya Alghanim
Written by: Haya Alghanim
Produced by: Abdullah Boushahri



It's a Sad and Beautiful World

Directed by: Cyril Aris
Written by: Cyril Aris
Produced by: Georg Neubert

6 SAUDI PROJECTS



Fiery Eyes

Directed by: Abduljalil Alnasser
Written by: Abduljalil Alnasser
Produced by: Ayman Jamal



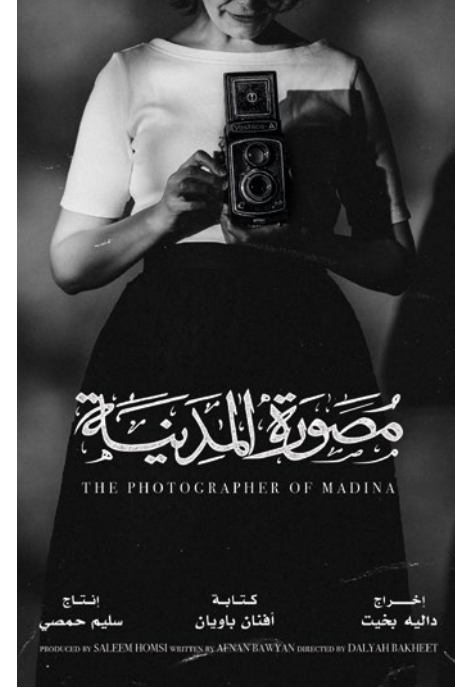
Hala's Aziz

Directed by: Jowaher Alamri
Written by: Jowaher Alamri
and Jude Elmasoud
Produced by: Mohammed Sendi



Rawia: The Last Book Keeper

Directed by: Mahmoud Zaini
Written by: Mohammad Jastaniah
and Taghreed Mohammad
Produced by: Omar Mugeem



The Photographer of Madina

Directed by: Dalyah Bakheet
Written by: Afnan Bawyan
Produced by: Saleem Homsy



Within Sand

Directed by: Moe Alatawi
Written by: Moe Alatawi
Produced by: Mohammad Alghamdi



Zeba

Directed by: Abrar Abdulaziz
Written by: Bashayer Abdulaziz
Produced by: Bakr Alduhaim



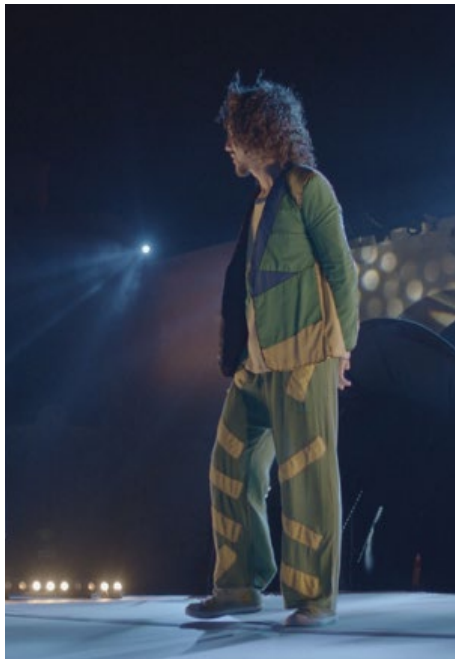
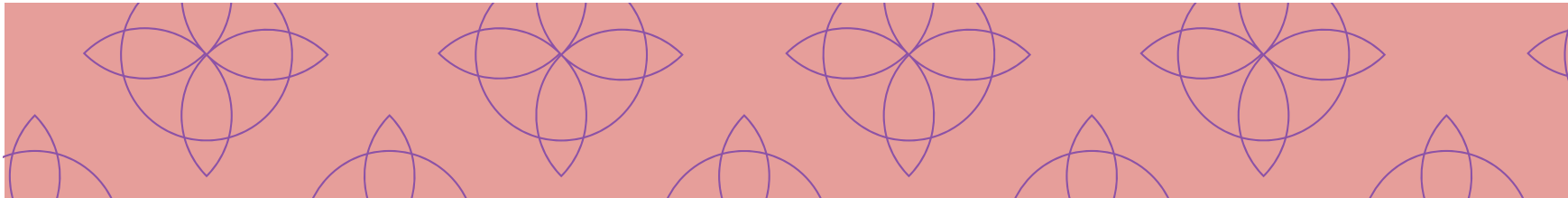
WORKS-IN-PROGRESS

FIVE FILMS IN POST-PRODUCTION WERE SELECTED TO BE PART OF THE RED SEA SOUK WORKS-IN-PROGRESS WORKSHOP.

These films are at the post-production stage, already well-crafted, well-executed, and ready to be completed. Works-in-Progress is dedicated to helping filmmakers finish their work by providing practical help and a supportive environment — to bring their visions to life, to the screen, and ultimately to the right audiences.

At the festival, participating talents from different walks of life are invited to collaborate in pitching ideas, screening their work, networking, and sharing industry knowledge. The goal is to help each film reach its full creative potential, including finding distribution.

5 WORK-IN-PROGRESS PROJECTS



ABDELINHO
(Morocco)

Directed by: Hicham Ayouch



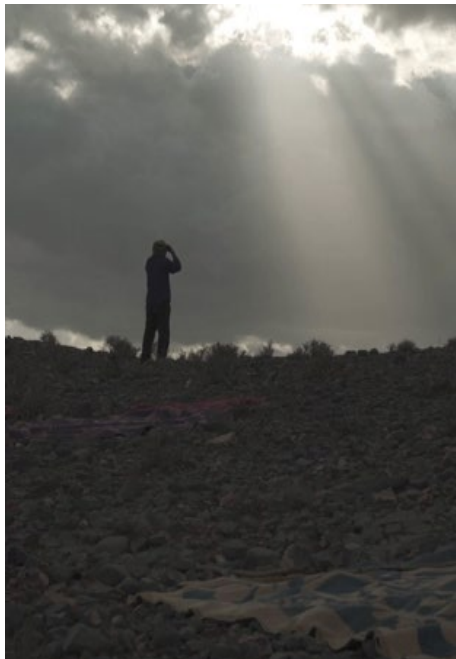
CONTRA
(Tunisia, France, Luxembourg,
Belgium, Germany)

Directed by: Lotfy Nathan



DIRTY, DIFFICULT, DANGEROUS
(France, Lebanon, Italy)

Directed by: Wissam Charaf



FRAGMENTS FROM HEAVEN
(Morocco, France, Qatar)

Directed by: Adnane Baraka



THE CEMETERY OF CINEMA
(Guinea, France, Senegal)

Directed by: Thierno Souleymane Diallo

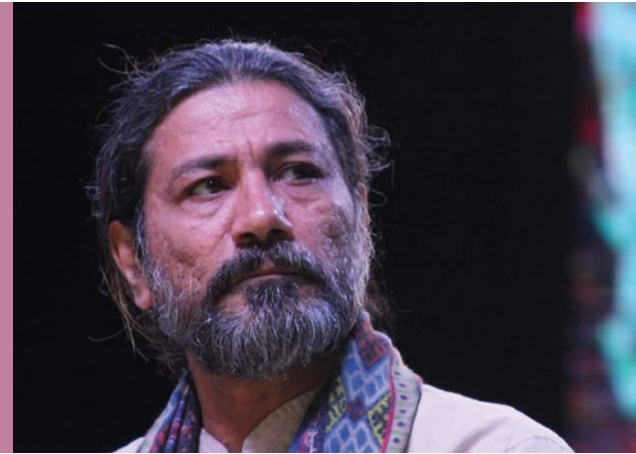
PROJECT MARKET JURY

Three jury members granted the Red Sea Souk Awards to the winning projects presented at the Project Market.

Alix Madigan

Producer

Alix produced Winter's Bone, directed by Debra Granik and starring Jennifer Lawrence. This film was the winner of The Grand Jury Prize for best dramatic feature at the Sundance Film Festival in 2010. Alix's recent credits include THE LIE, directed by Veena Sud, and 1982, directed by Oualid Mouaness. Alix was a staff producer for Anonymous Content and has worked at various companies including Propaganda Films and Avenue Entertainment. She serves on the board of Film Independent and is a member of AMPAS.



Ahmed Almulla

Poet and Director of Saudi Film Festival

A Saudi poet with 12 books of poetry, working in cultural consultations for a number of cultural institutions and centers. He is also the Founder and Director of the Saudi Film Festival (2008), and founder and director of the House of Poetry Festival (2015, 2016 and 2017).

Thanassis Karathanos

Producer

Thanassis Karathanos founded the film production companies TWENTY TWENTY VISION in Berlin (1998) and PALLAS FILM in Halle (2003). He produced numerous international films, which have been successfully shown in festivals and cinemas worldwide.



Alex Moussa Sawadogo

Artistic Director of FESPACO

Alex Moussa Sawadogo holds a Master's degree in Art History from the University of Ouagadougou in Burkina Faso and a Master of Art in Culture and Media Management acquired in Hamburg, Germany. He specialises in the programming of African films and in the creation and management of culture projects.



WORKS-IN-PROGRESS JURY

Three jury members granted the Red Sea Souk Awards to the winning projects presented in the Works-in-Progress screenings



Annemarie Jacir

Director

Annemarie has written, directed and produced over sixteen films with premieres in Cannes, Berlin, Venice, Locarno, and Toronto. All three features were Palestine's Oscar entries. Jacir also shot the first feature by a Palestinian female director, the acclaimed Salt of this Sea and her second work to debut in Cannes. She has been jury member to numerous festivals including Cannes and Berlin, and is a member of the Asia Pacific Screen Academy, AMPAS and BAFTA.

Ladj Ly

Director

Ladj Ly was born in 1980 in Paris. He is a French film director and screenwriter. He won a Jury Prize in Cannes Film Festival for Les Misérables in 2019. The film was nominated for the Academy Award for Best Foreign Film.





SOUK AWARDS

MORE THAN USD 700,000 WAS AWARDED AT THE RED SEA SOUK AWARDS

USD 30,000 to a film in post-production
Winner: CONTRA BY LOTFY NATHAN

USD 25,000 to a project in development (Souk Project)
Winner: AKASHINGA BY NAISHE HASSAN NYAMUBAYA

USD 100,000 to a Saudi project in development or production (Red Sea Lodge project)
Winner: THE PHOTOGRAPHER OF MADINA BY DALYAH BAKHEET

USD 100,000 to a project in production (Souk Project)
Winner: AÏCHA BY MEHDI M. BARSAOUI

USD 100,000 to a non-Saudi project in development or production (Red Sea Lodge project)
Winner: THE ZARQA GIRL BY ZAID ABUHAMDAN

There was also an additional Red Sea Souk Award – the Special Mention Award, with a grant of USD 15,000 awarded to
Winner: BIRTHDAY BY LARA ZEIDAN

SPONSORS AWARDS



ARAB CINEMA CENTER

One in-kind award was granted by the Red Sea Souk Jury to one Saudi project, with an all-expenses paid trip to the 2022 Rotterdam Lab (Rotterdam International Film Festival).
Winner: ZEBA BY ABRAR QARI



ARAB RADIO AND TELEVISION NETWORK

Two cash awards were granted by AMC – ART for the following:
USD 50,000 to a Saudi project in development or in production
Winner: WITHIN SAND BY MO ALATAWI
USD 50,000 to a non-Saudi project in development or in production
Winner: MONTREAL BY AMEEN NAYFE



CINEWAVES FILMS

One cash award was granted by Cinewaves:
USD 50,000 to a project in development, in production or in post-production
Winner: ZEBA BY ABRAR QARI



LEYTH PRODUCTION

One in-kind award was granted by the Red Sea Souk Jury:
Sound mixing by S.G., sound designer, in Auditorium 7.1 equivalent to
USD 15,000 to a film in post-production
Winner: ABDELINHO BY HICHAM AYOUC



THE CELL STUDIOS

Three in-kind awards were granted by the Red Sea Souk Jury to a film in post-production in the following categories:
Full Colour grading package worth USD 15,000
Winner: FRAGMENTS FROM HEAVEN BY ADNANE BARAKA
Full promotion package worth USD 10,000
Winner: DIRTY, DIFFICULT, DANGEROUS BY WISSAM CHARAF
Full DCP package worth USD 10,000
Winner: THE CEMETERY OF CINEMA BY THIerno SOULEYMANE DIALLO



MAD SOLUTIONS

One cash award was granted by Mad Solutions:
USD 50,000 to a project in development, in production or in post-production
Winner: THE SEASONS OF JANNET BY MEHDI HMILI



SHAHID

One cash award was granted by Shahid:
USD 100,000 to a Saudi project in development or in production
Winner: HALA'S AZIZ by JAWAHER ALAMRI



NETWORKING SESSIONS

THE RED SEA SOUK IS ALSO THE PLACE WHERE INDUSTRY PLAYERS CONNECT AND NETWORK.

On three occasions, at the end of a busy day at the Souk, thematic sessions gathered selective industry guests (sales agents and distributors, funds and financiers, producers, festival programmers, streamers) to come and

meet with Souk participants in speed-meeting sessions. The networking sessions are designed to help the Souk participants network with each other in an informal but organised environment.





Meet with Producers and Financiers

International producers, film funds, streamers, broadcasters learned about producing with different countries and financing schemes.

Meet with Distributors and Sales Agents

Distributors and sales agents from around the world got an understanding of their line-ups and how they distribute locally, regionally and internationally.

Meet with Film Festivals, Labs and Markets

Directors and programmers of different key festivals, talent labs and markets from around the world met to discover their respective programmes.



TALENT DAYS

AN OPPORTUNITY TO ELEVATE PROJECTS.

Talent Days is an opportunity to develop skills and insights to take projects to the next level, touching on everything from production to financing. Led by industry experts invited to share their experience and give updates in film production,

financing, and distribution. In various sessions across two days, they shared their industry expertise and inspiration to help emerging filmmakers expand their knowledge and skills for a competitive edge in the international market.



PUBLIC INITIATIVES

06





PUBLIC AND COMMUNITY INITIATIVES

DEDICATED TO GROWING THE LOVE FOR FILM ACROSS COMMUNITIES.

Via outreach initiatives, the Red Sea International Film Festival is dedicated to cultivating film culture throughout different communities. This proactive approach is inspired by the idea to

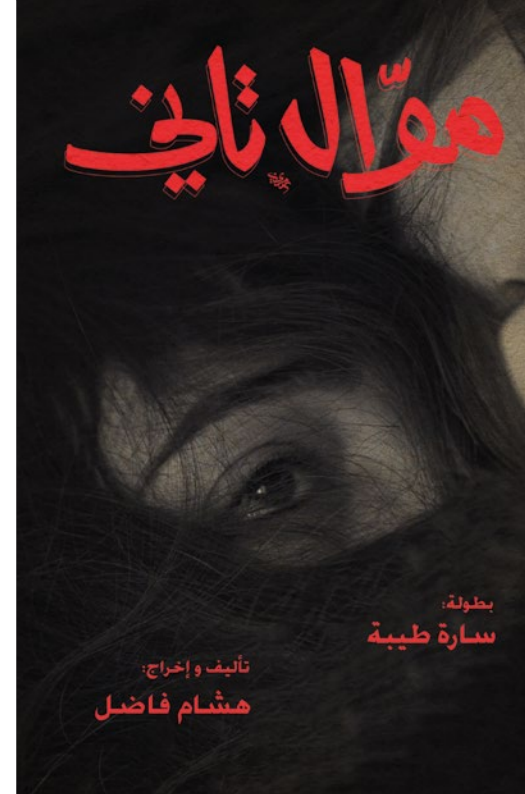
take filmmaking to the heart of the city and straight to the people, making it accessible to all ages and inspiring the next generation of filmmakers.

SAUDI CINEMA NIGHTS

NEW FEATURES AND SHORTS PREMIERES BY SAUDI DIRECTORS.

Saudi Cinema Nights was a showcase of recent works by talented Saudi directors. The two-day event saw premieres alongside short films in a programme of recent works by Saudi

directors. Notably, audiences enjoyed the world premiere of *Carnaval City* (2021) and the Arab premiere of *40 Years and One Night* (2020) – in the presence of the directors and cast.





CINEMA AL HARA

YOUR FRIENDLY NEIGHBOURHOOD CINEMA.

Cinema Al Hara contributed with its community outreach programmes, consisting of outdoor masterclasses and film screenings in various Jeddah neighbourhoods.

The proactive approach of the programme was inspired by the idea to take the festival to the heart of the city of Jeddah and straight to the people.

CONCERTS

MUSICAL ACTS TO IGNITE THE SENSES.

Film and music go hand in hand, and because of that, the Red Sea International Film Festival hosted some exciting musical acts. As part of the comprehensive festival experience, the musical performances had the guests enjoying a wonderful

time, experiencing the auditory form of art that engages the senses and enriches the soul. Take a look at the musical artists who performed at the Red Sea International Film Festival, outlined on the next few pages.



DJ Cosmicat
DJ Elfuego
DJ Dish Dash
YR Music
Rima Khcheich
Hargat Kart
Pavo
Fusion Act
Love and Revenge
Ash
Vinyl Mode
Disco Misr
DJ Viva
DJ Gehlen



COVERAGE

07





CAMPAIGN

CREATING WAVES OF CHANGE THAT TRULY RIPPLE.

The “WAVES OF CHANGE” theme of the festival in 2021 was born from the concept of metamorphosis – transforming the nature of something into a form that is completely different. While humans don’t change physically, we certainly can mentally. Our exposure to different things evolves us. It opens our minds to new ideas, new perspectives, new stories and new cultures. Through its compelling and diverse programme, the Red Sea

International Film Festival truly brought about WAVES OF CHANGE – be it for film lovers, for the Saudi film industry or for the country and beyond. This festival exposed film enthusiasts to something other than what they are used to, opening minds up to new ideas and perspectives. Shifting our lens to that of awe. Everything that follows is then a metamorphosis, evolution for the better, growth.



THE BUZZ
OF THE DAY
MARCHÉ
Back to business

LOCAL
SAUDI ARABIA
A fast growing
market

MARKET
HIGHLIGHT
RUSSIA
A strong presence
in Cannes

INDIA
Launches a new
fund

مهرجان
البحر الأحمر
السينمائي
الدولي
RED SEA
INTERNATIONAL
FILM FESTIVAL
DECEMBER
6-15, 2021



WAVES OF CHANGE

THE 1ST RED SEA
INTERNATIONAL
FILM FESTIVAL

Accreditation opens on July 10

Red Sea Fund submissions close on July 21

Visit us at the Saudi Pavilion, Stand No. 120

WITH THE
SCREENINGS
SCHEDULE FOR
TUESDAY 6
AND WEDNESDAY 7
JULY 2021

REDSEAIFMFFEST.COM #REDSEAIFM #RedSeaIFF21

THE Hollywood REPORTER

مهرجان
البحر الأحمر
السينمائي
الدولي
RED SEA
INTERNATIONAL
FILM FESTIVAL
DECEMBER
6-15, 2021



WAVES OF CHANGE

THE 1ST RED SEA
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Film submissions close on August 18

Visit us at the Saudi Pavilion, Stand No. 120

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THE Hollywood REPORTER

THE COMIC CANNES

مهرجان
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الدولي
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FILM FESTIVAL
DECEMBER
6-15, 2021



WAVES OF CHANGE

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FILM FESTIVAL

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ROCKET SCIENCE
Embraces
Indie Model

• By Manori Ravindran
Most U.K. sales agents have
dimmed downsize — or none
at all — to Cannes this year, but
Rocket Science CEO Thomas
Schumacher had no qualms
about getting back to business as
usual on the Croisette.

Rocket Science has two films in
the festival: Sean Penn-directed
competition title "Flag Day" and
David Lowery's "The Old Man".
Schumacher, a former managing
director of Netflix Films, has
been a big force in the indie
space since 2010. He brought a
large team down to Cannes, where
the shingle is also shopping one of
the buzziest titles at the Pre-Cannes
Screenings: Todd Haynes' "May
December".

"As a business decision, it's
obviously much more rational and
cheaper to do it on Zoom, but I
thought it was [important] for us
as a company to project that
we're at the forefront of
requesting that door and going back
and supporting the festival," said
Schumacher, a former managing
director of Netflix Films. He
brought a large team down
to Cannes, where the shingle
is also shopping one of the
buzziest titles at the Pre-Cannes
Screenings: Todd Haynes' "May
December".

ROCKET CONTINUED P.36

Nonpareil

Saban Buys
Willis' 'Soul'

• By John Hoge
Saban Films has acquired
rights to North America along
with Australia, New Zealand,
Austria, Germany, Switzerland,
Spain, France, South Africa and
Scandinavia to Bruce Willis
thriller "Soul Asylum".

Directed by Jesse Ales, the
revenge thriller also stars
Homazoo Muehls (Catching a
Killer) and Barry Jay Minkoff
("Exposure"). Atlas also wrote
"Soul Asylum" along with Aaron
Holtz, based on their short "Let
Them Die Like Lovers". Jeff
Elliot ("House of Cards") pro-
ducer CONTINUED P.36

Change in the Air

• By Peter DeBruge
Americans are used to watching
Americans use the day in mo-
nies. That's the kind of hero Bill
Baker wants to be for his daugh-
ter Allison — a young woman
convicted of murdering her girl-
friend while studying abroad
— in "Sportlight" director Tom
Reeve CONTINUED P.36

Kingston has experienced a boom in all
aspects of film industry activity, recently
becoming the Middle East's top-growing
territory in terms of theatrical box office
returns.

But Saudi's ambitions to build a film in-
dustry have been hindered by the 2017
murder of journalist Jamal Khashoggi and reports
that appear to implicate Crown Prince
Muhammad bin Salman in the assassin-
ation.

SABAN CONTINUED P.36

مهرجان
البحر الأحمر
السينمائي
الدولي
RED SEA
INTERNATIONAL
FILM FESTIVAL
DECEMBER
6-15, 2021



WAVES OF OPPORTUNITY

Accreditation opens
on July 10

Visit us at the Saudi Pavilion,
Stand No. 120

مهرجان
البحر الأحمر
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الدولي
RED SEA
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FILM FESTIVAL
DECEMBER
6-15, 2021



WAVES OF CHANGE

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INTERNATIONAL
FILM FESTIVAL

Accreditation opens on July 10

Red Sea Fund submissions close on July 21

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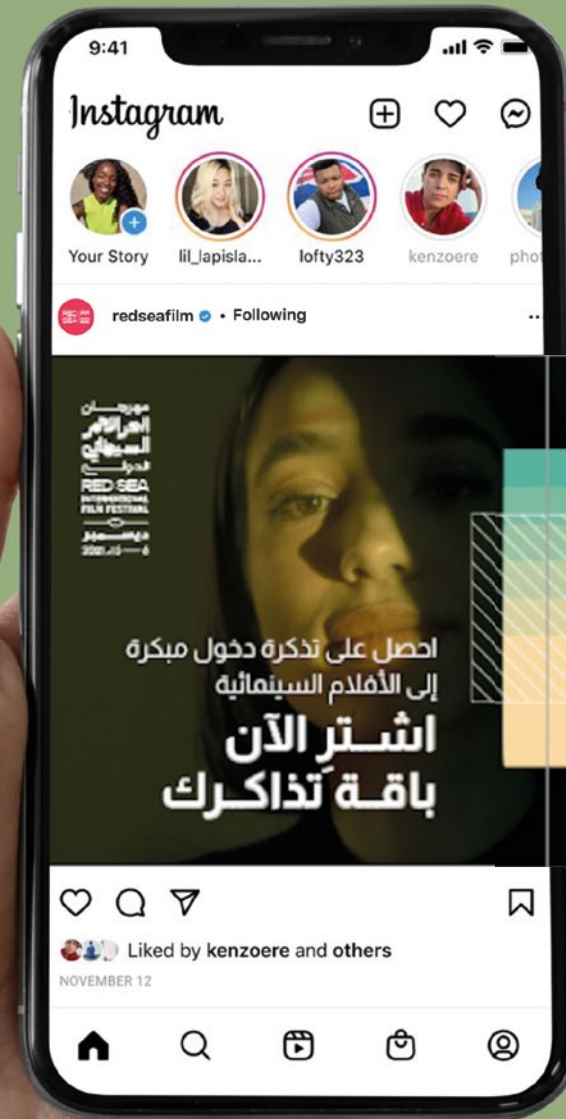
OVERVIEW

CONVERSATION SPARKED — ONGROUND AND ONLINE.

The Marketing Campaign kicked off in Cannes Film Festival, followed by Venice Film Festival. Digital partnerships with leading production houses (Telfaz) and media groups (SRMG, MBC) were established and our main campaign included leading Saudi film talents – generating a rise of awareness in the film

community and general public pre-festival. Globally, an overall reach of 265.2M was achieved on digital platforms. 41k posts mentioned RedSeaIFF on social media, and sentiment online was overall positive. The PR value of the campaign totalled USD 527M.







8M

GOOGLE
IMPRESSIONS

426k

WEBSITE VIEWS
SEP - DEC

TWITTER
IMPRESSIONS

25.3M

14k

WEBSITE VIEWS
UNITED STATES

8k

WEBSITE VIEWS
EGYPT

127M

TIKTOK
IMPRESSIONS

35.1M

INSTAGRAM
IMPRESSIONS

SNAPCHAT
IMPRESSIONS

69M



6,072

**FACEBOOK
FOLLOWERS**

50.7k

**INSTAGRAM
FOLLOWERS**

**TIKTOK
FOLLOWERS**

12.5k

**TWITTER
FOLLOWERS**

16.6k



Ali Kalthami



Ibraheem Alkhairallah



Mohammad Dokhei



Mohammad Alhamdan



Meshal Aljaser



Mila Al Zahrani



Sohayb Godus



Yagoub Alfarhan

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STRATEGIC SPONSOR



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