

RED | FF
SEA | 24

سوق
البحر الأحمر
RED SEA
SOUK

SOUK TALENTS

DEC 07 — 11
2024

Red Sea
International
Film Festival
4th edition

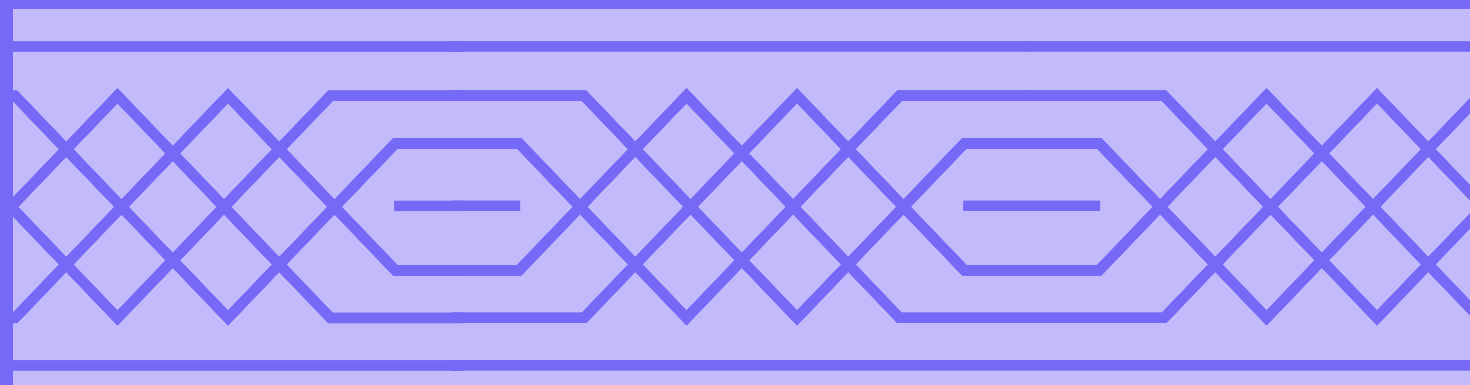


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Souk Partners

✦ Red Sea Souk Sponsors ✦



نيوم NEOM



CULTURAL DEVELOPMENT FUND

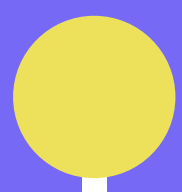
Welcome to **Souk Talents**, Where Dreams Take Flight

**DEC 07 — 11
2024**

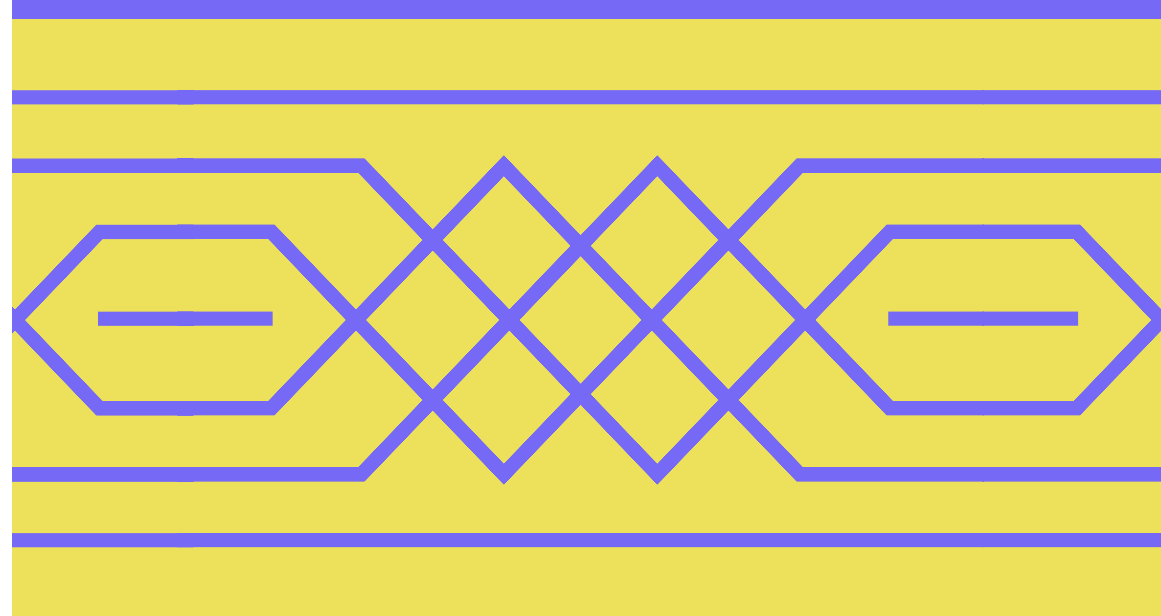
Get ready for a week packed with innovation, creativity, and exciting opportunities. Let's shape the future of cinema together!

Join us for a week of cinematic magic at Red Sea Souk Talents, part of the Red Sea International Film Festival!

With an array of inspirational talks, hands-on workshops, and exclusive mentoring sessions, you'll have the opportunity to learn from leading industry professionals, engage with experts, explore new opportunities, and become part of a dynamic and supportive film community.







Red Sea Souk Talents Schedule





Saturday**DEC 07, 2024**

✦ Workshop: Film Critics' Gems





-  11:00 - 13:00
-  EN
-  Souk Workshops Room
-  All Badges
Invitation only

✦ Cinefilomania

Thierry Fremaux
hosted by Kaleem Aftab





-  13:00 - 14:00
-  Translated From
English to Arabic
-  Souk Forum Room
-  All Badges

✦ Souk Connections





-  17:00 - 18:30
-  EN
-  Souk Industry Room
-  Souk, Labs and Festival Badge
Advance Sign-up Only

DEC 08, 2024**Sunday**

✦ Workshop: Film Critics' Gems





-  11:00 - 13:00
-  EN
-  Souk Workshops Room
-  All Badges
Invitation only

✦ Souk Connections

-  17:00 - 18:30
-  EN
-  Souk Industry Room
-  Souk, Labs and Festival Badge
Advance Sign-up Only





✦ Workshop: Filming With A Smartphone

Yassine Ramdani

-  13:00 - 15:00
-  EN
-  Souk Workshops Room
-  All Badges
Invitation only

Monday**DEC 09, 2024**

✦ Workshop: Film Critics' Gems





-  11:00 - 13:00
-  EN
-  Souk Workshops Room
-  All Badges
Invitation only

✦ Snapshot On Actors

- Andrew Garfield**
-  11:30 - 12:30
-  Translated From English to Arabic
-  Souk Forum Room
-  All Badges





✦ Workshop: Filming With A Smartphone

Yassine Ramdani





-  13:00 - 15:00
-  EN
-  Souk Workshops Room
-  All Badges
Invitation only

✦ Film Analysis – The Skeleton of Your Film!

Yassine Ramdani





-  15:30 - 16:30
-  Translated From English to Arabic
-  Souk Forum Room
-  All Badges

✦ Souk Connections

-  17:00 - 18:30
-  EN
-  Souk Industry Room
-  Souk, Labs and Festival Badge
Advance Sign-up Only

Tuesday**DEC 10, 2024**





✦ Workshop: Film Critics' Gems

-  11:00 - 13:00
-  EN
-  Souk Workshops Room
-  All Badges
- Invitation only

✦ Film Marketing: Building the Perfect Digital Package for a Film in the Times of AI





- Mathias Noschis**
-  14:00 - 15:00
-  Translated From English to Arabic
-  Souk Forum Room
-  All Badges

✦ Souk Connections

-  17:00 - 18:30
-  EN
-  Souk Industry Room
-  Souk, Labs and Festival Badge
- Advance Sign-up Only





✦ Snapshot On Actors

Marisa Tomei

-  11:30 - 12:30
-  Translated From English to Arabic
-  Souk Forum Room
-  All Badges

✦ Snapshot On Actors





Dev Patel

-  15:30 - 16:30
-  Translated From English to Arabic
-  Souk Industry Room
-  All Badges

DEC 11, 2024

Wednesday

✦ **Filmmakers
Spotlight**

-  10:00 - 11:30
-  EN
-  Souk Workshops Room
-  Closed Session

✦ **The Pitch Buzz Event
Presentation**

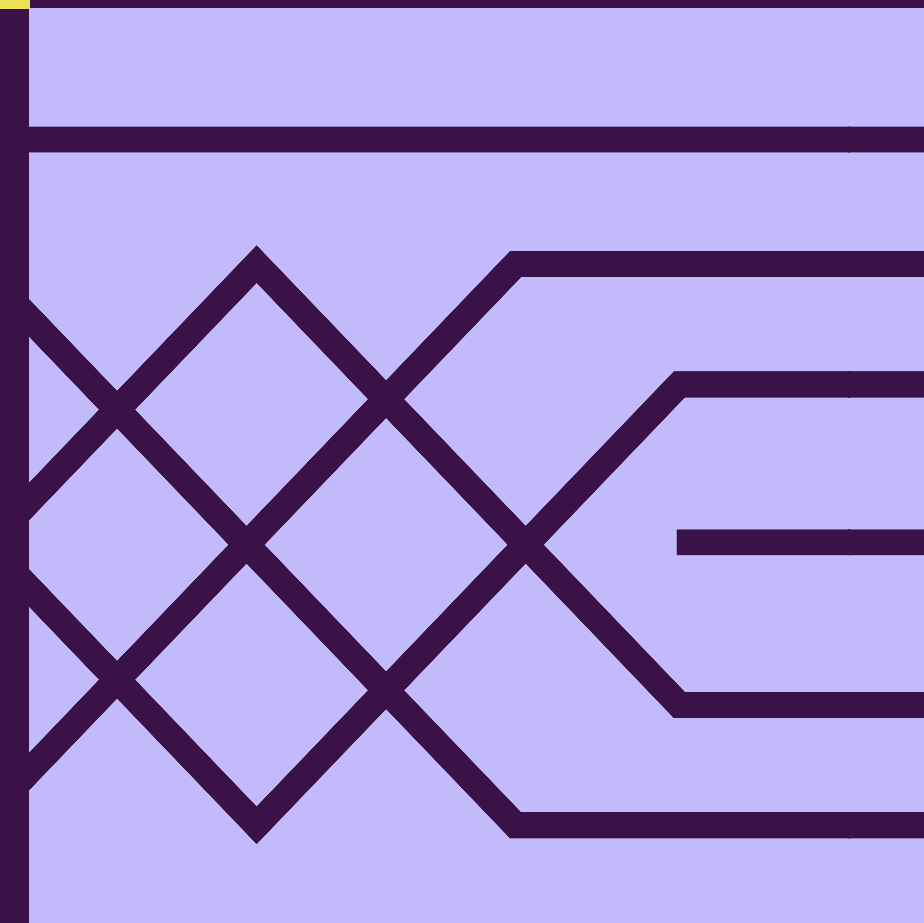
Hakim Mao

-  14:00 - 15:00
-  Translated From
English to Arabic
-  Souk Forum Room
-  All Badges

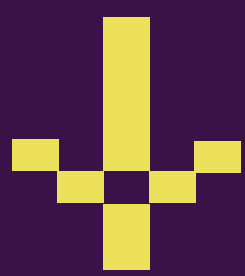
Souk

Talents

Program



Film Critics' Gems



Enhancing the Art of Film Critic

7 — 10 December

11:00 AM

@Souk Workshops Room

These workshops are designed to nurture the next generation of film critics' through hands-on mentorship from seasoned Cinema Journalists. This initiative aims to nurture and develop the skills of emerging film critics, helping them to gain a deeper understanding of film analysis and improve their writing under the guidance of established critics.



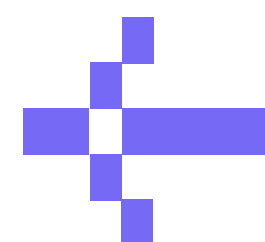
Check
our mentors

Our Mentors

Kaleem Aftab

Director of International Programming,
Red Sea Film Foundation

Kaleem Aftab is the Director of International Programming for the Red Sea International Film Festival. He has been a film critic for 25 years and you can still hear him talk about movies on BBC Radio. He also produced several award-winning short films and feature films.

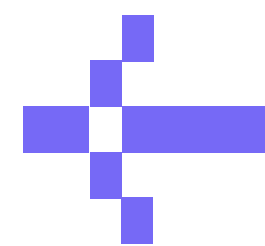


**“Be open to advice
while staying true
to your vision.”**

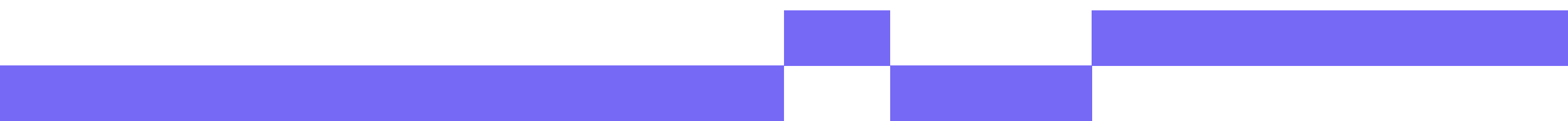
Ahmed Alayyad

Film Critic, Fasllah

Ahmad Al-Ayyad, a Saudi journalist and critic, is the founder and editor-in-chief of “Fasllah” cinematic website and a member of the International Federation of Film Critics (FIPRESCI).



**“Watch more
and more movies.”**

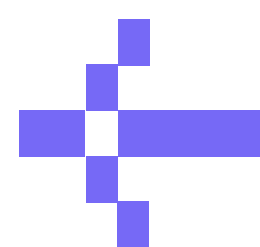


Our Mentors

Patrice Carré

Journalist, Le Film Français

Patrice Carré has been a member of the short film selection committee of the Cannes Film Festival, as well as the Critic's Week. Since 1998, he has been writing for the weekly magazine "Le Film Français", in charge of the sections on short films, technical industries, training, Africa, the Arab world, and Benelux. For 15 years, he was editor-in-chief of the short film program, Cinécourts, broadcast on Ciné+ (Canal+ Group). He has directed three short films, and a documentary series on the new waves of cinema around the world. Currently, he is developing a fiction series project. Carré also advises production companies in the MENA region on the potential of their projects in the Western market.

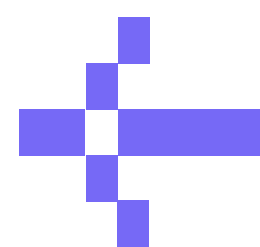


"Adventure is just around the corner," and, "Be generous."

Mahdi Fleifel

Filmmaker, Nakba FilmWorks

Mahdi Fleifel, born in Dubai, is a filmmaker based between Denmark, England, and Greece. A graduate of the British National Film & Television School, he founded Nakba FilmWorks in 2010. His debut feature A World Not Ours won over 30 awards globally, including the Berlinale Peace Prize. Other works like A Man Returned (Silver Bear, EFA nomination) and A Drowning Man (Cannes, BAFTA nomination) have garnered acclaim. His latest film To a Land Unknown premiered at Cannes 2024 and is touring festivals.



"Think of a thousand other things you could do besides cinema. If, after all that, you still feel an undeniable pull toward filmmaking, then dive in wholeheartedly."

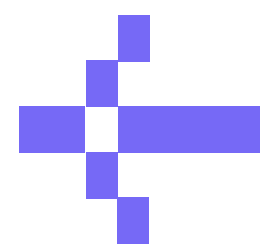


Our Mentors

Rafa Sales Ross

Writer and Programmer

Rafa Sales Ross is a Brazilian film journalist, critic and programmer currently living in Scotland. She contributes to Variety, BBC Culture, and Sight & Sound among others, and can often be seen writing about Latin American cinema and explorations of death and desire.

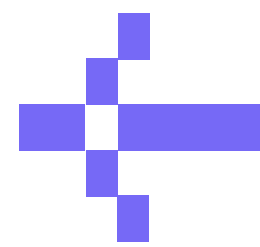


“Be curious!”

Ola Salwa

Journalist, Cineuropa

Ola Salwa is a Polish film critic and journalist with over 20 years of professional experience. She currently writes for Polityka and Cineuropa, among others. She is a member of Fipresci and the European Film Academy. Additionally, she consults scripts and holds the position of Head of Industry at the Polish Film Festival. Ola is learning Arabic and wants to focus on Arab cinema.



“Focus on what is unique in your voice and nurture that, instead of trying to be like everyone else.”

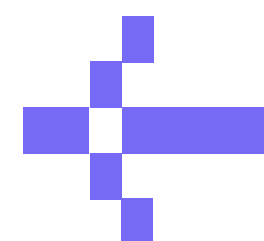


Our Mentors

Ahmed Shawky

President, International Federation of Film Critics (FIPRESCI)

Egyptian film critic, programmer, and president of the International Film Critics Federation (FIPRESCI), Shawky publishes weekly articles about the film and entertainment industry. He has published eight books on Egyptian cinema. Shawky is the president of the Egyptian Film Critics Association (EFCA), and the Head of CineGouna Funding, the industry program of the El Gouna Film Festival. He worked as an artistic director/programmer for many festivals including Cairo, Malmo, and Mumbai, among others. He served as a jury member at various festivals such as Locarno, Shanghai, Eurasia, and Transylvania. Shawky was the president of the 2022 Cannes Film Festival FIPRESCI Jury.



“Read, write, watch films, watch films, and watch films!”



Snapshot on Actors



Join us for a series of dynamic and inspiring sessions where acclaimed actors share their career journeys, experiences, and invaluable advice.

These sessions are a must-attend for anyone passionate about acting and cinema.

Don't miss out on this chance to deepen your understanding of the craft and take your passion for acting to the next level!

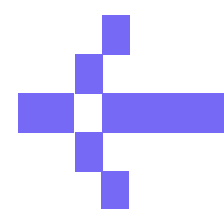
Our Guests

**Monday, 9 December, 11:30 AM
@ Souk Forum Room**

Andrew Garfield

Andrew Garfield is a two-time Academy Award® nominee, Emmy Award® nominee, Golden Globe Award-winning, and Tony Award-winning actor whose transformative performances across major studio films, independent features, and on stage have captivated global audiences for over a decade.

“Work. Play at work. Experiment. Stay loose. Find what turns you on and makes you feel most alive and terrified. That’s where your work is. Study. Learn with teachers you feel drawn to. Create your own tool kit. Read. Find out what you love and give your attention and energy to that pursuit. Find great mentors who will be honest with you and who see you truly and deeply. Who honor your talent. Don’t be afraid of failure. Reframe failure as courage. We are all meant to create in our own style. We all have a corner of the great garden to tend to. Search for your own corner. And devote your heart to it.”



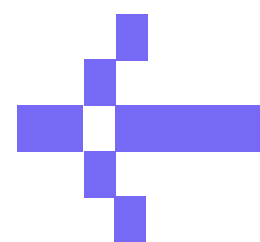
Our Guests

**Tuesday, 10 December 11:30 AM
@ Souk Forum Room**

Marisa Tomei

Marisa Tomei has masterfully balanced dramatic and comedic roles throughout her career. She received an Academy Award for *My Cousin Vinny*, as well as earning Academy nominations for *In the Bedroom* and *The Wrestler*. Tomei notably starred in the Marvel Universe as May Parker, including *Spider-Man: No Way Home*, the sixth-highest-grossing film of all time. She was recently seen in Rebecca Miller's "*She Came To Me*", which debuted at the Berlin Film Festival; "*Upgraded*" on Amazon; and also starring in and executive producing "*High Tide*", which debuted at SXSW 2024.

"Work from your inner life, work with your dream life, find your people and create with them. Don't wait to be asked. Create."

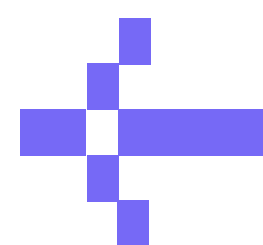


Our Guests

Sunday, 10 December, 15:30 PM
@ Souk Forum Room

Dev Patel

DEV PATEL most recently played the lead in his critically acclaimed directorial debut *Monkey Man* which premiered at SXSW and which he also co-wrote. He starred in Wes Anderson's adaptation of Roald Dahl's short story collection *The Wonderful Story Of Henry Sugar and Poison* on Netflix, and plays the lead in David Lowery's *The Green Knight* for A24. Prior to this, he played the title role in Armando Iannucci's *The Personal History of David Copperfield*, for which he was nominated for Best Actor at the Golden Globes. He can also be seen in the hit anthropology series *Modern Love* for Amazon, for which he was nominated for an Emmy. Previous credits include *Lion* for which he won the BAFTA, and was also nominated for an Oscar and a Golden Globe.



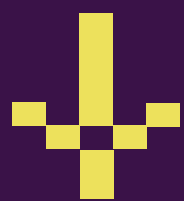
Filming With A Smartphone

8 – 9 December

1:00 PM

@Souk Workshops Room

This 2-day workshop offers participants a unique opportunity to master the art of smartphone filmmaking in the vibrant atmosphere of the festival.



By: Yassine Ramdani
Screenwriter & Director,
Kourtrajmé Film School

Born in Tlemcen, Algeria, Yassine Lassar Ramdani is a French & Algerian screenwriter and director based in Paris. Trained as a neuroscientist, he graduated from the Kourtrajmé class of 2020. Five-O, his debut short film, screened at 50+ festivals, including Tribeca and Clermont-Ferrand Film Festivals. Now working for film and television, his feature writing debut with French company Gaumont has entered production while his directing debut with French Studio Pathé is in development.



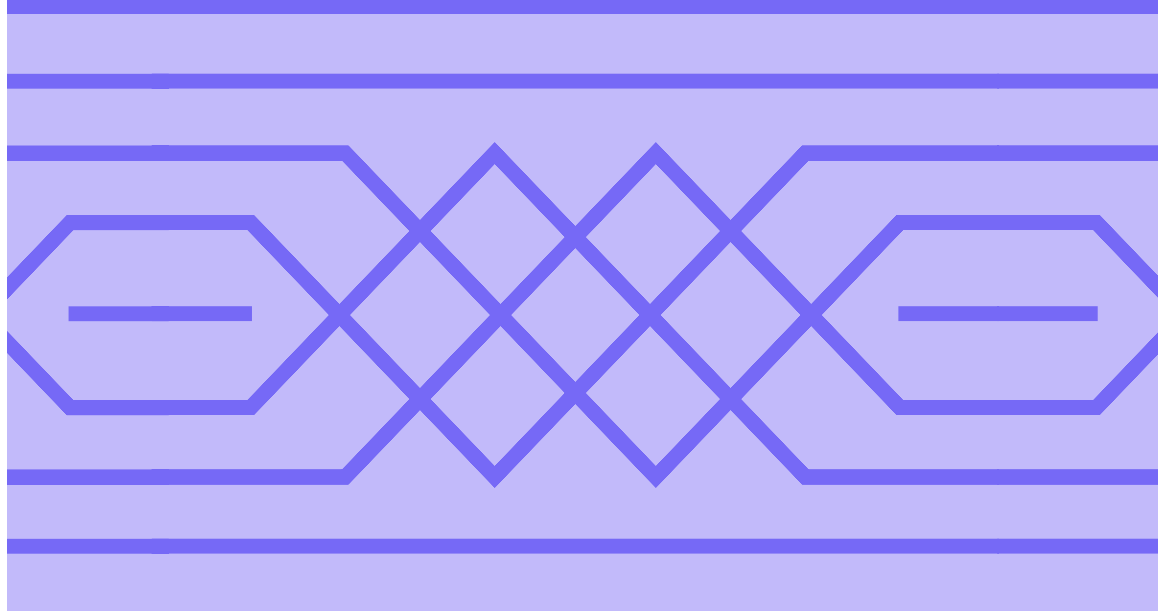
**“Don't stay on your own!
Find your crew. Success
in the film industry is
everything but
a one-man show.”**



Masterclass

From Shorts to Feature: A Journey into Feature Film Production

Souk Talents 2024 presents a series of masterclasses for filmmakers ready to transition from short films to feature-length projects. Over three days, learn from industry experts, analyze the art of storytelling, and discover key marketing strategies to elevate your career.



Cinefilomania

Saturday

1:00 PM

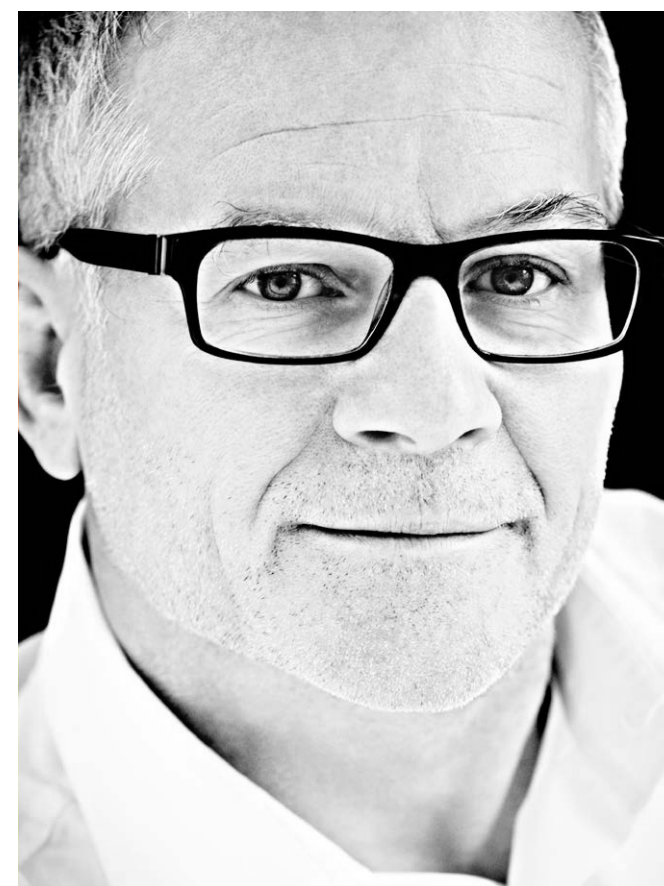
7 December

@Souk Forum Room

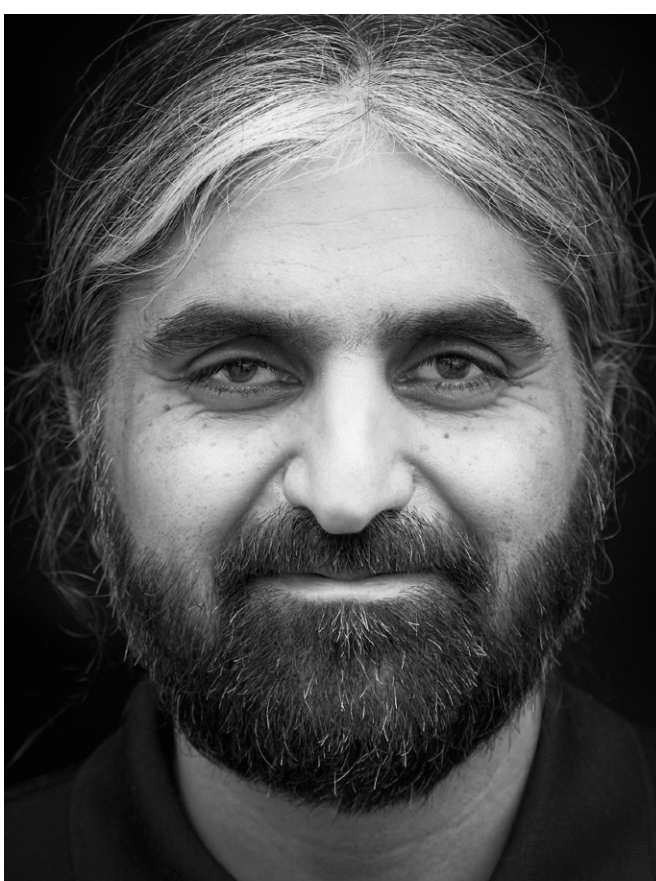
Immerse yourself in the world of cinema with “Cinefilomania,” a masterclass presented by Kaleem Aftab, featuring the special guest, renowned programmer Thierry Fremaux. Together, they will explore and discuss the films that have deeply influenced their careers and shaped their cinephilic views. This engaging session offers a rare opportunity to delve into the creative minds of these cinema icons, making it a must-attend event for cinephiles, aspiring filmmakers, and anyone passionate about the art of film.

Featuring Thierry Fremaux

Thierry Frémaux, born on May 29, 1960, in Tullins-Fures, France, is a prominent figure in the world of cinema. With a master’s in contemporary history focused on cinema, he began as a volunteer at the Institut Lumière, eventually becoming its General Manager in 1999. He founded the Lumière Festival in 2009, celebrating the art of filmmaking. Since 2007, Frémaux has been serving as General Delegate of the Cannes Film Festival, curating a rich program and hosting legendary filmmakers worldwide.



“If you love cinema, cinema will love you back.”



Hosted By Kaleem Aftab



Kaleem Aftab is the Director of International Programming for the Red Sea International Film Festival. He was a film critic for 25 years and you can still hear him talk about movies on BBC Radio and has also produced award-winning short films and feature films.

“Be open to advice while staying true to your vision.”

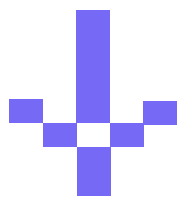
Film Analysis – The Skeleton of Your Film!

Monday, 9 December

3:30 PM

@Souk Forum Room

Discover the secrets of great screenwriting in this dynamic masterclass on film analysis. This session explores how dissecting films can enhance your storytelling skills. Learn about the structural elements of a great screenplay through real-world examples and interactive discussions. Whether you're working on your first screenplay or refining your next project, this masterclass will give you tools and methods to take your writing to the next level.



By: Yassine Ramdani

**Screenwriter & Director,
Kourtrajmé Film School**

Born in Tlemcen, Algeria, Yassine Lassar Ramdani is a French & Algerian screenwriter and director based in Paris. Trained as a neuroscientist, he graduated from the Kourtrajmé class of 2020. Five-O, his debut short film, screened at 50+ festivals, including Tribeca and Clermont-Ferrand Film Festivals. Now working for film and television, his feature writing debut with French company Gaumont has entered production while his directing debut with French Studio Pathé is in development.



**“Don't stay on your own!
Find your crew. Success
in the film industry is
everything but
a one-man show.”**

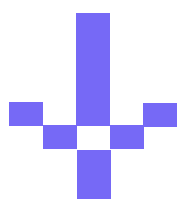
Film Marketing: Building the Perfect Digital Package for a Film in the Times of AI

Tuesday, 10 December

2:00 PM

@Souk Forum Room

Marketing is essential to a film's success, but how do you stand out in a crowded digital landscape? Led by Mathias Noschis from Alphapanda, this masterclass teaches you to create a social media package to make your film shine on Instagram, Facebook, TikTok, and YouTube, with the support of AI tools and in the latest digital formats.



By: Mathias Noschis

Alphapanda / Head of Strategy

Mathias Noschis is a film marketing strategist specializing in social media. He founded Alphapanda, a film marketing agency with team members in Berlin, Warsaw, and Milan. Alphapanda's client list includes The Match Factory, Bankside Pictures, Warner Bros, German MEDIA Desks, and several independent producers, distributors, and sales agents.

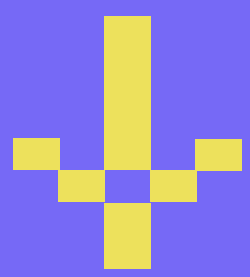


Watch as many films as you can!"

The Pitch Buzz

December 11 ,Wednesday

2:00 PM



@Souk Forum Room

An exclusive platform designed to empower Saudi filmmakers, offering them the chance to pitch their short film projects to key industry professionals. Participants will undergo expert training and present their projects to a jury of esteemed professionals, with the opportunity to win mentoring and script editing guidance.

Don't miss the chance to witness emerging talents showcase their work and prestigious awards.

Thanks to



رايترز هاوس
Righters House

VUES
CONSULTANCY & PRODUCTION

Our Mentor

Hakim Mao

Filmmaker and Consultant

Hakim Mao was born and grew up in Agadir, Morocco. He studied editing before graduating with a degree in Cinema Studies from the École Nationale Supérieure Louis Lumière. From 2014 to 2024, he was a partner at Initiative Film, the Paris-based company specializing in international film development, as well as a writer and script consultant on projects in development. Hakim has directed the short films “Fragile” (2020) and “Idiot Fish” (2022) and is currently developing his first feature film with the French company Furyo Films.

The Selected Projects:

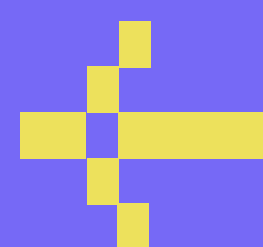
“Fireworks” by Abrar Qari

“Mirage” by Tamim and Nahr Mukhtar

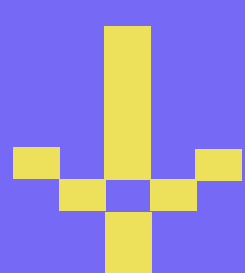
“Sawsan’s Salon” by Zahra Al Zuwayed

“Under the Abaya” by Ahmed Alnasser

**“Be kind to everyone,
no matter their
position in the film
industry.”**



Filmmakers Spotlight



**Wednesday, 11 December, 10:00 AM
@Souk Workshops Room**

Exclusive sessions crafted for emerging Saudi cinema directors and shorts in competition! These meetings are designed to connect with the industry experts who match your specific needs, providing invaluable insights, advice, and opportunities to elevate your career.

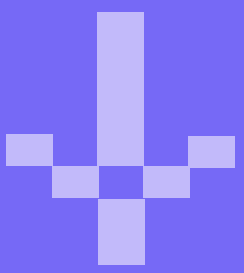


Souk Connections

7 – 10 December

5:00 PM

@Souk Industry Room
RSVP Online With your Badge



Join our Souk Connections

Reserve -15minute one-on-one meetings with industry experts who are ready to share insights, offer advice and explore collaboration opportunities. Whether you're an emerging talent or a seasoned professional, Souk Connections is your chance to expand your network and forge meaningful industry contacts.

Make reservations directly through your festival page. Don't miss out on connecting with key players who are shaping the future of film!

Make your reservation [here](#).

Souk Talents Team

Shivani Pandya Malhotra,
Managing Director

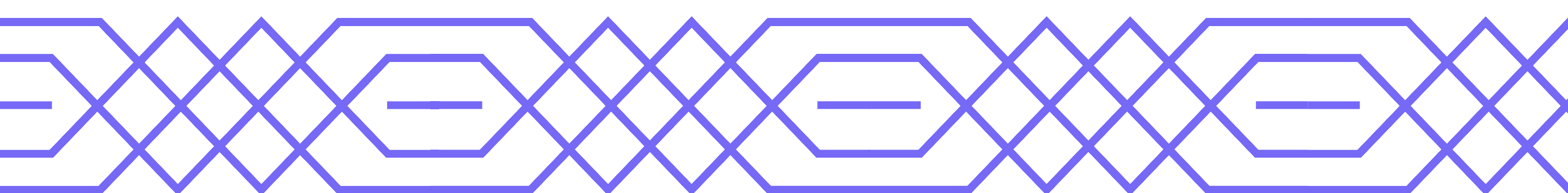
Alice Kharoubi,
Head of Red Sea Souk Talents &
International Shorts Programmer

Holly Daniel,
Souk Director

Yar Mekhtigian,
Senior Red Sea Souk
Talents Coordinator

Zain Zedan,
Red Sea Souk Manager

Fatima Mazeh,
Red Sea Souk Talents Coordinator



Thank You

We want to extend our sincere appreciation for your invaluable contributions to our event.

✦ **To our Industry Guests:**

Your expertise and involvement enriched Souk Talents, and we're thankful for your insights and interactions that added depth to our discussions.

✦ **To our Speakers:**

Your knowledge and passion left a lasting impact. Your dedication to our event's success was truly commendable, and we're grateful for your thought-provoking presentations.

✦ **To our Attendees and Guests:**

Your active participation and vibrant presence created a memorable atmosphere.

✦ **To the Red Sea International Film Festival Team:**

Your hard work and meticulous planning were the foundation of this event's success. Your commitment to excellence was evident in every detail.

We also want to express our gratitude to our sponsors and partners for their support.

Thank you all for turning Souk Talents into the remarkable experience that it is. We look forward to seeing you again next year.

Red Sea Fund



redseafilmfest.com

**250+ Projects, with
15 Million US Dollars
in Grants.**

A dynamic force in the world of Arab and African film financing, the Red Sea Fund operates across four cycles, encompassing projects in stages of development, production, and post-production.

Documentary, fiction, animation, episodic, shorts, and features, the Fund is looking out for filmmakers and the new exciting wave of films.

250+
Projects
supported

120+
Co-productions

160+
Award
Nominations

100+
Festival Awards

Red Sea Labs

200+ Artists
90+ Female Artists
59 Feature Films

THE RED SEA LABS is a platform for filmmakers and artists, offering multiple diverse programs to help them achieve their vision and create a support system for artists in their creative journeys in film and TV. The Red Sea Labs brings projects from inception to production.

The Red Sea Labs operates all year round to support talents from the Arab, African, and Asian regions.

Experience Al Balad



**Every day, from
9:00 AM to 1:00 AM,**

you'll experience the Red Sea International Film Festival at a stunning new cinema palais, offering a state-of-the-art cinematic experience in Al Balad's Culture Square.

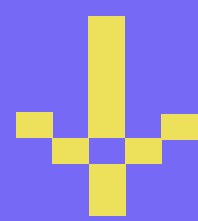
Enjoy cafés, the excitement of the red carpet, and pre-movie entertainment. Just steps away, you can explore the lively Festival Garden, adding even more to your festival experience.

For more information on how to get the most out of your Al Balad experience, click [here](#)

Contact Us

Culture Square,
Al Balad Jeddah, Saudi Arabia
Email: souktalents@redseafilmfest.com

For the ultimate festival experience,
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11th November – 4th December
10:00 AM – 6:00 PM

3th – 14th December
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