



**March 4-13, 2011**

**MIAMI INTERNATIONAL FILM FESTIVAL**  
**SPONSOR RECAP**

EXPAND YOUR WORLD | AGRANDA TU MUNDO

## 2011 Miami International Film Festival Sponsor Recap

Your Miami International Film Festival Sponsor package is comprised of tangible and intangible benefits. Tangible benefits include collateral materials, advertising, logo positioning, direct short and long-term market exposure and a hospitality package. Intangible benefits include your affiliation with the U.S.'s leading Ibero film festival and one of the world's top international film festivals, direct corporate association with quality programs and events, access to a major international market, access to a direct audience of more than 65,000, an indirect audience of more than 400,000,000 as well as corporate branding to regional, national and international markets.

### Tangible Benefits

The Festival's advertising and marketing campaign included local, national and international broadcast, cable, print and web-based media as well as outdoor and "non-traditional" vehicles. More than 2,000,000,000 tracked gross impressions were realized, a 40% increase over 2010. Sponsors were co-branded in all available Festival advertising.

The Festival's outreach efforts included Film Guides, film and program flyers, postcards and special Street team cards, social media, networking and tickets. More than 250,000 printed Film Guides were utilized and the Festival Catalogue enjoyed strong distribution.

All Sponsors received ticketing benefits commensurate with their level. All Sponsors received logo or line listing on House Boards, Film Guide and the Festival website. All Sponsors had the opportunity to display corporate marketing material at every major Festival. Depending on levels, Sponsors were branded as sole or co-hosts and underwriters of programming, events and venues, up to and including presentation privileges.

### Intangible Benefits

The Miami International Film Festival's 2011 program introduced the vision of Jaie Laplante, the Festival's Executive Director, who continued developing the Festival's "destination event" concept. A total of 179 films (91 features and 88 shorts) and 160 screenings were presented during the 10 days. More than 80 of these films reached "rush line" status and additional screenings for four films were added due to audience demand. More than 60% of all films screened at the Festival were represented by the director, a producer or actors. The 2011 Festival program received very high marks from surveyed attendees and critics.

The Festival had 275 credentialed media attend (additional media coverage was earned by the Festival but not all media were credentialed by Press Operations). Total media contacts grew to more than 1700 world-wide. The Festival enjoyed more than 650,000,000 gross coverage impressions in more than 150 print, electronic and broadcast outlets world-wide, including: HBO, OK!, AOL, MGM Network, IndieWire, Univision, Variety, Screen International, Ocean Drive and E! Entertainment.

The 2011 Festival enjoyed the highest number of "Rush Line" films in more than eight years, sold out its Master Classes, and enjoyed an increase of more than 50% in social media followers, for the second year in a row.



*Elite Squad 2 director José Padilha  
on the red carpet*



*MDC President Eduardo J. Padron and  
MIFF's 2011 Sponsor Board*



*Rush Line at UM's Cosford Cinema*



# 2011 Miami International Film Festival Sponsor Recap

## Sponsor Benefit Overview

The following impressions and exposure include only those vehicles where Sponsor companies were mentioned or featured. Total 2011 MIFF advertising gross impressions are estimated at more than 3,000,000,000.

## MIFF Reach

### Advertising

Logo and/or line listing in MIFF ads placed including such publications as: AmericaEconomia, Cravings SF, Diario las Americas, Diario la Revista, El Nuevo Herald, Gusman Playbill, ICG, Miami Art Guide, Miami Herald, Miami New Times, Poder, Screen International (Daily & Weekly), Selecta, Wire, Yachting Times)

### Publications/Collateral materials

Save the Date and Call for Entries  
Tickets Poster  
Film Guide back page  
Festival Catalogue  
Profile in Festival Catalogue  
REEL Education Seminars Booklet  
Event Invitations  
Inclusion in Festival press releases (2 releases)

### Electronic Broadcast

#### Theatre venues

#### On-screen Recognition

Festival trailer (all venues throughout Festival)

Advertisement before screening

#### International, National and Regional Cable and Broadcast

Comcast  
HBO Latin America  
Telemundo  
Terra  
Univision  
VeneMovies  
VeneVision

### Internet

Advertising (AmericaEconomia, herald.com, Miami.com, LatAmCinema, withoutabox, newtimes.com, Comcast, FilmAnnex, ICG.com, MiamiARTZine, MAG, MDC, miamifilmfestival.com, terra.com, Venevision.com)

Festival Insider

Wrap Reports

MIFF website advertising

On-line Recognition ([www.miamifilmfestival.com](http://www.miamifilmfestival.com))

Logo and Hyper link on Festival Web site

Embedded logos through website

Event Invitations



Volunteers, powered by FPL!



Jaie Laplante, Eduardo J. Padron and the directors of Opening Night's Chico & Rita



Illy at Opening Night



Sold out crowd enjoying the Lexus Pursuit of Perfection Closing Night Party



## **ON -SITE PROMOTION**

### On-site signage/announcements/branding

House and Venue Festival Boards (all Sponsors)  
Merchandise, including Volunteer Team T-shirts, MIFF bag, Lanyards  
Event and Venue Specific Boards  
"Official Sponsor" Boards  
Happy Hours and Receptions  
Parties and other Events  
MIFF Grid

### Other Branding

Audience Awards ballots  
Airport banners and signs  
Gusman Seat Covers  
Step & Repeats

### On-site Distribution

Opportunity to distribute branded information throughout 10 day Festival

## **HOSPITALITY**

### Screening Tickets

Screening Tickets & Priority Selection Privilege  
Opportunity to Purchase Additional Tickets at Discounted Price  
2-week pre-selection period  
Discounts for employees  
Invitations to exclusive events during and after the Festival

## **TOTAL GROSS IMPRESSIONS**

**3,000,000,000**



*Kodak's "Stop by. Learn film. Shoot film." REEL Education Seminar*



*Mr. Yum & Soi Asian Bistro stations at Opening Night Celebration*

**2011 Miami International Film Festival  
Media Coverage Sampling**

A Solo Story blog  
ABC 10  
ABC Guionistas (Spain)  
ABC.com (Spain)  
About.com (Miami)  
AllHipHop.com  
America Teve 41  
AOL Moviefone  
AOL Movies: PopEater  
AOL Music: The BoomBox.com  
BallerStatus.com  
BeachedMiami.com  
Boca Raton Magazine  
Bossip.com  
Broward-Palm Beach NewTimes.com  
Caracol TV (Colombia)  
CBS4 Miami  
CBS4Miami.com  
Cine Y Tele (Spain)  
CinemaTropical: Tropical Front blog  
CollegeDJ.net  
Comcast South Florida  
Daily Candy (Miami)  
Diario de Cuba (Spain)  
Diario Femenino (Spain)  
Diario Las Americas  
E! News Entertainment  
Eater.com Miami edition  
El Nuevo Herald  
El Nuevo Herald.com  
El Pais  
El Pais.es (Spain)  
Eurochannel  
Eventful.com Miami events  
Examiner.com  
Film Festival Today  
FilmAnnex  
FilmAnnex.com  
Flavorpill.com Miami  
Flickr.com  
Florida International Magazine  
Florida International Magazine  
FOX 7  
FOX News Latino  
Frederick Wildman and Sons  
Frederick Wildman Juice blog  
FreshLikeDougie.com  
German Consulate of Miami  
Getty.com  
HauteLiving.com  
HBO Latin America  
HipHopnMore.com  
HipHopWeekly.com  
Hollywood Industry  
Hollywood Reporter  
IMDB.com News  
IndependentFilm.com  
IndieWire.com  
IndieWire.com, Spout blog  
IndieWire.com, Sydneys Buzz  
IndieWire.com, Thompson on Hollywood blog  
International Business Times  
It's In Miami.com  
Jewish Journal  
JustLuxe.com  
Kartemquin Films  
KimzHollywoodList  
Knight Foundation  
KnightArts.org (blog of Knight Foundation)  
La Bloga.com  
LatAmCinema.com  
Lauren Wissot: Beyond the Green Door blog  
LaVozArizona.com  
Living Large With Miss Finesse (Mario Betto)  
LocalWineEvents.com  
MegaTV  
MGM Networks  
MGM Networks Latin America  
Miami Art Guide  
Miami Coalition for the Homeless  
MDC The College Forum  
Miami Dade College The Reporter  
Miami Dade College Forum newsletter  
Miami Dade College Dr. Padron e-newsletter  
Miami Downtown Development Authority (DDA)  
Miami Herald

## 2011 Miami International Film Festival Media Coverage Sampling

Miami New Times.com, Calendar  
Miami New Times.com, Movies  
Miami New Times.com, Slideshows  
Miami New Times.com, The Weekly Fix  
Miami.com  
Miami.com (en espanol)  
MiamiArtGuide.com  
MiamiBeach411.com  
FilMiami.com  
MiamiNewTimes.com, Short Order blog  
MiamiNewTimes.com, Cultist blog  
MSNBC.com  
MTVNews.com  
NBC 6  
NBC6 Miami.com  
NBC-WKTV-Utica, NY  
NetJoven.pe (USA & Peru)  
Nothing But the Doc blog  
Nothing But the Doc blog  
NotiCine.com  
Ocean Drive  
OK! Magazine  
On Location Vacations  
Online Film Critics Society  
PBS Channel 2  
Plum TV  
PR Web  
RapGodfathers.com  
RBTI Brazil: DirecTV, MotionTV Online  
Screen Daily  
Screen International  
Screen.com  
ShadowAndAct.com  
SipSlow.com  
Slant Magazine  
Soul of Miami  
South Florida Food and Wine blog  
South Florida Gourmet  
South Florida Times  
Star Watch Media  
SunSentinel.com  
TeleFutura 69  
Telemundo 51

Terra.com (Latino)  
Terra.com (U.S.-English)  
The Chef's Connection  
The Scene, a Miami blog  
The305.com  
ThisIs50.com  
THUG.com  
Twitter: Chris Joseph, Miami New Times  
Univision 23  
UrbanDigital.com  
V103 FM Radio Atlanta  
Variety  
Variety.com  
VeneMovies  
Vibe Magazine  
W South Beach e-newsletter  
Wire Magazine  
World Red Eye Productions  
Yelp.com  
You Tube



*HBO interviews Chico & Rita Director Fernando Trueba*



*VeneMovies and Eurochannel interview  
Academy Award winner Susanne Bier*



## **NEWS RELEASE**

**Festival Contact: Dana Ballestero**

**Phone: +1 305-237-3768**

**Cell: +1 305-244-9112**

**dana@miamifilmfestival.com**

**MDC Contact: Juan Mendieta**

**Phone: +1 305-237-7611**

**jmendiet@mdc.edu**

**FOR IMMEDIATE RELEASE:**

**March 17, 2011**

### **Miami Dade College's Miami International Film Festival Closes With Special Thanks to 2011 Sponsors**

**Miami, FL** — Organizers of the 2011 **Miami International Film Festival (MIFF)**, produced and presented by **Miami Dade College (MDC)**, today issued a heartfelt thanks to the robust number of corporate sponsors—76 corporations and organizations—that participated in this year's Festival, supporting independent cinema and the Festival's presentation of more than 100 films from 40 countries during the 10-day event, which ran March 4-13, 2011. Sponsor support is essential to sustaining the vitality of global independent films and to bringing them to Miami audiences through the Festival. Their patronage enriches the Festival experience and also extends to the year-round programs of the Miami Film Society, which offers members access to free, advanced screenings of major Hollywood and independent films before they are released theatrically in the Miami marketplace.

"To bring 100 films in 10 days to film lovers in Miami is a labor of love, and we simply could not have done it without the unwavering support of our sponsors," said Executive Director Jaie Laplante. "To all of our sponsors—new and continuing—you have my deepest appreciation for your support in 2011, and I know we will build upon this year's many successes and will achieve great things together in 2012."

Special thanks go to the Festival's elite roster of long-time sponsors, including American Airlines, Comcast Corporation, the John S. & James L. Knight Foundation, *Miami New Times*, *Screen International*, SomosTV/VeneMovies, Stella Artois, Univision 23 / TeleFutura and Univision Radio, in addition to several new headlining sponsors that joined the Festival, including Lexus and HBO Latin America.

#### **THE COMPLETE LINEUP OF 2011 MIAMI INTERNATIONAL FILM FESTIVAL SPONSORS:**

##### **OFFICIAL SPONSORS:**

The Official Airline: **American Airlines**

The Official Vehicle: **Lexus**

The Official Malt Beverage: **Stella Artois**

The Official Rum: **Rums of Puerto Rico**

The Official Host of the Volunteer Program: **Florida Power & Light (FPL)**

The Official Sponsor of the World, Ibero-American and DOX Grand Jury Competitions: **the John S. and James L. Knight Foundation**

The Official Sponsor of the University of Miami Grand Jury Shorts Competition: **University of Miami**

The Official Sponsor of the Audience Award for Best Feature Film and Best Short Film: **VeneMovies**

The Official Sponsor of the Jordan Alexander Ressler Screenwriting Award: **The Jordan Alexander Ressler Charitable Fund**

The Official Sponsor of the Innovation in Industry Award: **Miami Beach Visitor and Convention Authority**

The Official Sponsor of the REEL Education Seminar Series: **Miami Beach Visitor and Convention Authority**

The Official Sponsor of the Gusman Galas: **Miami Downtown Development Authority (Miami DDA)**

The Official Sponsor of the Lexus Pursuit of Perfection Awards Night Gala Wrap Party: **Lexus**

The Official Wine of the Opening Night Celebration and the Lexus Pursuit of Perfection Awards Night Gala Wrap Party: **Estancia Wines** (Constellation Brands)

The Official Wine of the Career Achievement Tribute Dinner in Honor of Susanne Bier, director of *In a Better World*, the 2011 Academy Award winner for Best Foreign Language Film: **Allure by Pascal Jolivet** (Frederick Wildman and Sons Ltd.)

The Official Host of the First Annual Paella Parade in honor of the films from Spain at the Festival: **El Coto de Rioja Wine** (Frederick Wildman and Sons Ltd.)

The Official Sponsor of the Short Film Competition for Miami High School Students: **Miami Coalition for the Homeless**

The Official Sponsor of the CinemaSlam Competition: **Miami International University of Art & Design**

**PREMIERE SPONSORS:**

American Airlines, Comcast Corporation, HBO Latin America, *Screen International*, Stella Artois

**PRINCIPAL SPONSORS:**

Lexus, Miami Beach Visitor and Convention Authority, Miami-Dade County Department of Cultural Affairs, Miami Downtown Development Authority, *Miami New Times*, *Poder*, Univision 23/ Telefutura, Univision Radio, VeneMovies/Somos TV

**PRODUCING SPONSORS:**

*AméricaEconomía*, *Diario Las Américas*, Gusman Center for the Performing Arts, the John S. and James L. Knight Foundation, Miami Parking Authority, Regal Entertainment Group Rums of Puerto Rico, Telemundo 51

### **SUPPORTING SPONSORS:**

Astoria, El Coto de Rioja Wines (Frederick Wildman and Sons, Ltd.), Estancia Wines (Constellation Brands), Florida Power & Light Company, , Illy, IMDB.com/Withoutabox, City of Miami Beach, *The Miami Herald*, *Selecta Magazine*, Sony, Terra.com, University of Miami, Venevision International Films, W South Beach, Wachovia / Wells Fargo.

### **TARGETED SPONSORS:**

2B Asian Bistro, *944 Magazine*, Accord Productions, , Chophouse Miami, Clos Bistro & Café, Consul General of Israel to Florida & Puerto Rico, Consulate General of Brazil in Miami, Coral Gables Chamber of Commerce, Cravings South Florida, The Dacra Companies, Digital Devoid, FilmAnnex, Florida International University's Latin American and Caribbean Center, Ghirardelli Chocolate, Hard Rock Café, *ICG*, the magazine of the International Cinematographers Guild, Jacober + Associates, Kodak, La Estancia Argentina, La Loggia Ristorante & Lounge, LatAm Cinema.com, Miami Art Guide, MiamiArtZine; Miami Coalition for the Homeless, Miami International University of Art & Design, Mr. Yum's Asian Cuisine, , Movie Magic, Pasha's Healthy Mediterranean Cuisine, The Raleigh Hotel, Red Diamond Wines, The River Oyster Bar, Sobe Sweets, Soi Asian Bistro, Starbucks, Tarpon Bend Raw Bar & Grill, Winter Music Conference, *Wire Magazine* and *Yachting Times Magazine*.

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### **About Miami International Film Festival**

The Miami International Film Festival (MIFF), celebrating its 28th edition March 4-13, 2011, is the premier Ibero-American film festival in the U.S. The annual event, which is produced and presented by Miami Dade College, attracts more than 70,000 film enthusiasts and 400 filmmakers, stars and industry professionals. During the past five years, the festival has screened films from 60 countries and hosted 300 East Coast, U.S. and world premieres. Through *Encuentros*, the festival's mentorship and film development program for filmmakers and projects from Spain, Portugal and Latin America, MIFF has become a primary gateway for the discovery of Ibero-American talent in the entertainment world. In addition, the festival's REEL Education Seminar Series consistently attracts top executives from Warner Bros., Sony Pictures Classics, IFC Films, Fox Searchlight, DreamWorks Animation, HBO Films/HBO Latino and William Morris Endeavor, among many others. For more information, visit [www.miamifilmfestival.com](http://www.miamifilmfestival.com) or call 305-237-MIFF (3456).

### **About Miami Dade College**

Miami Dade College has a long and rich history of involvement in the cultural arts, providing South Florida with a vast array of artistic and literary offerings including The Miami Book Fair International, the *Cultura del Lobo* performing arts series, The Cuban Cinema Series, nine visual arts galleries including The Freedom Tower at Miami Dade College and the School of Entertainment and Design Technology in addition to the Miami International Film Festival. MDC is the largest institution of higher education in the country and is nationally recognized for many of its academic and cultural programs. With an enrollment of more than 170,000 students, MDC is the nation's top producer of associate in arts and associate in science degrees. The college's eight campuses and outreach centers offer more than 300 distinct degree programs, including baccalaureate degrees in education, nursing, public safety management and other in-demand fields.

### **About American Airlines**

American Airlines is honored to serve as the Official Airline for the Miami International Film Festival. American, American Eagle and AmericanConnection<sup>®</sup> serve 250 cities in 40 countries with, on average, more than 3,400 daily flights. The airline's award-winning website, AA.com<sup>®</sup>, provides users with easy access to check and book fares, plus personalized news, information and travel offers. American is nearing completion of the world-class, state-of-the-art North Terminal at Miami International Airport. This will allow American, American Eagle and all of our partners in the oneworld<sup>®</sup> Alliance to operate as many as 340 departures a day from the same terminal. For more, visit [www.aa.com](http://www.aa.com).

### **About *AméricaEconomía***

Since 1986, *AméricaEconomía* magazine has been telling the facts of Latin America from a truly local perspective, covering the media business, economics, politics and finance in the region. The magazine has multiple country editions and is published in Spanish and Portuguese, making it a powerful tool for executive decision makers in the region. The digital platform is one of the most current information sources in the region, with news coverage 365 days a year, on our portal, [www.AmericaEconomia.com](http://www.AmericaEconomia.com) and mobile portal Ameco.mobi. *AméricaEconomía* is headquartered in Santiago, Chile, and has offices in all the capitals of Latin America, Miami in the United States and a network of representatives in Europe and Asia.

### **About Comcast Corporation**

Comcast Corporation ([www.comcast.com](http://www.comcast.com)) is one of the nation's leading providers of entertainment, information and communication products and services. With 22.9 million video customers, 16.7 million high-speed Internet customers, and 8.4 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content. Comcast's content networks and corporate investments include E! Entertainment Television, The Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, 11 regional sports networks operated by Comcast Sports Group and Comcast Interactive Media, as well as an ownership interest in the Philadelphia 76ers NBA basketball team and the Philadelphia Flyers NHL hockey team. Comcast's Florida East Coast Region, which is headquartered in Miramar, Fla., staffs more than 4,000 employees and provides service to millions of South Florida homes in seven counties ranging from Palm Bay to Key West. For more information, visit [www.comcast.net](http://www.comcast.net).

### **About Constellation Brands**

Constellation Brands was founded in 1945 by Marvin Sands as a small, family-owned wine company in Canandaigua, New York. Today, we are the world's leading wine company, with a broad portfolio of premium products across the wine, beer and spirits categories, including: Robert Mondavi, Hardys, Clos du Bois, Blackstone, Arbor Mist, Estancia, Ravenswood, Jackson-Triggs, Kim Crawford, Corona Extra, Black Velvet Canadian Whisky and SVEDKA Vodka. Constellation is an S&P 500 Index and Fortune 1000® company with 6,000 employees, sales in 150 companies and operations at more than 40 facilities. We are committed to our goal: to elevate life with every glass raised.

### **About *Diario Las Américas***

A leader in Spanish-language media, *Diario Las Américas* has been providing in-language, pertinent, local, national, and international news and information to the Hispanic community since 1953. *Diario* transcends boundaries in order to provide the Hispanic community with a sense of home-away-from-home; the tradition of uniting our local Hispanic community with their culture continues to resonate throughout all our pages. *Diario Las Américas*: bridging the Americas for more than 56 years.

### **About Florida Power & Light Company**

Florida Power & Light Company (FPL) is the largest electric utility in Florida and one of the largest rate-regulated utilities in the United States. FPL serves approximately 4.5 million customer accounts in Florida and is a leading employer in the state with more than 10,000 employees. The company consistently outperforms national averages for service reliability while customer bills are below the national average. A clean energy leader, FPL has one of the lowest emissions profiles and one of the leading energy efficiency programs among utilities nationwide. FPL is a subsidiary of Juno Beach, Fla.-based NextEra Energy, Inc. (NYSE: NEE). For more information, visit [www.FPL.com](http://www.FPL.com).

### **About Frederick Wildman and Sons, Ltd.**

Importers of fine wines and spirits since 1934, Frederick Wildman and Sons, Ltd., is committed to excellence, and is a major force in the world of wine in the United States. The familiar Wildman oval found on every bottle sold is recognized around the world as a symbol of quality assurance. The company has become what Frederick Wildman's president and CEO Richard Cacciato calls "the biggest little wine

company in America."

#### **About the Gusman Center for the Performing Arts**

The Olympia Theater opened in 1926 in downtown Miami as a silent movie palace and amazed the public with its stunning Moorish architecture, perfect acoustics and simulated night sky, complete with wafting clouds and twinkling stars. The two-story, 1,567-seat theater also achieved fame as the first air-conditioned building in the South. Thanks to extensive restorations in the 1970s, overseen in part by famed architect Morris Lapidus, the theater was named to the National Register of Historic Places in 1984. Throughout its history, the Olympia—now better known as the Gusman Center for the Performing Arts—has been host to the world's most exciting performers in the arts and entertainment community. Since 1983, the theater has been the premier theatrical venue for the Miami International Film Festival. [www.gusmancenter.org](http://www.gusmancenter.org).

#### **About HBO Latin America**

HBO Latin America is the premium television network leader that, in addition to being recognized for the quality and diversity of its original programming, films and documentaries, also provides services with the highest technology in SD and HD formats in more than 23 countries of Latin America and the Caribbean through its HBO®, HBO®HD, HBO®2, HBO® Plus, HBO® Family, MAX, MAX HD, MAX PrimeSM, Cinemax® channels and SVOD service. [www.hbolag.tv](http://www.hbolag.tv)

#### **About the John S. and James L. Knight Foundation**

The John S. and James L. Knight Foundation advances journalism in the digital age and invests in the vitality of communities where the Knight brothers owned newspapers. The Knight Foundation focuses on projects that promote informed, engaged communities and lead to transformational change. For more, visit [www.knightfoundation.org](http://www.knightfoundation.org)

#### **About The Jordan Alexander Ressler Charitable Fund**

This fund recognizes and supports young people as they embark on their careers as professional screenwriters. Each year, the screenwriter of a film in the Ibero-American Competition of the Miami International Film Festival will be awarded a juried cash prize of \$5,000. The prize was created by the family of Jordan Alexander Ressler, an aspiring screenwriter and Cornell University film studies graduate who, during his brief entertainment career, held production positions with the Tony Award-winning Broadway hits *700 Sundays* with Billy Crystal and *Jersey Boys*. He died at age 23 in a tragic hiking accident while traveling in Nicaragua before he could realize his screenwriting dreams. Projects funded in Jordan's memory include: The Jordan Alexander Ressler Screenwriting Award at the Miami International Film Festival; The Jordan Alexander Ressler Endowment of the La Jolla Playhouse, San Diego; The Jordan Alexander Ressler Endowed Performing Arts Chair of Hillel Day School, Miami; The Jordan Alexander Ressler Performing Arts Theatre at Hillel Day School, Miami; and, The Jordan Alexander Ressler Memorial Library, Avalon Air Force Base, Sinai Desert, Israel.

#### **About Lexus**

Lexus is the leading luxury automaker in the United States. With its reputation for high-quality products and exemplary customer service from its 229 dealers, Lexus has been the top-selling luxury automaker for eleven years in a row. In addition, Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When Lexus was established in 1989, it offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA. [www.lexus.com](http://www.lexus.com)

#### **About the Miami Beach Visitor and Convention Authority**

The Miami Beach Visitor and Convention Authority (MBVCA) is a seven-member authority that was established by the State of Florida in 1967 to support the tourism industry in Miami Beach. By law, MBVCA funding comes from a portion of the bed-resort tax in Miami Beach and must be re-invested in tourist-related opportunities. The MBVCA strategically focuses funding and programming on events and programs that: improve the tourist experience, enhance the global marketing and branding of Miami Beach, attract visitors to stay in Miami Beach and result in significant and positive media

visibility.[www.miamibeachvca.com](http://www.miamibeachvca.com)

### **About the Miami Coalition for the Homeless**

Created by the Miami Coalition for Homeless, a non-profit organization founded in 1987 to end homelessness in South Florida, the High School Student Competition is designed to raise awareness of homelessness in our community. High School students were asked to create original video public service announcements or short films on the theme "Homelessness: Just Look Around." The Miami Coalition for the Homeless ([www.miamihomeless.org](http://www.miamihomeless.org)) partnered with the Miami International Film Festival, Miami-Dade County Public Schools and Neighbors 4 Neighbors in presenting this year's Competition. A record 56 entries were submitted by 65 high school students. All entries were reviewed by an independent panel of judges which selected the first, second and third place winners in the categories of Public Service Announcement and Short Film.

### **About the Miami-Dade County Department of Cultural Affairs**

The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. The Department directs the Art in Public Places program and its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's art collection. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations, as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State's Division of Cultural Affairs and the Florida Arts Council, and the John S. and James L. Knight Foundation. For more, visit [www.miamidadearts.org](http://www.miamidadearts.org).

### **About the Miami Downtown Development Authority**

The Miami Downtown Development Authority (DDA) is committed to improving the quality of life for businesses, employees, residents, and visitors in downtown Miami. As an independent agency of the City of Miami, the Miami DDA supports business growth, infrastructure improvements, and services for Downtown Miami residents and stakeholders. In addition to its programs and initiatives, the Miami DDA is partnering with the City and other government entities to strengthen Downtown Miami's position as an international center for commerce, culture, and tourism. The organization is governed by a 15-member board comprised of three public appointees and 12 downtown property owners, residents and/or workers. [www.MiamiDDA.com](http://www.MiamiDDA.com).

### **About *Miami New Times***

*Miami New Times*, with a weekly circulation of 70,000 and online presence that boasts of more than 2 million page views per month, has become the region's essential compendium of news and information. *Miami New Times* has established a reputation for its insightful coverage of local arts and entertainment, and for its unflinching exposure of Miami's steamy political life. For more, visit [www.miaminewtimes.com](http://www.miaminewtimes.com).

### **About *Poder***

*Poder* is a magazine about Latinos in power and up and coming leaders, offering business news, in-depth analysis, profiles and interviews with the business and political leaders shaping our world. *Poder* is written for a global audience of influential senior business and political decision-makers, as well as entrepreneurs, who search for in depth, cutting edge editorial coverage and exclusive insider access to information on the U.S. Hispanic market and Latin America. For more, visit [www.poder360.com](http://www.poder360.com).

### **About *Screen International***

From market and festival coverage, to reviews, insight and comment, *Screen International* provides a whole-industry perspective from some of the most knowledgeable writers and data analysts in the business. Both online and in print, *Screen International* delivers deep analysis and market intelligence on the biggest issues that are facing the industry, plus all the latest news, developments and box-office data

at ScreenDaily.com. Screenbase, our online, interactive database provides key production and financing information of the top five European territories, making it easier to locate project funding and find key creative partners. *Screen international* is the essential resource for anyone working the global film industry. For a subscription to *Screen International*, visit [www.subscription.co.uk/screen/shif](http://www.subscription.co.uk/screen/shif)

### **About *Selecta Magazine***

*Selecta Magazine* is considered the magazine of choice among upscale Hispanics, delivering quality and consistent reporting for over two decades. With a 28-year track record, *Selecta Magazine* has become the gateway between the high-end luxury market and its consumers, featuring the finest things in life—the latest in high-end fashion, technology, automotives, yachting, watches, jewelry, travel and the most exclusive social events in the world are all within its pages. [www.revistaselecta.com](http://www.revistaselecta.com)

### **About Stella Artois**

Stella Artois is part of a Belgian brewing tradition dating back to 1366. It is the number one Belgian beer in the world and is present in over 80 countries. Stella Artois is a bottom-filtered, blonde pilsner. It is thirst-quenching, with a malty middle and crisp finish that delivers a full flavor and a hint of bitterness. Stella Artois is best enjoyed served between 3 and 5 degrees Celsius and should be served in the unique Stella Artois Chalice Glass according to the 9 Step Pouring Ritual to guarantee a perfect experience of this gold standard lager. [www.stellaartois.com](http://www.stellaartois.com)

### **About the University of Miami**

The University of Miami's mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of our diversity of our University family, we strive to develop future leaders of our nation and the world. The School of Communication at UM is dedicated to a global educational perspective and is committed to providing a socially responsible and ethically grounded learning environment. Providing quality undergraduate and graduate programs in communication, including motion pictures, that emphasize the relationship between theory and practice, the School believes in freedom of expression and creativity, and encourages both collaboration and independent thinking as we prepare future scholars, professionals and leaders for a lifetime of service and learning. Located on campus and open to the public, the Bill Cosford Cinema presents a wide variety of contemporary, classic and foreign films in a classic, widescreen format and hosts lectures from renowned actors and directors. For more information, visit [www.miami.edu](http://www.miami.edu).

### **About Univision Communications Inc.**

Univision Communications Inc. (UCI) is the premier media company serving the U.S. Hispanic community. Its assets include Univision Network, one of the top five networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the U.S. reaching 95% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, reaching 85% of U.S. Hispanic Households; Galavisión, the country's leading Spanish-language cable network; Univision Studios, which produces and co-produces reality shows, dramatic series and other programming formats for the Company's platforms; Univision Local Media, which owns and/or operates 62 television stations and 70 radio stations in major U.S. Hispanic markets and Puerto Rico; Univision Interactive Media, which includes Univision.com, the leading Spanish-language Internet destination in the U.S., and Univision Móvil, the industry's most comprehensive Spanish-language suite of mobile offerings; and TuTV, U.S. outlet for pay television channels of Mexico-based Grupo Televisa. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [www.univision.net](http://www.univision.net).

### **About VeneMovies and SOMOS TV**

VeneMovies is a pay television channel that broadcasts Spanish-language films 24 hours a day, with no commercial breaks, and is part of SOMOS TV. SOMOS TV is a company devoted to the exploitation, development and promotion of the growth of pay TV in the U.S. Hispanic market and Puerto Rico. For more, visit [www.venemovies.com](http://www.venemovies.com).

**About Wachovia Bank**

Wachovia, a Wells Fargo Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.2 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, the Internet (wellsfargo.com and wachovia.com), and other distribution channels across North America and internationally. With more than 278,000 team members, Wells Fargo serves one in three households in America. Wells Fargo & Company was ranked #19 on *Fortune's* 2009 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially. [www.wellsfargo.com](http://www.wellsfargo.com)

**About Withoutabox, a division of IMDb.com**

Since 2000, Withoutabox has been finding new ways to connect film artists with their audiences. The company works directly with over 750 film festivals on six continents, and serves a loyal professional filmmaker community of over 250,000 filmmakers in 200 countries, from first-time directors to Academy Award winners. Now a division of IMDb.com (International Movie Database), an Amazon.com company, Withoutabox's fully integrated set of on-line tools, including the signature International Film Submissions System, help save time and money while enabling filmmakers to reach their full potential and film festivals to reach the widest possible audience for independent film. For more, visit [www.withoutabox.com](http://www.withoutabox.com).

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**FOR IMMEDIATE RELEASE:**  
**MARCH 12, 2011**

### **The 28<sup>th</sup> Annual Miami International Film Festival Honors the Best Selections in World and Florida Cinema at Annual Awards Night Ceremony**

Marimbas From Hell, The Interrupters, The Piano in a Factory, Jean Gentil *and* Hamill  
*capture top Grand Jury Prizes and Audience Awards;*  
Magic City Memoirs *Executive Producer Andy Garcia, Director Aaron Salgado and Producer Jaydee*  
*Freixas receive Lexus Pursuit of Perfection Award*

**Miami, FL** – Organizers of the 28<sup>th</sup> annual Miami International Film Festival, produced and presented by Miami Dade College, tonight celebrated 9 days (with another day of screenings still to come) of 100 films from 30 countries with the Awards Night Ceremony at the Gusman Center for the Performing Arts. A special screening of 2011 Best Foreign Language Film Academy Award nominee *Incendies*, the French Canadian-Arab drama from director Denis Villeneuve, followed the ceremony.

Juried awards were presented in the following competition categories: Ibero-American, DOX and World, all sponsored by the John S. & James L. Knight Foundation; and Short Film, sponsored by the University of Miami. The Festival presented two Audience Awards—for Best Feature Film and Best Short Film—both sponsored by VeneMovies.

Earlier in the week, the Festival presented a Tribute Award for Career Achievement to Susanne Bier, who brought her recently won Oscar for *In A Better World* with her to the ceremony; and the Festival also presented awards to the winners of Cinemaslam, the Festival's inaugural Miami-area college student film competition.

The Festival inaugurated a new awards category this year: the Innovation in Industry Award, sponsored by the Miami Beach Visitor & Convention Authority, which honors a director that presents a unique vision in international filmmaking. This award was selected by the Festival's programmers and awarded to Morgan Spurlock's *The Greatest Movie Ever Sold*.

New Festival sponsor, luxury automaker Lexus, presented the company's signature Lexus Pursuit of Perfection Award—designed to honor outstanding professional and civic achievements by minorities—to the trio representing the World Premiere of the made-in-Miami independent film *Magic City Memoirs*: Academy Award-nominated actor, producer and director Andy Garcia (who served as executive producer), director Aaron Salgado and producer Jaydee Freixas.

"This year's films were fierce, and, therefore, so was the competition," said Executive Director Jaie Laplante. "Congratulations to all the winners, but especially to all the filmmakers who shared their dreams and visions with us this year."

"This has truly been a memorable Festival. Congratulations to the competition winners and also to Jaie, the entire MIFF and college teams, and all the volunteers who make our beloved festival possible," said Dr. Eduardo J. Padron, president of Miami Dade College.

Corporate presenters and sponsors included the John S. and James L. Knight Foundation, the Jordan Alexander Ressler Charitable Fund, Lexus, the Miami Beach Visitor & Convention Authority, the Miami Coalition for the Homeless, VeneMovies and the University of Miami.

**AND THE 2011 MIAMI INTERNATIONAL FILM FESTIVAL WINNERS ARE:**

**KNIGHT FOUNDATION IBERO-AMERICAN COMPETITION:**

- Knight Foundation Grand Jury Prize: ***Marimbas From Hell (Las marimbas del infierno)*** by **Julio Hernández Cordón** (Guatemala/France/Mexico)—a \$20,000 USD cash prize awarded by the Miami-based John S. and James L. Knight Foundation
- Honorable Mention: ***Half of Oscar (La mitad de Óscar)*** by **Manuel Martín Cuenca** (Spain/Cuba)

**KNIGHT FOUNDATION WORLD COMPETITION:**

- Knight Foundation Grand Jury Prize: ***The Piano in a Factory (Gang de qin)*** by **Zhang Meng** (China)—a \$20,000 USD cash prize awarded by the Miami-based John S. and James L. Knight Foundation
- Honorable Mention: ***Intimate Grammar (Hadikduk Hapnimi)*** by **Nir Bergman** (Israel)

**KNIGHT FOUNDATION DOX COMPETITION:**

- Knight Foundation Grand Jury Prize: ***The Interrupters*** by **Steve James** (USA)—a \$10,000 USD cash prize awarded by the Miami-based John S. and James L. Knight Foundation
- Honorable Mention: ***If a Tree Falls: A Story of the Earth Liberation Front*** by **Marshall Curry** (USA)

**UNIVERSITY OF MIAMI SHORTS COMPETITION:**

- University of Miami Grand Jury Award for Best Short Film: ***Blokes (Blockes)*** by **Marialy Rivas** (Chile)—a \$2,500 USD cash prize awarded by the University of Miami
- Honorable Mention: ***Yuri Lennon's Landing on Alpha46*** by **Anthony Vouardoux** (Switzerland/Germany)

**THE JORDAN ALEXANDER RESSLER SCREENWRITING AWARD:**

- The husband-and-wife directing and screenwriting team of **Israel Cárdenas** and **Laura Amelia Guzmán** of ***Jean Gentil***—a \$5,000 USD cash prize awarded by the Jordan Alexander Ressler Charitable Fund; open to films in the Ibero-American Competition

**MIAMI BEACH VISITOR & CONVENTION AUTHORITY INNOVATION IN INDUSTRY AWARD:**

- ***The Greatest Movie Ever Sold*** by **Morgan Spurlock** (USA)—sponsored by the Miami Beach Visitor and Convention Authority

**VENEMOVIES AUDIENCE AWARD, BEST FEATURE FILM:**

- ***Hamill*** by **Oren Kaplan** (USA)

**VENEMOVIES AUDIENCE AWARD, BEST SHORT FILM:**

- ***Yuri Lennon's Landing on Alpha46*** by **Anthony Vouardoux** (Switzerland/Germany)

**FLORIDA FOCUS COMPETITION: CINEMASLAM** for COLLEGE filmmakers in Miami

- Winner: ***Augustus*** by **Bobby Douge** of Miami International University of Art & Design
- Honorable Mention: ***Nurse Interrupted*** by **Lara Fuchsbrauner** of Miami International University of Art & Design

**FLORIDA FOCUS COMPETITION: MIAMI COALITION FOR THE HOMELESS** for HIGH SCHOOL filmmakers in Miami

- Winner (Overall): ***Homelessness: Just Look Around*** by **Kasey Gonzalez, Emily Galvez and Lauren Thermes**, South Dade Senior High

- Winner (Public Service Announcement): ***The Road to Ruin***, by **Eric Flemons**, University School of Nova Southeastern University

#### **LEXUS PURSUIT OF PERFECTION AWARD:**

- Given to **Andy Garcia** (executive producer), **Aaron J. Salgado** (director) and **Jaydee Freixas** (producer), ***Magic City Memoirs***

#### **ABOUT THE COMPETITIONS, JURORS AND AWARDS:**

##### **WORLD COMPETITION**

This category celebrates the works of up-and-coming filmmakers from around the globe. One of the 10 films in this competition will win a Knight Grand Jury Prize in the amount of \$20,000 USD from the Miami-based John S. and James L. Knight Foundation, which seeks to enhance Miami's reputation for quality film programming as one way to promote informed and engaged communities.

**World films in competition:** *(818)* by Robert Lee King (USA); *Amador* by Fernando León de Aranoa (Spain); *Hamill* by Oren Kaplan (USA); *Intimate Grammar (Hadikduk Hapnimi)* by Nir Bergman (Israel); *Jo for Jonathan (Jo pour Jonathan)* by Maxime Giroux (Canada); *Mandoo* by Ebrahim Saeedi (Iraq); *Microphone* by Ahmad Abdalla (Egypt); *The Piano in a Factory (Gang de qin)* by Zhang Meng (China); *A Quiet Life (Una vita tranquilla)* by Claudio Cupellini (Italy/Germany/Switzerland); and, *Tilva Rosh (Tilva Roš)* by Nikola Ležaić (Serbia).

##### **World Competition jury:**

- **Sylvain Auzou (France and Italy)**, international film festival industry program and relations consultant, including Cannes Market; co-founder of Venice Days, the independent side section and film market of the Venice Film Festival; and creator of the industry section, new Rome International Film Festival.
- **Peter Debruge (USA)**, senior film critic and features editor for *Variety*, who moderated this year's REEL Education Seminar "A Conversation With...Morgan Spurlock" at MIFF and has served as a juror in film festivals around the world, including Miami and SXSW.
- **Gregory Allen Howard (USA)**, award-winning screenwriter, producer, author and playwright whose current credits include *Remember the Titans* and *Ali*, plus the upcoming *Better Angels*, starring and directed by Oscar winner Forest Whitaker, scheduled to be shooting in June 2011 in Uganda and New York.

##### **IBERO-AMERICAN COMPETITION**

This category, a specialty of the Miami International Film Festival, presents the feature films by first-, second- and third-time directors from Spain, Portugal and Latin America. One of the 9 films in this competition will win a Grand Jury Prize in the amount of \$20,000 USD from the Miami-based John S. and James L. Knight Foundation, which seeks to enhance Miami's reputation for quality film programming as one way to promote informed and engaged communities.

**Ibero-American films in competition:** *All Your Dead Ones (Todos tus muertos)* by Carlos Moreno (Colombia); *Half of Oscar (La mitad de Óscar)* by Manuel Martín Cuenca (Spain/Cuba); *The Invisible Eye (La mirada invisible)* by Diego Lerman (Argentina); *Jean Gentil* by Israel Cárdenas and Laura Amelia Guzmán (Dominican Republic/Mexico/Germany); *Marimbas From Hell (Las marimbas del infierno)* by Julio Hernández Córdón (Guatemala/France/Mexico); *No Return (Sin retorno)* by Miguel Cohan (Argentina); *A Stone's Throw Away (A tiro de piedra)* by Sebastian Hiriart (Mexico); *A Useful Life (La vida útil)* by Federico Veiroj (Uruguay/Spain); and, *Water and Salt (Agua y sal)* by Alejo Taube (Argentina).

##### **Ibero-American Competition jury:**

- **Peter Belsito (USA)**, a founding member of the Independent Feature Project (IFP) in New York City, and blogger for SydneysBuzz blog on IndieWIRE (by his wife, Sydney Levine), which specializes in covering international independent films and film markets around the world.

- **Santiago Loza (Argentina)**, director and screenwriter, whose credits include debut feature *Extraño*, which won the Tiger Award for Best Picture at the 2003 Rotterdam International Film Festival; *The Invention of Flesh (La invención de la carne)*, which screened at Locarno in 2009 and MIFF's Cutting the Edge Competition in 2010; and, *Los labios*, an Official Selection of the *Un Certain Regard* section of the 2010 Cannes Film Festival.
- **Julia Solomonoff (Argentina and USA)**, producer, director, screenwriter and Columbia University film directing instructor, whose credits include *Sisters (Hermanas)*, *The Motorcycle Diaries*, *Cocalero*, *The Last Summer of La Boyita (El último verano de La Boyita)*, winner of the Best Screenplay Award at MIFF 2010; and, the upcoming *Everyone Has a Plan (Todos tenemos un plan)*, starring Viggo Mortensen, to be filmed in summer 2011 in Argentina.

## DOX COMPETITION

This category presents some of the world's most provocative documentary feature films that examine social issues, diverse cultures, icons and inspiring people and events. One of the 10 films in this competition will win a Grand Jury Prize in the amount of \$10,000 USD from the Miami-based John S. and James L. Knight Foundation, which seeks to enhance Miami's reputation for quality film programming as one way to promote informed and engaged communities.

**Documentary films in competition:** *The Black Power Mixtape 1967-1975* by Goran Hugo Olsson (Sweden/USA); *Bobby Fischer Against the World* by Liz Garbus (USA); *How to Start Your Own Country* by Jody Shapiro (USA); *If a Tree Falls: A Story of the Earth Liberation Front* by Marshall Curry (USA); *The Interrupters* by Steve James (USA); *Little Voices (Pequeñas voces)* by Jairo Carrillo and Oscar Andrade (Colombia); *Magic Trip: Ken Kesey's Search for a Kool Place* by Alex Gibney and Alison Ellwood (USA); *Page One: A Year Inside The New York Times* by Andrew Rossi (USA); *Project Nim* by James Marsh (United Kingdom); and *The Redemption of General Butt Naked* by Daniele Anastasion and Eric Strauss (USA).

### DOX Competition jury:

- **Heather Croall (England/United Kingdom)**, director of Sheffield Doc/Fest, the premier documentary festival and film market in the United Kingdom and former director of the Australian International Documentary Conference and MeetMarket.
- **Jeremy Kay (USA and United Kingdom)** Los Angeles-based U.S. Editor for *Screen International* and *ScreenDaily.com* who covers film festivals around the world.
- **A.J. Schnack (USA)**, founder of the top U.S. blog dedicated to covering documentary films, *AllTheseWonderfulThings.com*, and award-winning independent film director, producer and editor whose credits include *Convention*, *Kurt Cobain: About a Son*, *The Art of Making Money*, *Beats, Rhymes and Life: A Tribe Called Quest* and an upcoming documentary about the U.S country music and tourism mecca of Branson, Missouri.

## SHORTS COMPETITION

This category features the latest works from independent shorts filmmakers from around the world. One of the 9 films in this competition will win the Grand Jury Prize in the amount of \$2,500 USD from the University of Miami, sponsor of this event.

**Short films in competition:** *Blokes (Blockes)* by Marialy Rivas (Chile); *Good Luck (Buena Suerte)* by Max Jubin (Denmark/Spain); *In the Privacy of My Home (En la privacidad de mi hogar)* by Angel Manuel Soto (Puerto Rico/USA); *Los 4 McNifikos* by Tucker Davila Wood (Spain); *Love Patate* by Gilles Cuvelier (France); *Rosa* by Monica Laraina (Argentina); *Roxy* by Shirley Petchprapa (USA); *Spider Fang!* By Justin Perkinson (USA); *Sunny (Ensolorado)* by Ricardo Targino (Brazil); and, *Yuri Lennon's Landing on Alpha46* by Anthony Vouardoux (Switzerland/Germany).

### Shorts Competition jury:

- **Konstantia Kontaxis (USA)**, director of the Motion Picture Program at the University of Miami and associated producer of the Miami Short Film Festival from 2007-2009.

- **Lucas Leyva (USA)**, founder and “Minister of the Interior” of the Miami-based Borscht Film Festival, an international short film competition.
- **Dennis Scholl (USA)**, vice president of the Miami-based John S. and James L. Knight Foundation and short film producer and screenwriter, whose credits include the Emmy-winning short *Sunday's Best*.

### **THE JORDAN ALEXANDER RESSLER SCREENWRITING AWARD**

This special category and award recognizes and supports young people as they embark on their careers as professional screenwriters. It was created by the South Florida family of Jordan Alexander Ressler, an aspiring screenwriter and Cornell University film studies graduate who, during his brief entertainment career, held production positions with the Tony award-winning Broadway hits *700 Sundays* with Billy Crystal and *Jersey Boys*. He died in a tragic hiking accident while traveling in Nicaragua at age 23, before he realized his dream. This Grand Jury Prize in the amount of \$5,000 USD will be awarded to a screenwriter or screenwriters of a feature film in the Ibero-American Competition by the Jordan Alexander Ressler Charitable Fund.

### **FLORIDA FOCUS COMPETITION**

This category was created to encourage and promote the next generation of Florida filmmakers. This category supports high school and college students in Miami Dade County and their short films.

The awards are sponsored by Film Florida, the not-for-profit trade association that works to promote the creation of film industry jobs and economic incentives that will attract film productions and companies to Florida. Film Florida will present two \$500 USD Sarah Fuller Student Scholarships, one each in the high school and college categories. Winners will also receive \$500 USD worth of film from Eastman Kodak and movie scheduling and budgeting software from Movie Magic.

And, for the fifth consecutive year, the Miami Coalition for the Homeless is sponsoring three contests, open to Miami-Dade County high school students, designed to bring public attention to the plight of the homeless: an original song, a 30-second public service announcement and a short film. These contests offer symbolic prizes awarded by the Coalition.

#### **Florida Focus Competition jury:**

- **Michael Dagnery (USA)**, a Miami Dade College graduate and VP of Content Services and Development for MTV TR3s.
- **Rhonda Mitrani (USA)**, director, Cuba Mia and former development executive with Miramax Films and MTV Networks Latin America
- **Viviane Spinelli (USA)**, director, Brazilian Film Festival of Miami

#### **About the Miami International Film Festival**

Now in its 27<sup>th</sup> year, MIFF utilizes Miami's advantageous geographical and cultural position as the gateway to Latin America and the Caribbean to make the festival a premier international venue for Ibero-American films. MIFF offers debut and emerging filmmakers from Spain, Portugal and Latin America a launching pad into the U.S., Canadian and European film markets. Both juried and audience awards are presented in the World, Ibero-American, DOX (documentary), Shorts, Diesel Online Shorts, Cutting the Edge and Florida Focus competitions. The festival's popular REEL Education Seminar series consistently attracts top Hollywood and independent film industry executives from Sony Pictures Classics, Paramount Pictures, Warner Bros., Universal Pictures, DreamWorks Animation, IFC Films, Fox Searchlight, HBO Films/HBO Latino, William Morris Endeavor, the Screen Actors Guild and Eastman Kodak, among others. The festival's *Encuentros* program (Spanish for “encounters”) has nurtured the debuts and follow-up films of numerous Ibero-American directors, including Peru's Claudia Llosa (*Madeinusa*, her feature debut and a 2005 Ibero-American Competition selection) and Spain's Manuel Hueriga (*Son & Moon, Diario de un astronauta*, a 2010 DOX Competition selection). The 2009 festival featured more than 150 films and attracted more than 65,000 attendees. For more information, visit [www.miamifilmfestival.com](http://www.miamifilmfestival.com) or call 305-237-FILM (3456).

#### **About Miami Dade College**

Miami Dade College has a long and rich history of involvement in the cultural arts, providing South Florida with a vast array of artistic and literary offerings, including The Miami Book Fair International; the *Cultura del Lobo* performing arts series; The Cuban Cinema Series; nine visual arts galleries, including The Freedom Tower at Miami Dade

College; and the School of Entertainment & Design Technology, in addition to the Miami International Film Festival. MDC is the largest institution of higher education in the country and is nationally recognized for its many academic and cultural programs. With an enrollment of more than 170,000 students, MDC is the nation's top producer of associate in arts and associate in science degrees. The college's eight campuses and outreach centers offer more than 300 degree programs, including baccalaureates in education, nursing, public safety management and other in-demand fields.

#### **About the John S. and James L. Knight Foundation**

The John S. and James L. Knight Foundation advances journalism in the digital age and invests in the vitality of communities where the Knight brothers owned newspapers. The Knight Foundation focuses on projects that promote informed, engaged communities and lead to transformational change. For more, visit [www.knightfoundation.org](http://www.knightfoundation.org).

#### **About the Jordan Alexander Ressler Charitable Fund**

This fund recognizes and supports young people as they embark on their careers as professional screenwriters. It was created by the family of Jordan Alexander Ressler, an aspiring screenwriter and Cornell University film studies graduate who, during his brief entertainment career, held production positions with the Tony award-winning Broadway hits *700 Sundays* with Billy Crystal and *Jersey Boys*. He died in a tragic hiking accident while traveling in Nicaragua at age 23, before he realized his dream. By contributing to the growth of the cultural, educational and socially responsible landscapes of the communities in which they live, work and play, Jordan's family hopes to create, shape and nurture the legacy he never had the opportunity to cultivate. Projects funded in Jordan's memory include: The Jordan Alexander Ressler Screenwriting Award at the Miami International Film Festival; The Jordan Alexander Ressler Endowment of the La Jolla Playhouse, San Diego; The Jordan Alexander Ressler Endowed Performing Arts Chair of Hillel Day School, Miami; The Jordan Alexander Ressler Performing Arts Theatre at Hillel Day School, Miami; and, The Jordan Ressler Memorial Library, Avalon Air Force Base, Sinai Desert, Israel.

#### **About Lexus**

Lexus is the leading luxury automaker in the United States. With its reputation for high-quality products and exemplary customer service from its 229 dealers, Lexus has been the top-selling luxury automaker for eleven years in a row. In addition, Lexus is the luxury hybrid leader, offering five hybrids that provide the best in innovative technology and first-class luxury. When Lexus was established in 1989, it offered two models of vehicles. Now, more than 20 years later, Lexus offers variations of 10 vehicles, from the sporty CT 200h hybrid to the V10 supercar, the LFA.

#### **About the Miami Beach Visitor and Convention Authority**

The Miami Beach Visitor and Convention Authority (MBVCA) is a seven-member authority that was established by the State of Florida in 1967 to support the tourism industry in Miami Beach. By law, MBVCA funding comes from a portion of the bed-resort tax in Miami Beach and must be re-invested in tourist-related opportunities. The MBVCA strategically focuses funding and programming on events and programs that: improve the tourist experience, enhance the global marketing and branding of Miami Beach, attract visitors to stay in Miami Beach and result in significant and positive media visibility.

#### **About SomosTV/VeneMovies**

VeneMovies is a pay-TV channel that broadcasts Spanish-language films 24 hours a day, with no commercial breaks and is part of SomosTV, a company devoted to the exploitation, development and promotion of the growth of pay TV in the US Hispanic market and Puerto Rico.

#### **About the University of Miami**

The University of Miami's mission is to educate and nurture students, to create knowledge, and to provide service to our community and beyond. Committed to excellence and proud of our diversity of our University family, we strive to develop future leaders of our nation and the world. The School of Communication at UM is dedicated to a global educational perspective and is committed to providing a socially responsible and ethically grounded learning environment. Providing quality undergraduate and graduate programs in communication, including motion pictures, that emphasize the relationship between theory and practice, the School believes in freedom of expression and creativity, and encourages both collaboration and independent thinking as we prepare future scholars, professionals and leaders for a lifetime of service and learning. Located on campus and open to the public, the Bill Cosford Cinema presents a wide variety of contemporary, classic and foreign films in a classic wide screen format, and by hosting lectures from renowned actors and directors. For more information, visit [www.miami.edu](http://www.miami.edu).

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## Miami International Film Festival Turns 28 Amidst Transition

by Peter Knegt (March 14, 2011)



The Royal Palms Hotel in South Beach, headquarters of the Miami International Film Festival. Photo by Peter Knegt.

The 2011 Miami International Film Festival wrapped this weekend, concluding nine days of over 100 films from 30 countries screening across Miami-Dade county. Denis Villeneuve's Oscar-nominated "Incendies" helped do so on Saturday night, screening as the festival's "Awards Night Centerpiece" following a ceremony that handed out various prizes to films at the fest.

Among the winners was "Marimbas From Hell" (Las marimbas del infierno), directed by Julio Hernández Córdón, which took the top juried prize for Ibero-American Competition. The Guatemala/France/Mexico co-production had premiered at last year's San Sebastian Film Festival and was billed in Miami as "surely the world's first Guatemalan heavy-metal marimbas movie." It tells the story of Don Alfonso, a deliveryman who also plays marimbas, the traditional Guatemalan instrument. Don ends up approaching an underground heavy-metal legend, Blacko, suggesting the two fuse their styles. What results is a distinct Guatemalan story that represents one of the things that the Miami International Film Festival clearly does best: showcase great Latin American cinema.

"Over the years, you always program what the best films are no matter where they come from," Miami International Film Festival Executive Director Jaie Laplante told *indieWIRE*. "Some years are stronger for Latin films than others, but I was very fortunate that this year was such an extraordinary year. I was really able to infuse the festival with films from nearly every country in the Latin America diaspora."

Another highlight was Spanish-Cuban co-production “Half of Oscar,” which won a special jury prize, and Haitian-set “Jean Genti,” written and directed by the husband-and-wife team of Israel Cárdenas and Laura Amelia, which won the Screenwriting Award.



“Incendies” director Denis Villeneuve joined Miami International Film Festival

Executive Director Jaie Laplante as his film closed the 28th edition of the Miami International Film Festival last night at the Gusman Center for the Performing Arts in downtown Miami. Photo by Peter Knegt.

Other juried prize winners included Zhang Meng’s “The Piano in a Factory,” which won the top prize in the World Competition, and Nir Bergman’s “Intimate Grammer,” which won a special jury prize ([indieWIRE profiled the film from the fest](#)). The documentary section saw Steve James’ widely acclaimed “The Interrupters” - which tackles a year in the life of three Violence Interrupters who try to protect their Chicago communities from the violence they once employed - take the top juried prize, while Marshall Curry’s “If a Tree Falls: A Story of the Earth Liberation Front” won a special jury prize.

“The Interrupters” and “If a Tree Falls” were two of the films that came out of a revamped documentary section that was just one of the many elements of the this year’s festival that represented considerable transition for the 28-year-old festival, which just under half a year ago hired a new executive director in Laplante, a former co-director of the Miami Gay & Lesbian Film Festival and current director of the South Beach Food & Wine Festival.

“I’m very gratified from the response to the festival, both from the filmmakers and the audience,” Laplante told *indieWIRE* Saturday. “I received a lot of great warmth from our audience. I came on board late in the timeline this year - just four months before the festival started. But I’ve lived here for 12 years, and I’ve seen the festival go through a lot of incarnations, so I came in with a lot of ideas that I wanted to implement. I put a few of them forward this year, and I think they worked out for the most part really beautifully. But I look forward to continuing to develop the future of the festival.”

Among those changes was a general audience award that applied to all films (whereas previously there were separate audience awards for each competition section); experimenting with new venues and parties, including a Paella Party that evolved from Laplante’s experiences running the South Beach Wine & Food Festival; as well as bringing in Toronto International Film Festival doc programmer Thom Powers to revitalize MIFF’s documentary programs. Laplante and Powers together came up with “Doc-You-Up,” an initiative that expanded beyond the competition to highlight all the films they felt were “bracing and original visions.” Films in the program included recent fest favorites like Janus Metz’s “Armadillo,” Morgan Spurlock’s “The Greatest Movie Ever Sold,” Steve

James' "The Interrupters," Marshall Curry's "If a Tree Falls: A Story of the Earth Liberation Front," David Weissman's "We Were Here," and James Marsh's "Project Nim."



"The Interrupters" director Steve James (left) and Miami International Film Festival doc programmer Thom Powers celebrated at the closing night party of the festival. James's film won the best documentary prize at the fest earlier that night. Photo by Peter Knegt.

"I'm grateful to Jaie Laplante for creating MIFF's new Doc-You-Up section and supporting my efforts to expand the documentary audience," Thom Powers told *indieWIRE*. "For me, the highlights include screening 'The Sound of Mumbai: A Musical' on the outdoor wall of Frank Gehry's New World Symphony building; hosting Morgan Spurlock with 'The Greatest Movie Ever Sold'; reviving the cinema verite classic 'Mooney vs. Fowle' on its 50th anniversary; and giving Steve James' 'The Interrupters' its first jury prize. Jaie has only been in his job for half a year, but he's already shown the potential for MIFF to rank among Miami's other great festivals such as the Book Fair, Food & Wine and Art Basel."

Going forward, Laplante is very optimistic about the potential the festival has.

"Miami Beach is a gorgeous location and this is a gorgeous time of year," Laplante said. "So celebrating our location and celebrating this as a beautiful place to come and see extraordinary films is something that I would like MIFF to become known for. I really feel like there's a lot of similarities between this city and its venues with Cannes. We don't have the Palais here, but we do have the beautiful beaches and the extraordinary weather and the glamour that is there. So I'd like to utilize that in our own unique way... A smaller, Latin way..."

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# 2011 Miami International Film Festival Wrap-Up

By [Christopher Campbell](#) ([Subscribe to Christopher Campbell's posts](#))

Posted Mar 16th 2011 10:30AM

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Sundance Selects

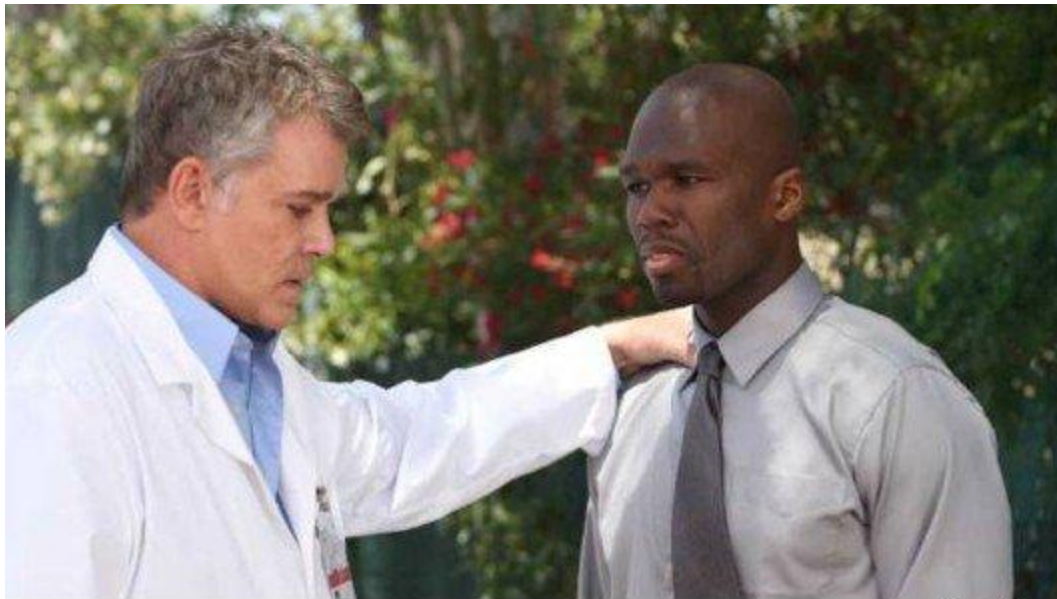
When I was invited to the Miami International Film Festival, an obvious draw was to leave the cold Northeast for a sunny trip to Florida, even if I'd naturally be spending most of my time inside watching movies. I knew it'd be a little tough to keep off the beaches in favor of the assignment, however, and I was almost glad to find the weather chillier than expected. Did I eventually take in some cocktails poolside one day as I did some work? Of course. I'm only human.

The thing about the Miami fest is that its screenings are pretty much limited to evening show times. So attendees are able to hit the sand during the day, view any of 100 films in and out of competition

at night, and then, if desired, still have the later hours reserved for the clubs. This year's event marked the debut of new executive director Jaie Laplante, formerly of the Miami Gay and Lesbian Film Festival, who upon appointment [told the Miami New Times](#) that the city's cinematic taste is for "a lot of passion, color, flare" and "works with grand emotions."

I have my own taste, which I wouldn't describe as that. I guess I'm known for my interests in documentary, and certainly part of my reason for attending MIFF was that its new Doc-You-Up program was hand picked by Thom Powers, one of the finest non-fiction film curators working today -- he's known for programming the docs at Toronto, founding the fledgling DOC NYC fest and running the now-year-long, very popular Stranger Than Fiction series in New York.

Yet I'm also a huge fan of Ibero-American cinema, particularly works from South America, and that's a big part of this festival, appropriate for a city where the majority of residents claim Spanish as their first language. At least one-fifth of the offerings were primarily in Spanish, including a few of Powers' doc selections. That I was only there for half the festival and could only see on average 2-3 films per day, it goes without saying that I had to miss *a lot* of what called my name.



Cheetah Vision

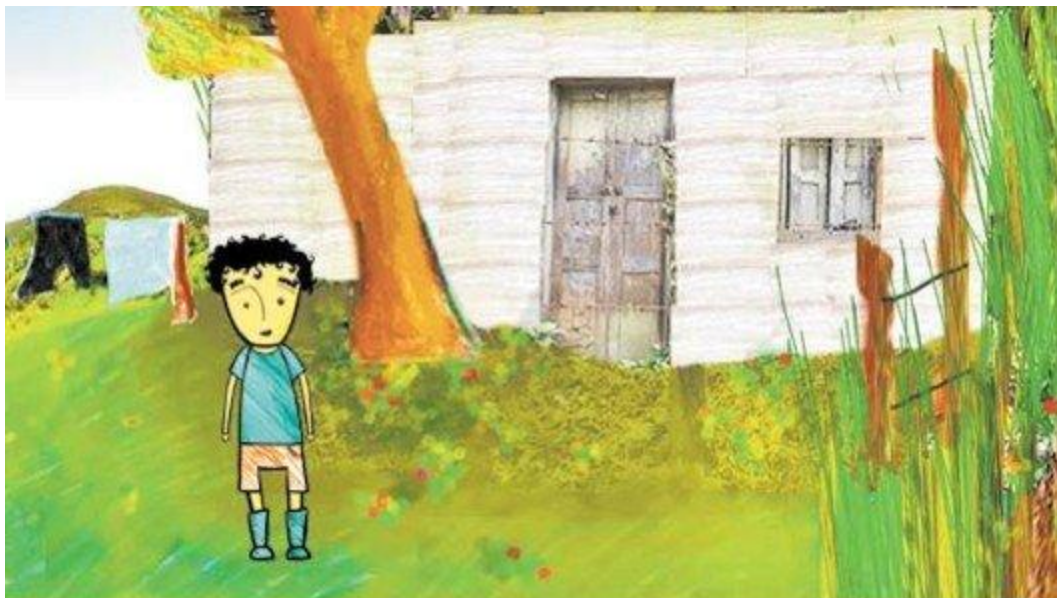
World premieres (all of which I missed) this year included: Mario Van Peebles' **'Things Fall Apart,'** a football drama starring Curtis "50 Cent" Jackson and Ray Liotta; Aaron J. Salgado's Miami-set **'Magic City Memoirs,'** which was produced by Andy Garcia; and Robert Lee King's 'Psycho Beach Party' follow-up, **'(818).'** Also of note: Danish filmmaker **Susanne Bier** was paid special tribute while her Oscar-winning **'In a Better World'** screened; the career of **Morgan Spurlock** was highlighted in a special interview event (his new doc, **'The Greatest Film Ever Sold,'** later won an Innovation in Industry honor); and stars were also in town for the acclaimed **'Ceremony,'** following

its debut on VOD, but just ahead of its showing at SXSW.

Another film to pass through Miami on its way to Austin was Nicholas Goldbart's intense and funny quarantine thriller **'Phase 7' ('Fase 7')**, which was MIFF's sole secret screening. The Argentine flick was a big hit with the audience, especially those Spanish viewers who seemed to get more of the comedy, some which may not have translated completely. Helped by an awesome villainous turn by Federico Luppi and a warped-sounding Carpenter-like score, it's a fun and eerie ensemble exercise about paranoid residents confined to their apartment building during a global virus epidemic.

Luppi (best known in the U.S. for roles in Guillermo Del Toro films) also shows up as a justice-seeking father in the compelling hit-and-run drama **'No Return' ('Sin restoro')**, which expertly combines elements of the wrong-man film and the accidental-murder-kept-secret subgenre, moving fluidly from a mildly suspenseful opening to an unexpected final act. That and the creepy, absurdist Colombian political satire **'All Your Dead Ones' ('Todos tus muertos')**, which definitely deserves its cinematography award from Sundance, holding my interest visually even while my engagement with the story waned, were part of MIFF's Ibero-American Competition.

The winners from that program (none of which I saw) are Grand Jury Award winner **'Marimbas From Hell' ('Las marimbas del infierno')**, Honorable Mention **'Half of Oscar' ('La mitad de Óscar')**; and screenwriters Israel Cárdenas and Laura Amelia Guzmán for **'Jean Gentil.'**



Jaguar Taller Digital

A very, very different kind of Colombian film can be found with **'Little Voices' ('Pequeñas Voces')**, though there is something almost surreal about it. Using kids drawings as the basis for animation illustrating their unbelievably tragic memories from the war, this crudely (in an interesting way)

fantastical exercise in documentary unfortunately failed to sufficiently grab me emotionally. Perhaps a live-action sequence at the end, a la 'Waltz with Bashir,' would have left more of an impression. If it were a short (actually I think it originally was), it probably could have earned an Oscar nomination, like the less-substantial Irish kids-stories-centered animated doc series 'Give Up Yer Aul Sins.'

Many of the other documentaries I caught, courtesy of Powers' program, were Sundance selections I missed. Doc-You-UP was kind of a greatest hits from other fests, not that I'd complain about seeing my top three films of 2011 (so far), '**Project Nim**,' '**Armadillo**' and '**The Interrupters**,' as well as the underseen '**If a Tree Falls**'(which received an Honorable Mention here), made available to more viewers. Steve James, stunned after deservedly winning the Grand Jury Award for the doc category, admitted it was a very still competition.

I'm happy to say I've now added another film to my favorites (seriously, it might be my new No. 2 following 'Nim') after catching it in Miami: Goran Olsson's '**The Black Power Mixtape 1967-1975**' is the most fascinating and freshly constructed archive-based history I've seen in years. The amount of layers of perspective here are incredible, as we follow a kind of chronicle of the black power movement through the lens of Swedish journalists at the time, re-configured by a white Swedish filmmaker and commented on by black figures, both of the time and not.

In other hands it could have been another common, mediocre '60s romanticization -- like Allison Ellwood and Alex Gibney's '**Magic Trip: Ken Kesey's Search for a Kool Trip**,' which I have to admit wasn't as bad as I'd heard, but still ends up being about nothing more than a presentation of possibly significant footage. It actually also does involve an interesting layering of perspective, but it doesn't really account for its own strengths, so they go unrecognized by the audience (unless there's a Q&A, I guess).

Basic and conventional isn't always bad, though, as I saw with the tearjerking San Francisco AIDS history, '**We Were Here**,' a doc that gets a lot of mileage out of its dependency and focus on a handful of talking heads, proving that onscreen interviews aren't in fact as antiquated and stale as we sometimes think they are. And the simple and straightforward '**How to Start Your Own Country**' is plenty informative, and that's all it needs to be, without doing much new with the form.

With dramas, basic and conventional is more typically frowned upon and that may be why Larisa Kondracki's '**The Whistleblower**' hasn't caught on more than an equally humdrum documentary about Kathryn Bolkovac might. But it's not bad, has a lead performance from Rachel Weisz that's not much different from her Oscar-winning work in 'The Constant Gardener' and is ultimately successful as both a specific true story of human trafficking and a representative of the broader issue of disaster capitalism.



3 Legged Dog Films

I'm more surprised I hadn't heard anything from prior fests on Ed Gass-Donnelly's excellent Canadian Gothic drama **'Small Town Murder Songs,'** the best fiction film I saw in Miami, hands down. What's lacking in (unneeded) narrative depth is made up for in a great cast of character actors, led by the underrated and overtly understated Peter Stormare, and a brilliantly invigorating tone that's somehow both subtle and overpowering, the latter mostly the result of the very prominent gospel-march soundtrack by Bruce Peninsula (who are like a wonderful blend of Tom Waits and Arcade Fire).

Also enjoyed -- from Canada -- was Daniel Cockburn's **'You Are Here,'** a film that makes me wish *Games* magazine was in the business of movie distribution. It's being sold as akin to Charlie Kaufman but it's more experimental and more of a literal puzzle and will be best watched at home, when you can rewind, rewatch, take lots of notes and have time to work it all out, if it even can be.

My favorite film of the fest, and my favorite experience while there, was with the near-50-year-old **'Mooney vs. Fowle,'** a work of verite cinema from Drew Associates about a Miami high school football rivalry. The documentary, directed by James Lipscomb and originally made for the 1960s Time-Life series 'The Living Camera,' played the area for the first time and I was one of a few attendees who weren't in the film. It was like attending a Rolling Roadshow event where the people seated around you are the equivalent of Devil's Tower or Monument Valley. I really would like to see more festivals dip into the doc vault, especially when they're as relevant to the region as this one was.

Other 2011 Miami Film Festival winners included the following:

In the World Competition, China's **'The Piano in a Factory' ('Gang de qin')** won the Grand Jury Award, while Israel's **'Intimate Grammar' ('Hadikduk Hapnimi')**. Morgan Spurlock's **'The Greatest Movie Ever Sold'** took the Innovation in Industry prize and producers Andy Garcia and Jaydee Freixas and director Aaron J. Salgado took the Lexus Pursuit of Perfection award for **'Magic City Memoirs.'** Audience awards went to the feature **'Hamill'** and short **'Yuri Lennon's Landing on Alpha46,'** which also got an Honorable Mention from the shorts jury. Their main award went to **'Blokes' ('Blockes').**

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Posted: Mon., Feb. 28, 2011, 6:44am PT

## 'Pescador,' 'Dust' to shine at Encuentros

### Miami networking event highlights six films in progress

By [JOHN HOPEWELL](#), [EMILIO MAYORGA](#)

MADRID -- "Pescador" and "Dust," the latest films from up-and-coming Latin American directors Sebastian Cordero and Juan Hernandez Cordon, will be presented at the Miami Intl. Film Festival's Encuentros.

MIFF's major industry event, "Encuentros" is a networking forum for films in progress from Latin America, Spain or Portugal. It runs March 9-11.

Both featuring 30-year-old protagonists, "Pescador" and "Dust" plumb the central conflict of many Encuentros 2011 titles: The search for identity or liberation from the past.

A low-budget, free-wheeling road movie, "Pescador" is produced by Ecuador's CineKilotoa and Colombian Alejandro Arango's burgeoning genre powerhouse Contenido Films.

It tracks a man's bid for freedom and a sense of himself as he abandons his Ecuadorian fishing village, heading for Colombia's Guayaquil with a Colombian woman in tow.

Cordero's 2009 chamber piece "Rabia" "was about claustrophobia and control," he said. "Here we were looking for freedom."

"Dust," for Hernandez Colon ("Marimbas from Hell"), is a "naturalistic, contemplative personal film about the family."

Set in a Guatemala scarred by its 1960-1996 civil war, it turns on two docu filmmakers recording indigenous women's search for family members' remains while one of the subjects' sons dreams of revenge against the man who turned in his father. "Dust" is in post, like "Pescador."

Encuentros normally features films from either an experienced director or experienced producer, said its director Diana Sanchez, who also programs Ibero-American films for Toronto.

Many titles have been put through a prestige development program or bear the industry seal of approval of a sales agent's pickup.

"180 Seconds" is set up at Colombia's 64 A Films whose Diego Ramirez produced Carlos Moreno's "Dog Eat Dog" and Sundance 2011 player "All Your Dead Ones."

Alexander Giraldo's fiction feature debut "Seconds" is a "low budget, humor-laced romantic thriller," said Ramirez. It centers on a criminal gang's attempt to pull off a three-minute heist, which may well be the last 180 seconds of its members' lives.

A coming-of-age comedy set in '80s Miami Little Havana, "Sweet 15" is directed by Anna Margarita Albelo, whose short "Hooters!" won the Centerpiece Award at Harlem's QBC Film Festival.

"15" is produced by Worldview Ent.'s Jamin O'Brien, who co-produced Susan Seidelman's admired "Boynton Beach Bereavement Club" and produced Morgan J. Freeman's "Just Like the Son."

Lead-produced by Adrian Solar at Chile's Ceneca, Fernando Guzzoni's "Dog Flesh" was developed at the latest Cannes Cinefondation Residence. It chronicles one week in the life of a former torturer under Augusto Pinochet.

At December's Ventana Sur, L.A.-based Figa Films acquired worldwide rights, including North America, to "Resurgence," from Brazil's Vinicius Reis ("Praca Saens Pena"). Recording a couple's attempt to overcome the death of their five-year-old son in a fire, "Resurgence" is set up at Rio de Janeiro-based El Desierto Filmes, founded by director-producer Jorge Duran ("Forbidden to Forbid") and son Gabriel Duran. It marks the shingle's first production not directed by Jorge Duran himself.

Half of Encuentros' titles have female producers: Lisandra Rivera, Fernanda del Nido and Gisela Camara on "Pescador," "Dust" and "Resurgence" respectively.

"There are a lot of female producers in Latin America now," Sanchez said.

Companies meeting titles' producers at Encuentros include 20th Century Fox, Aeroplano, Canana, Dynamo Capital, FiGa, Latido, Latino Public Broadcasting, Magnolia, Maya Releasing and Ondamax.

Paradigm, Paramount Pictures, Shoreline, Strand Releasing, Tornasol, Venevision Intl., VisitFilms and WME have also signed on.

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