

## The LUX Prize basks in the Cannes sun

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Every May, Cannes becomes the place to be for everyone working in the film industry. The crème de la crème of European (and worldwide) talent attends the city on the French Riviera in search of promotion opportunities – and the LUX Prize will also be there with its unconditional support.

European Parliament Vice-President **Evelyne Gebhart** will visit the Cannes Film Festival on behalf of the LUX Prize, and will take part in several events set to be held on the Croisette. On Saturday 20 May, SACD, France's CNC will host a debate to discuss the future of the cinema in the modern world of digital platforms.

The 50/50 by 2020 Global Reach conference, hosted by EWA (European Women in Audiovisual) – Council of Europe, will also form part of the Saturday's schedule.

The next day, Sunday 21 May, the main event will be the conference hosted by EFADs together with MEDIA, which will include a panel dedicated to the promotion and distribution of European works outside the European Union. The event will be attended by representatives of film funds and film promotion agencies, as well as many other industry players, and will be opened by Director Media Policy at DG CONNECT.

MEP Bogdan Wenta will also be in Cannes to take part in the European Film Forum on **CREATING THE FUTURE: THE MEDIA PROGRAMME AFTER 2020** and in the conference on **New Perspectives for Subtitling in Europe**.

Once again, the LUX Prize will be working closely with the Directors' Fortnight, an invaluable partner in Cannes, as well as the European Film Academy, ARTE, Eurimages, Europa Cinemas, the European Audiovisual Observatory, SACD, EFADs and UNIC.

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