

The European film industry descends on Venice

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Apart from being one of the most important film showcases of the year, and a true kick-off for the awards season, the Venice International Film Festival has become an established meeting point for industry professionals from all over the world. Following the success of previous years, the 76th edition of the Mostra has once again raised the bar with a strong film programme (including names such as Steven Soderbergh, Hirokazu Kore-eda and Robert Guédiguian, LUX Prize winner in 2011) and a professional strand packed with unmissable events for industry members.

As usual, the LUX Prize competition films will be presented as an integral part of the Venice Film Festival, within the Giornate degli Autori programme: two of this year's finalists (*Cold Case Hammar skjöld* by Mads Brügger and *The Realm* by Rodrigo Sorogoyen, who is also in the running in the Orizzonti section of the Mostra with his feature *Mother*) will be screened as part of the Venice parallel sidebar at cinema Astra, open to the public, on 30 August at 9.00 and 11.10, while the third one will be showcased as a private screening ([read more](#) ^[1]). The directors and producers of the three 2019 LUX Prize finalists (including *God Exists, Her Name is Petrunya* by Teona Strugar Mitevska) will once again meet the 28 young cinephiles selected as part of the 28 Times Cinema project, which this year celebrates its tenth anniversary ([read more](#) ^[2]), during a panel moderated by Mira Staleva, director of the Sofia Film Festival. Apart from making up the Official Jury of the Giornate Degli Autori, these 28 film lovers will become ambassadors for the LUX Prize during the LUX FILM DAYS, a project launched in 2012 with the aim of bringing the screenings of the LUX Prize films closer to European citizens across all member states. During their stay in Venice, the 28 will also be met by a special delegation from the European Parliament, including the newly elected President of the EP, David Maria Sassoli, and MEPs Magid Magid (UK) Alessandra Moretti and Massimiliano Smeriglio (IT), who is also rapporteur for Creative Europe. LUX Prize

coordinator Mrs Doris Pack will also be present.

Among the other important rendezvous, the fifth edition of the European Film Forum, which will take place on Saturday 31, from 15.45 to 18.30, is one of the most eagerly awaited gatherings. This year, the event co-organised by the European Commission and La Biennale di Venezia is entitled "European Stories Go Global: Promoting European Audiovisual Works Beyond Europe", and will bring together key industry representatives and policy makers to discuss new ways to strengthen and promote European films abroad. This event will focus on how to ensure that European audiovisual works will attract larger audiences in overseas markets, including Asia and the Americas.

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[1]

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[2] [https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://luxprize.eu/news/28-times-cinema-celebrates-its-10th-anniversary-](https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://luxprize.eu/news/28-times-cinema-celebrates-its-10th-anniversary-0%26amp;sa%3DD%26amp;ust%3D1567007271972000&sa=D&ust=1567007272077000&usg=AFQ)

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