



# 15th Annual International Small Cinemas Conference

## Changing Policies, Transforming Audiences and Work Practices In-flux

5-7 November 2024  
ADU F22, Frankopanska 22, Zagreb

### Programme

#### November 5th

09:00 - onwards

Registration

09:45 - 10:00

Opening remarks

**Jaka Primorac**, President of the Programme Board of the Conference, IRMO, Zagreb, Croatia

**Selma Mehadžić**, Zagreb Film Festival, Croatia

**Aleksandra Uzelac**, Head of the Department for Culture and Communication, IRMO, Zagreb, Croatia

10:00 - 11:00

Keynote lecture

**The Urgent Beauty of Small Spaces: Success and Competitiveness of the European Film Industry**

**Katharine Sarikakis**, University of Vienna, Austria

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

11:00 - 11:30

Break

11:30 - 12:30

Round table discussion

**Evidence-based Policy-making for Small Film Industries**

**Ivana Kostovska**, imec-SMIT-VUB, Vrije University Brussel, Belgium

**Christopher Peter Marcich**, Director, HAVC, Croatia; President of EFAD

**Jakob Isak Nielsen**, Aarhus University, Denmark

**Krešimir Partl**, State Secretary, Ministry of Culture and Media of the Republic of Croatia

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 1

### **Internationalisation and Production Challenges**

Moderator: Jakob Isak Nielsen, Aarhus University, Denmark

#### **Small Nations in a Big Market: The International Reach of Film from Smaller European Countries**

Huw D. Jones, University of Southampton, UK

#### **Small but Mighty: Fringes Empowering European Filmmaking in Small Markets**

Katharine Sarikakis and Angeliki Chatziefrimidou, University of Vienna, Austria

#### **Spreading the Net: The Path of Small Film Market Players to the International Scene**

Bilyana Tomova, Diana Andreeva-Popyordanova, Tsveta Andreeva; Observatory of Cultural Economics, Sofia, Bulgaria

#### **Challenges Faced by Small Film Industries: The Case of the Labour Conditions in the Portuguese Film Sector**

Manuel José Damásio, André Rui Graça and Rita Grácio, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal

15:30 - 16:00

Break

16:00 - 17:00

Panel

#### **Minoritised Languages, Independent Production, and Gender: An Analysis of the Implications of the Spanish General Law on Audiovisual Media for Small Cinemas**

Moderator: Marta Pérez-Pereiro, University of Santiago de Compostela, Spain

#### **Digital Exclusions and Inclusions of Co-official Languages in the Spanish Audiovisual Sector: Repercussions and Alternatives to Law 13/2022**

Enrique Castelló-Mayo, Antía López-Gómez, Óscar López-Iglesias, University of Santiago de Compostela, Spain

#### **Compliance Analysis of the Spanish General Law 13/2022 of Audiovisual Communication on VOD platforms: Language Diversity and Accessibility**

Roi Méndez-Fernández, Inés Arias-Iglesias, Manuel Barreiro-Rozados, University of Santiago de Compostela, Spain

#### **Impact Assessment of the Spanish General Law 13/2022 on Audiovisual Communication: Effects on Low-budget and Minority Language Independent Audiovisual Production in Relation to Gender Equality**

Cibrán Tenreiro-Uzal, Pablo Calviño-Tato, Silvia Roca-Baamonde, Sara Calvete-Lorenzo, University of Santiago de Compostela, Spain

17:00 - 17:15

Break

17:15 - 18:00

Panel

### **Clusters as Best Cooperative Alliance in Small Film Industries**

**Romanas Matulis**, Baltic Film & Creative Tech Cluster, Vilnius, Lithuania  
**Kestutis Drazdauskas**, Artbox production house, Founder and Board member of Baltic Film & Creative Tech Cluster, Vilnius, Lithuania  
**Danijel Pek**, Antitalent, Zagreb, Croatia  
**Zoran Vujić**, Poster, Zagreb, Croatia

Moderator: André Rui Graça, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal

From 19:30

Dinner

## **November 6th**

09:30 - 10:30

Panel

### **Approaches to Competitiveness in Small Film Industries**

Moderator: Petr Szczepanik, Charles University, Prague, Czechia

**Katharine Sarikakis**, University of Vienna, Austria (Reboot project)  
**Anastasios Drosou**, Information Technologies Institute, Centre for Research and Technology Hellas-CERTH, Thessaloniki, Greece (SCENE project)  
**André Rui Graça**, CICANT, Lusófona University, FilmEU European University, Lisbon, Portugal (CresCine project)

10:30 - 11:00

Break

11:00 - 12:30

Single paper session 2

### **Past, Present and the Future(s) of Distribution and Cinema Infrastructures**

Moderator: Marius Øfsti, Aarhus University, Denmark

#### **Film Distribution in Czechia Before and After 1989. From One Hegemony to Another**

Marie Barešová, The National Film Archive, Prague, Czechia

#### **The Future of Cinemas as Cultural Institutions. Cinema 4.0 Concept Based on Polish Arthouse and Local Cinemas**

Marta Materska-Samek, Jagiellonian University, Krakow, Poland  
Joanna Sanetra-Szeliga, University of Economics in Krakow, Poland

#### **Ripple Effects of Cinema Infrastructure in Small Film Eco Systems**

Jakob Isak Nielsen, Aarhus University, Denmark

#### **Cinematic Alchemy: Public Service Media and Youth Engagement in Filmmaking**

Katharine Sarikakis and Gentiana Ramadani, University of Vienna, Austria

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 3

### **Global Streamers' Impact and Local Responses**

Moderator: Paško Bilić, IRMO, Zagreb, Croatia

### **Global Streamers' Investments in Films: A Comparative Study of Small and Large European Markets**

Ivana Kostovska, imec-SMIT-VUB, Vrije University Brussel, Belgium

### **Market Ideology and Critical Humanism in the Understanding of East-Central European VOD Phenomenon**

Constantin Parvulescu, Babeş-Bolyai University, Cluj Napoca, Romania

### **Cinema Audience Research in Latvia: More Netflix, Less Cinema?**

Līga Vinogradova, The Institute of Arts and Cultural Studies of the Latvian Academy of Culture, Riga, Latvia

### **The Conflict Between Film Distribution and Nationalistic Ideologies in Global Markets**

Lenuta Giukin, SUNY Oswego, USA

15:30 - 16:00

Break

16:00 - 17:30

Single paper session 4

### **Production Practices and Reception Strategies**

Moderator: Lenuta Giukin, SUNY Oswego, USA

### **Negative Production Aesthetics in Latvian Film Industry of the 90s**

Elīna Reitere, Institute of Literature, Folklore and Art at the University of Latvia, Riga, Latvia

### **From Corruption to Connection: The Relation Between Romanian Documentary Filmmakers and Their Subjects during 2010s**

Dan Sărăcuț, Babeş-Bolyai University, Cluj Napoca, Romania

### **Reception of Zielona Granica (The Green Border, 2023) by Agnieszka Holland in Poland and Elsewhere. Political Controversy as Fuel for Distribution of Small Controversial Films**

Janina Falkowska, University of Western Ontario, Canada/University of Economics and Humanities, Bielsko-Biala, Poland

### **Contradictions and Paradoxes of the Media Landscape in Ukraine Since the Start of the Russian Full-scale Invasion**

Dorota Ostrowska, Birkbeck University of London, UK

17:30 - 17:45

Break

17:45 - 18:45

Round table discussion

### **Challenges of Independent Cinema Network in Croatia**

Moderator: Martina Petrović, Head of CED - MEDIA Office Croatia

**Maja Holec**, Open University Koprivnica/Cinema Velebit, Member of the Executive Committee of the Independent Cinema Network (Kino mreža)

**Renata Kiršić Veselica**, Open University Labin/Cinema Labin

**Goran Plantak**, Open University Varaždin/Cinema Gaj

**Alen Munitić**, Mediterranean Film Festival Split

\*This session is supported by the CED-MEDIA Office Croatia

From 21:00

### **ZFF and Small Cinemas party (by invitation only)**

Address: Tvornica kulture, Mali pogon, Šubićeva 2/Ljudevita Posavskog 1, Zagreb

## **November 7th**

09:30 - 10:30

Keynote lecture

### **Geography of the Streaming Economy: East-Central Europe as a Digital Periphery**

**Petr Szczepanik**, Charles University, Prague, Czechia

Moderator: Ivana Kostovska, imec-SMIT-VUB, Vrije University Brussel, Belgium

10:30 - 11:00

Break

11:00 - 12:30

Single paper session 5

### **Technological Innovations and Policy Instruments in/for Film**

Moderator: Aleksandra Uzelac, IRMO, Zagreb, Croatia

### **International Promotion of the European Film Industry: National Institutional Practices in an Evolving Policy and Technological Architecture**

Antonios Vlassis, ULIEGE, Belgium, Eirini Andriopoulou, ELIAMEP, Greece, Mafalda Damaso, Erasmus University, Netherlands, Kaisa Hiltunen, University of Jyväskylä, Finland

### **Harnessing AI for Filmmaking: Enhancing Cultural Heritage Site Narratives**

Maria Tsourma, Alexandros Zamichos, Kostas Georgiadis, Argyris Ketsetsis, Evangelos Bistolakis, Anastasios Drosou and Dimitrios Tzovaras, Information Technologies Institute, Centre for Research and Technology Hellas (CERTH), Thessaloniki, Greece

### **Reconsidering Terminology for VR Filmic Space in Animations. From Props to (Computer) Assets**

Dana Manolache, University of Bucharest (UNIBUC), Romania

### **Cultural Colonialism and Film Exhibition in Uganda: The Case of the Video Joker in Wakaliwood's Cinema**

Adrián Sánchez-Martínez, Pompeu Fabra University, Barcelona, Spain

12:30 - 14:00

Lunch break

14:00 - 15:30

Single paper session 6

### **How Much is Too Much? Production Incentives Within Small Countries**

Moderator: Jaka Primorac, IRMO, Zagreb, Croatia

### **Marble of the Senate, Sand of the Coliseum: Foreign Location Production, Government Intervention and the Impact on Maltese Filmmakers**

Charlie Cauchi, Independent Artist and Scholar, Malta

### **Big Risks in Small Markets: Use and Non-use of Established Risk Reduction Strategies in Small Culture Industries?**

Marius Øfsti, Aarhus University, Denmark

### **To Have or Not to Have Production Incentives? Danish Debates on (the Lack of) Production Incentives**

Anders Grønlund, Film Studies, Centre for Languages and Literature, Lund University, Sweden

### **Economic Incentive Policies Impact on the Development of the National Film Industries in the Low Audiovisual Capacity Countries: The Hollywood Effect in Central and East Europe**

Milica Bozanic, Center for Innovation Management Research, Birkbeck, University of London, UK

15:30 - 16:00

Break

16:00 - 17:00

Panel

### **How to Emancipate the Screen?**

Moderator: Boris Ružić, University of Rijeka, Croatia

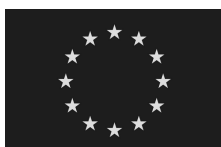
**Marta Baradić**, Central European University, Vienna, Austria

**Karla Crnčević**, Independent scholar, Croatia

**Dina Pokrajac**, Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

17:00

Closing of the Conference



CresCine project is funded by the European Union, grant agreement 10109498. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the European Research Executive Agency can be held responsible for them.

Project DOI: 10.3030/101094988