



# THE 5C PROJECT

Ciné Caravan

Culture\_City\_Cinema

[www.the5cproject.com](http://www.the5cproject.com)

Co-funded by the  
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Creative  
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# Who we are

The 5C program is organised by  
altcine (Greece)

Balkan Cultural Centre (Croatia)

Balkan Cultural Institute (Romania)

Adriapol Institute (Albania)



# Who we are

The 5C Project is a film literacy travelling program addressed to university and higher education students, film amateurs, young filmmakers, academic and educational staff, and all cinephiles around the world interested in expressing themselves through written or audio-visual texts and discover a different cinema in 4 low production capacity countries: Greece (Athens), Croatia (Split), Romania (Cetate), Albania (Tirana).

The 5C project places five selected young European critics at the centre of creative interactions between young filmmakers and audience.

These provide the critics with the opportunity to develop their own writing and evaluative skills. It enables them to play a decisive role in future filmmaking projects and it opens public debate about the films.

# Aims - Objectives

The 5C Project aims to contribute to an understanding of film as a major cultural vehicle by involving selected members of the public as critics, and giving them a key role in audience development.

The objectives are:

- Audience development
- Talent development – Film critics
- Talent development – Filmmakers
- Enhancing Visibility of Balkan cinema



# Learning tools

- Screenings of awarded feature films and recent short films followed by discussions and Q&A sections.
- Workshops in film criticism and film analysis
- Workshops in filmmaking (shooting – cinematography - editing)
- Roundtable on film festivals' selection criteria regarding regional and international competition programs.
- Online mentoring
- Educational material (text and audio-visual)
- Social media

# How it works

The 5C Project is a “film literacy caravan” series of events and activities, in four different European countries (Greece, Croatia, Romania and Albania).

Including screenings, workshops, roundtables and Q&A sessions, the 5C Project brings together members of the audience, filmmakers and critics who watch, explore and analyse feature and short films from the Balkans.

Films shown include both recent productions and awarded films from neighboring countries that have never been released before in other countries’ territory. This enables participants to engage with their unknown neighbors’ cinema.



# 2016 Schedule

- 22-23-24 January – Athens, Greece
  - January – April 2016 Online activities
- 3 days end of May – Split, Croatia
  - May – August 2016 Online activities
- 3 days end of August – Cetate, Romania
  - September – October 2016 Online activities
- 3 days end of October – Tirana, Albania
  - November 2016 Online activities

# The 5 Critics – Selection

- The selection of the five critics is based on their reviews on [altcineAction!](#) Online Short Film Festival for Balkan Filmmakers.
- There is a three step process through which the five critics are selected among the audience and, in turn, they play a decisive role for the best films awards.





# 1<sup>st</sup> step

participate in [altcineAction!](#)

[altcineAction!](#) is an online short film festival for Balkan filmmakers. It accepts films up to 15min and it is open to audience's votes and reviews.

The [altcineAction!](#) awards provide a highly educational and career-evolving prospect. The first three prizes are based exclusively on audiences' votes and they award services for the winners' next film production.

In addition, two other prizes - Best Cinematography / Best Editing, consisting of professional software, courtesy of top international companies - are given by special juries to creative staff.

The organization altcine also gives its own prize, "Alida Dimitriou Award", which covers the post-production services of the winner's next film.

## 2<sup>nd</sup> step

be eligible for the “Best Critic Award”

**altcineAction!** most innovative award is the “Best Critic Award”, a special prize for the most engaged and conscientious members of the audience.

Through **altcineAction!**, any young European cinéphile, student, young professional, and amateur filmmaker has the opportunity to become a film critic. Write at least 5 film reviews during the one-month online screenings and claim the “Best Critic Award” prize offering five winners the participation in the 5C Project.



# 3<sup>rd</sup> step

win a place at the 5C project 2016

An international committee composed of film academics (Dr. Marian Tutui, Ana Grgic, Dr. Gergana Doncheva, Dr. Lydia Papadimitriou) selected the five Best Critics, based on the quality of their reviews, to follow the 5C project and become “young ambassadors” of independent European cinema.

The 5 winners contributed to the decision about the 3 Best Films which are awarded with production services for directors' next film.

# The 2016's winners

## The Jury's Rationale

“The quality of critical writing this year has significantly improved – and we want to thank all the participants for their time and interest in new short films from the Balkans. Inevitably there were some very good contributions that we were unable to reward, and we hope to be able to do so in the future.

Considering both the quality and the quantity of film critiques this year, the jury's task was even more challenging, and the competition much tougher than the previous years. We sought reviews that were original and insightful; that brought to the surface aspects of the films that other viewers may not have noticed; that expressed the reviewer's opinion in a justifiable way; that were written in a way that could attract the reader and were also clearly communicated. We were impressed by the number of reviews written by some critics, but overall, quality was more important than quantity. Indeed, our primary criterion for the selection was the quality of the writing. We chose the five competitors, who were able to distinguish themselves through patience, their capacity for synthesis in writing, critical vision and a good grasp of the English language.

We hope that the prize will help these five young and developing writers in their possible future career as film critics, by enabling them to refine their writing skills and to create connections in the cinema industry and the film festival network in the region and beyond. We wish them luck as they embark on this cinematic caravan through one of the most exciting and lesser known European cinemas – that of the Balkans!”

*Dr. Marian Tutui, Dr. Lydia Papadimitriou, Dr. Gergana Doncheva, Ana Grgic*



# The 5 winners

## **Mariana Hristova - Bulgaria**

After graduating from the Film Studies program at NATFA, Sofia in 2005, Mariana has been working as a film and cultural journalist for several years. Pursuing a career shift, in 2010 she moved to Amsterdam to continue her education in the field of film archiving and curatorship. As part of the educational program, she completed an internship at Fimoteca de Catalunya, Barcelona working on two exhibition projects, and she is currently living in the Catalan capital focusing more on film festivals management and curating of content from Eastern Europe and the Balkans.

She has already curated “Visiones Balcanicas”, the first Balkan focus within the Mecal Short and Animation Film Festival, Barcelona and “Bulgaria, the Invisible Europe”, a film cycle of Bulgarian cinema at Fimoteca de Catalunya and Fimoteca Española in Madrid.

She is co-curating as well The Croatian Focus for the upcoming edition of Mecal in March, 2016.



<http://www.the5cproject.com/category/hristova-mariana/>

# The 5 winners

## Andrei Sendrea – Romania

Andrei Sendrea is a young film critic and scriptwriter based in Romania. He graduated in 2015 from the National University of Theatre and Film "I.L. Caragiale" (Bucharest) with a BA in Film Studies. He has been writing film reviews and analysis from 2012, in both Romanian and English, for different print and online outlets.



<http://www.the5cproject.com/category/sendrea-andrei/>



# The 5 winners

## **Galina Maksimovic - Serbia**

Feels powerful in cinema, feels safe in theater, feels the best when she writes while listening to gypsy music. Fascinated by dystopian literature and movies. Has an incurable Internet addiction.

Trapped in XX century art and pop culture. Enjoys unpredictable conversations with people while drinking good coffee or wine. Spends many nights on punk gigs. Sometimes she feels like she is 40, sometimes she feels like she is 10, and she is actually 22. Devoted to her studies of Dramaturgy at the Faculty of Dramatic Arts in Belgrade, Serbia.

<http://www.the5cproject.com/category/maksimovic-galina/>





# The 5 winners

## Rhiannon Wain - U.K

Studying at the Screen School, at Liverpool John Moore's University, I am currently working towards my BA (Hons) in Film Studies. Having a passion for Film from an early age, it has always been an aim to work in the film industry, and I am currently exploring the idea of working in the world of Film Criticism and wanting to advance my writing skills. Along with cinephilia, I also have a passion for travelling, wishing to explore as many corners and cultures in Europe as I can whilst discovering new cinema from these places.

<http://www.the5cproject.com/category/wain-rhiannon/>



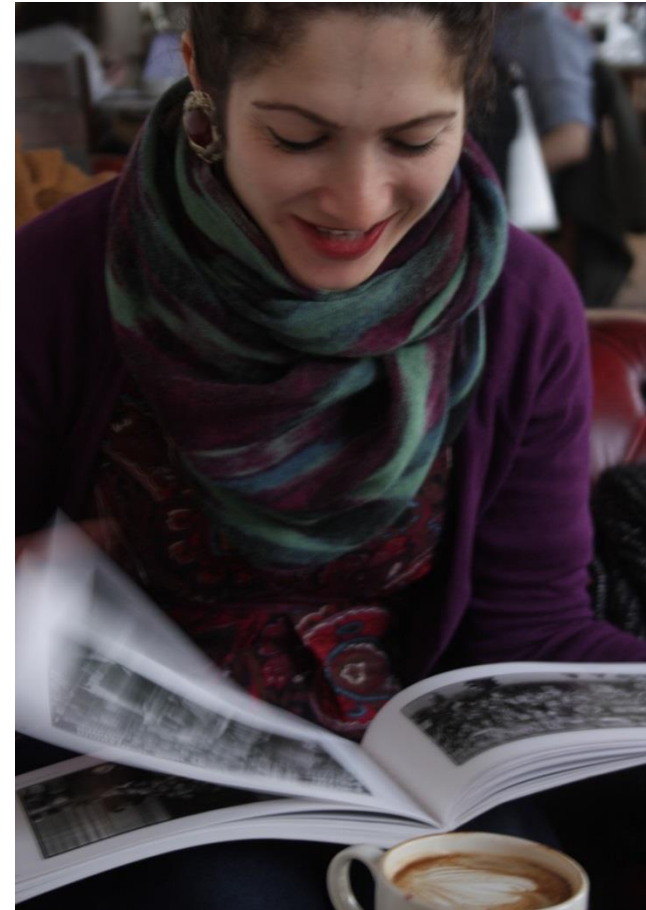


# The 5 winners

## **Ozge Ozduzen -Turkey**

She completed her undergraduate studies and masters in the philosophy department at Bogazici University. She worked as a teaching assistant in the media department at Istanbul Bilgi University for three years. From 2012 onwards, she has worked as a tutor in the media department at Edge Hill University in England while doing her PhD on the film festival culture in Istanbul. She contributed for various books on the cinema in Turkey and Iran and has recently published on film festivals and social movements. Since 2006, she has also been working as a film critic, writing reviews for magazines and newspapers, as a member of SIYAD and FIPRESCI. Her main academic interests include audience research, film exhibition and distribution, social movements, documentary studies and the cinemas of the Balkans and the Middle East.

<http://www.the5cproject.com/category/ozduzen-ozge/>



# 1<sup>st</sup> Stop: Athens (completed)



Host organisation: altcine

Contact person: Mrs. Electra Venaki

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# Athens program

## 22 to 24 of January 2016

Masterclass on “Film Criticism” with the acclaimed French film critic Jean-Michel Frodon. A presentation by the acclaimed French film critic and former Editor in Chief of *Cahiers du Cinéma*, Jean-Michel Frodon, on the power of writing film critique, and its abuse.

Masterclass with the Greek D.O.P Olympia Mytilinaiou (GSC). A presentation by the Greek Director of Photography of multi-awarded feature films, Olympia Mytilinaiou (GSC), on the creative use of light as a dramaturgical element in film.

Presentation of “The 5C Project” and screening of the multi-awarded Croatian feature film *A Wonderful Night In Split/Ta Divna Splitska Noć* by Arsen Anton Ostojić followed by a Q&A session.

Closed Workshop with French film critic Jean-Michel Frodon for the five critics. Discussion around the selection of short films from the Balkans participating at this year’s edition of [altcineAction!](#) online film festival for the 5C project.

Introduction of “The 5C Project” five winners and [altcineAction!](#) film selection screening. A short film selection from the 4<sup>th</sup> edition of [altcineAction!](#) Online Film Festival, curated by the winners of the 5C Project in collaboration with Jean-Michel Frodon. Followed by a Q&A and debate with the five young critics.

Open discussion on the city, culture and cinema. An open dialogue between a team of film scholars and film industry professionals from the Balkans and the Athenian public, on representations of cities and local cultural identities on the celluloid screen.

Closed Workshop with the Greek Director of Photography Olympia Mytilinaiou (GSC) for the five critics. Discussion on the use of cinematography in short films from the Balkans, participating at this year’s edition of [altcineAction!](#) online film festival.

The 4<sup>th</sup> edition of [altcineAction!](#) Awards Ceremony in the presence of the “Best Critic Award” Jury members and the five winners of the 5C Project.

# 2016 - Award Ceremony



# Andrei about Athens

I had never traveled to Greece before so I didn't really know what to expect. I knew of Ouzo and olive oil, gyros and Grexit. And of course about the gods and the heroes, and Socrates, Plato and Aristotle – whose *Poetics* is still the best scriptwriting manual out there. I fell in love with the city from the first day, somewhere between my first glance of the Acropolis at night and my first authentic Greek dinner in a taverna. Over the next four days I would have plenty of both and still not get enough... well, maybe my doctor would disagree about the latter.

After the intense experience of The 5C Project I am left with these images: the tiny one way streets crowded with small cars, orange trees, people and a lot of cats; the chaotic traffic where pedestrians stop cars to cross the street and drivers don't get mad; the city's vibrant protest culture that is omnipresent in the street art you can see on almost every wall (I was told we were lucky enough to only have on protest during our four day stay); the commuters coming out of the metro and up the escalators with the Exodus sign above to guide them.

*Andrei Sendrea*



# Athens highlights



Jean-Michel Frodon with Marian Tutui, Ana Grgic, Electra Venaki and the 5 ambassadors @ altcine office after the closed workshop – Saturday morning, 23 of January.



# Ozge about Athens

The 4<sup>th</sup> altcineAction! Short Film Festival took place in Athens on the 22-24 January, 2016. It is an inspiring interactive short film festival, which made use of online and offline facilities. I highlight the 'online' characteristic of the festival because I find it quite effective and important in our current age to engage audiences and the general public in online activities and screenings before the commencing of film festivals. The Rotterdam Film Festival has rightly used online facilities and many small festivals are currently adopting/appropriating online methods to engage more people in the seemingly 'exclusive' and 'high-brow' activities and circuits of film festivals.

In its aim to bring together Balkan short films, altcineAction! does a good job of initiating discussions of the past and future of the Balkan cinema in addition to acknowledging and rewarding Balkan short films and film critics from various Balkan countries. For me, the rewarding of the film critics was an exceptional experience, as it is a non-paid (and usually non-rewarded) job for the majority of people who are still doing it. In the light of the workshops, film screenings and meetings, we, the five critics from Serbia, Bulgaria, England, Romania and Turkey, had a chance to not only discuss and analyse different traditions of the Balkan cinema but also to discuss the present situation of film criticism in the region. Especially due to the economic and political problems of the region, film criticism and journalism have been at stake for a long while now.

*Ozge Ozduzen*

# Athens highlights



c



DoP Olympia Mytilinaïou (GSC) open Masterclass at Booze Cooperativa. Friday, 22 of January, afternoon.



# Mariana about Athens

Being selected as an ambassador of the 5C project and participating in the closing part of AltCineAction festival in Athens was a great opportunity to reconnect with film professionals from the Balkan region and to discuss Balkan cinema in its authentic environment. It was extremely important for me as I am currently working on the promotion of Balkan cinema abroad and it is always useful to exchange ideas with people working towards similar goals.

From the educational part I mostly appreciated the masterclass and workshop with Olympia Mytilinaiou as she pointed out possible approaches to film analysis from the cinematographer's point of view. This is rarely thought in Film Studies programs thus makes the educational panel of the 5C Project unique and revolutionary.

And apart from the "official part", it was great to remember how hospitable are Balkan people. These four days gave me not only valuable knowledge but provided me with an authentic insight to Athens, its great cuisine and its warm people. Thank you all, you made these days really special!!!

*Mariana Hristova*

# Galina about Athens

In this year's edition of altcineAction, I was a big first timer – first time in Greece, first time on a film festival abroad, first time I had a chance to write movie critics, first time I've ever traveled by plane.

As you can guess, I've had some mild fears about how will I handle all the new things. However, from the moment I have arrived, lovely volunteers were there to make things much easier for me. Gathering with the rest of the people involved in this festival was more than pleasant.

Those three days went too fast, marked by traditional Balkan hospitality, enriched by high quality contents. I cannot decide which masterclass I loved more – Jean-Michel Frodon gave us some really practical tips about movie criticism, while Olympia Mytilinaiou helped me find out more about cinematography and duties of DOP – which was pretty new topic for me. I also enjoyed open discussion about building cultural identity through cinema with Maria Komninos; now I have a huge list of Greek movies I'm looking forward to watch.

The experience of being in Athens was interesting. By seeing all the differences between the capital of Greece and Belgrade, the capital of Serbia, I've actually learned much about our similarities. Despite all the economical hurdles, we still tend to have fun, enjoy life and seize the best of our culture. Of course, we still care about the quality of cinema.

In the end, I've almost slept over all of my alarms activated to wake me up for my flight. I guess it was my subconscious wish to stay in Athens for a bit more. I've left Greece happy for meeting so many different experts and great people. Looking forward to our next stop in Split!

*Galina Maksimovic*



# altcineAction! Award Ceremony



Agron Domi with Marian Tutui and the 5 ambassadors after the award ceremony

# Directors about the critics

... But I would like to thank you again for giving me this opportunity to show my work. The reviews and all the feedback were really great. It made me not only extremely happy but it also motivated me to keep on making cinema. This means a lot to someone, who struggles with their little art projects and struggles to get their voice heard in this day and age. A biggest, kindest and most sincere thank you!

*Simon Intihal, Slovenia, Winner of Alida Dimitriou Award*

Thank you so much for making this possible and thank you for critics kind words and for being so great! Please never stop doing what you are doing. You also deserve a tone of congratulations for your contest, for organizing it and maintaining it, I think it is not easy at all but you are doing an amazing job!

Again, thank you from the bottom of our hearts!

*Mihai Salajan, Adelina Bulibasa, Romania, Winners of Best Short Award*



# Online activities

## After Athens



A screenshot of the Twitter profile for 'The 5C Project' (@The5cProject). The profile picture shows a group of seven people sitting on a red carpet. The bio reads: 'THE TIME OF THE CRITICS HAS COME!' and 'WE SET OFF ON 1 DECEMBER'. The profile statistics show 2 tweets, 128 following, and 13 followers. The 'Following' button is highlighted. The 'Tweets' section shows two tweets: one from Feb 4 about a review on 'A Wonderful Night in Split' and another from Jan 31 about expert critiques on 'LIBELULA'.



A screenshot of the Facebook page for 'The 5C Project TV/Movie Award'. The cover photo is the same group of people from the Twitter profile. The page name is 'The 5C Project TV/Movie Award'. The page has 279 likes and 1,134 post reach this week. The navigation bar includes 'Timeline', 'About', 'Photos', 'Likes', and 'More'. The main content area shows a status update with a 'Write something...' prompt.

# Online activities

the site [www.the5cproject.com](http://www.the5cproject.com)



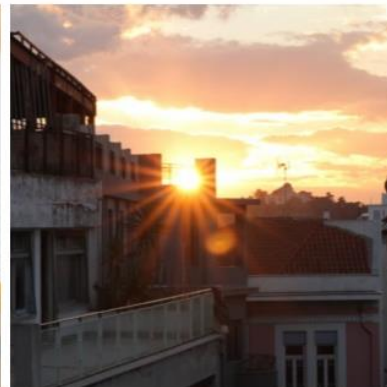
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# Next Stop: Split, Croatia

End of May 2016

Host organisation: Balkan Cultural Centre

Contact: Mrs. Ana Grgic

E-mail: [balkanskikulturnikrug@gmail.com](mailto:balkanskikulturnikrug@gmail.com)



'A FINE DAY FOR BANANAFISH' WON THE BEST SHORT FILM AT



BALKAN SHORT FILM



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THE TIME OF THE CRITICS HAS COME!



WE SET OFF ON 1 DECEMBER  
[www.allcinemaction.com/the5cproject](http://www.allcinemaction.com/the5cproject)

# Next Stop: Split, Croatia

End of May 2016

*First day:* Boris Poljak (Best short documentary film award at the 2014 Karlovy Vary IFF) will guide participants through a cinematographic city walk “The city as a film set”. This will allow them the opportunity to gain hands-on experience on ‘capturing the city’, by taking photos and filming city views, conducting an interview with the filmmaker, shooting selfie diaries, all of which will be uploaded on the project website.

In the evening, the Greek film *Diorthosi/Correction* (2007, dir. Thanos Anastopoulos) will be screened at the historical cinémathèque “Zlatna Vrata”, followed by a Q&A with the director.





# Next Stop: Split, Croatia

End of May 2016

*Second day:* During the day, the five ambassadors and local students will attend a film analysis workshop led by a renowned film critic and scholar. In the evening, the project ambassadors will present a selection of short films from the [altcineAction!](#) Online Film Festival (duration 100 min) at a public screening.

This will allow them to interact with the local audience, giving them the opportunity to explain their choices and express their views, by implementing what they learned during the workshop.

*Third day:* A seminar on “The Split Film School”, led by film critic and scholar Diana Nenadić (president of Croatian Film Critics’ Association), will instruct the participants and local students on the local film culture and avant-garde filmmaking in the 1960s, and its influence on the new generation of filmmakers.

The seminar will be followed by a screening of selected archival and recent short fiction and documentary films, from the representatives of the Split Film School.

# 3rd Stop: Cetate, Romania

End of August 2016

**Host organisation:** Balkan Cultural Institute Association/Divan Film Festival

Contact: Dr. Marian Tutui

E-mail: [mariantutui@gmail.com](mailto:mariantutui@gmail.com)



# 3<sup>rd</sup> Stop: Cetate, Romania

End of August 2016

Divan film festival is set next to a group of old buildings from World War I harbour turned into a “cultural port” by host and poet Mircea Dinescu, and artistic director Marian Tutui. It is not a competitive festival therefore as the organisers maintain: “we can afford to show old films made by our neighbours which can be revelations for audience and specialists”. Well known to the academic community and students, Divan Film Festival explores a specific theme each year, which is illustrated by screenings and an international scientific symposium on the subject, attended by film academics.

In the framework of this new action, the five ambassadors will be invited to watch the Divan Film Festival program related to the city theme, and present papers in the symposium. One of the papers, after a selection by the scientific committee, will be published in the yearly volume on Balkan cinema.

All ambassadors, alongside local students, will have the rare chance to meet important directors, film scholars, and have discussions, create videos and take interviews. Filming and video recording will be encouraged, with resulting materials to be uploaded to the dedicated site, Facebook, Instagram, Twitter etc.

Two special workshops will take place before the official symposium, with Professor Dana Duma on film criticism and with the acclaimed film editor and academic, Aleksandra Milovanovich on film editing.

# 4<sup>th</sup> Stop: Tirana, Albania

End of October 2016

Host organisation: Adriapol Institute/ Tirana Film Festival

Contact Person: Mr. Agron Domi

E-mail: [gondomi@yahoo.com](mailto:gondomi@yahoo.com)



# 4<sup>th</sup> Stop: Tirana, Albania

End of October 2016

The project's activities will take place during the Tirana International Film Festival where many international professionals are invited, and the local audience is gathered to watch European films. The ambassadors receive festival passes from Tirana International Film Festival (TIFF) and will be encouraged to watch the films screened (international shorts and feature films) during the festival. Along with local students and young audiences, they will have to select some of the European films dealing with the subject of the "City" and present them to the wider local audience connecting these films to those screened during the project.

A special screening will be held for one of the selected films from the 5C project (the Romanian film) followed by a Q & A session with Jean-Michel Frodon. In addition, their selection of [altcineAction!](#) films (100 min) will be screened during the festival, and the five ambassadors will have to justify their film choices to the audience.

Tirana International Film Festival and other invited festivals' Artistic Directors will discuss with the local audience, on the topic of the guidelines and rules for a successful film selection during festivals, in an especially dedicated roundtable. Under the mentorship of the Festival Artistic Directors, young participants and the five ambassadors will choose "The Best European film" for the project and give their award.

# Outputs

- For this first edition of “The 5C project”, we aim to:
- Create a young cinephile network, ready to watch, analyse, discuss and create audio-visual content,
- Give the opportunity to at least 1000 people to watch awarded feature films and recent short films never distributed in their country,
- Provide the basic tools to those 1000 people to better understand the film text.
- Establish the idea of “independent film Ambassadors” and provide to those 5 young people the means and the tools to express themselves and propose new actions for the development of “another” audience,
- Start a sustainable collaboration between the Institutions in four countries and create new partnerships with other International festivals and institutions.





# Contact Information

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Thank you!

# Partners

