



**5th BRICS Film Festival  
(Moscow, October 1-7, 2020)**

**International BRICS Film Forum  
BRICS Cinemas as Alternatives to Hollywood  
(Moscow, October 7, 2020)**

**PROGRAMME**

**Moscow, October 7, 2020**

Hall Pushkin, Hotel Marriott,  
32, Novy Arbat str.

**International BRICS Film Forum**  
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### **Concept Note**

Hollywood film industry nowadays is trying to promote cultural diversity, reforming the Oscars. In opposition to the fixed formulas of western mainstream productions BRICS films are diverse by definition. The main objective of the 5<sup>th</sup> BRICS Film Festival is to contribute to promotion of cultural, genre, and thematic diversity as well by screening films that reflect these attributes, which have already existed in the national approaches to cinematography and filmmaking. Thus, this experience is particularly relevant and can be shared not only within the film industry community of BRICS countries but also with the other leading film industry representatives, including Hollywood.

### **The Global Film Industry**

In 2018, global box office receipts amounted to US \$41.7 billion. When including box office receipts and the value of home entertainment sector as well, the global film industry was worth US \$136 billion in 2018. Hollywood is the oldest national, and now transnational, film industry in the world and remains the largest in terms of box office receipts. Indian cinema is the largest national film industry in terms of the total number of films produced, with 1,813 feature films released as of 2018.

### **National Approaches to the Film Industry in BRICS Countries**

The acronym BRICS stands for a group of five countries, e.g. Brazil, Russia, India, China, and South Africa, which is considered one of the most important international associations. Nowadays the organization accounts approximately 41% of the world population and has a significant role in the global economy. The major part of BRICS countries can be characterised by a highly developed film industry, a huge number of released movies, and by a large number of consumers as well. Each member of the BRICS community cooperates, to a greater or lesser extent, with the other national industries in the field of producing feature films, exchanging technologies and locations, and promoting the content. Every national film production and approach to filmmaking has its own distinctive features.

Brazilian cinema had remained one of the leading film industries in Latin America for a long period of time. Despite several political upheavals, the national cinema of Brazil is continuing its revitalisation; its further development is officially supported by national authorities as part of state cultural policy.

The development of the Russian film industry after the crisis, which was caused by the collapse of the Soviet Union, has led to a revitalisation of the entire sector of national media. Russian cinematography has a huge number of notable historical milestones, which are marked by well-known personalities and progressive ideas that have had a significant impact on the world film culture for ages. In this context, special attention is paid to the development of the regional cinema in Russia as well as to the support of debut films, experimental cinema, children's films, and to foundation and support of the existing streaming services that provide the content to the audience.

Indian cinema, for instance, has been meeting the demand of the Asia-Pacific market for consuming the products of the film industry for decades. Popular Bollywood blockbusters are not the only kind of cinema in India. Regional production centers create films in compliance with the local cultural and linguistic approaches to the regional cinematography and filmmaking, including stylistic diversity.

Chinese cinema is considered one of the most growing sectors of the last decades worldwide. Some experts claim that the country will have the largest audience in the world by the end of 2020. The rapid growth of the Chinese film industry can be illustrated with the following example: this national film industry releases over 1,000 feature films annually. In 2018, box office receipts in China amounted to US \$9 billion including the income from streaming services, which is the third highest result after the United States and India. The proportion of local and foreign productions in the overall films' box office earnings was 62% to 38%.

South Africa has begun to establish a new socio-political basis for further development of the national cinema. Due to the fact that the country has a number of unique natural places, i.e. film locations, this plenty of choices as well as quite low production costs are of great importance for the members of the regional film industry community. Thus, production costs in Europe and in the United States are significantly higher than in South Africa.

**The following topics are to be discussed during the Forum:**

- The overall situation regarding the development of national film industries in BRICS countries;
- Defining distinctive features of national film industries of BRICS countries, i.e. characteristics related to language, region, and a concept of ethnicity;
- Differences and similarities in local approaches to the film industry. The actual ratio of high-budget productions to low-budget productions and debut films: key obstacles and potential solutions;

- National systems of film education in BRICS countries;
- National systems of storage and preservation of audiovisual heritage;
- Various aspects of content promotion, e.g. organisation of festivals and film distribution (both at national and international levels), foundation and support of film societies;
- Aspects of cooperation among film industry communities of BRICS countries;
- The impact of the COVID-19 pandemic on the film industry: potential solutions to overcome the crisis.

Working Languages — English, Russian

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PROGRAMME

**13.30 – 14.00**

Welcome Coffee

Registration of participants and guests of the forum

**14.00 – 14.30**

Opening Ceremony

**Chair Persons**

*Mr. Mikhail Shvydkoy*, Special representative of President of Russian Federation for international cultural cooperation (Russia)

*Ms. Svetlana Maksimchenko*, Head of Division for Cinematography of the Ministry of Culture of the Russian Federation (Russia)

*Mr. Kirill Razlogov*, professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK), program director of Moscow International Film Festival, Curator of 5th BRICS Film Festival (Russia)

Official Welcome Words

\* 3-5 min. for each delegation

**14.30 – 15.45**

Session # 1

**National Models of Cinema as Alternatives to Hollywood**

**Chairman**

*Ms. Marina Toropygina*, Ph.D. in Art History, associate professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK) (Russia)

*Mr. Zhang Jinceng*, director, actor, playwright (China)

## **Speakers :**

*Mr. Kirill Razlogov*, professor All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK), program director of Moscow International Film Festival, Curator of 5th BRICS Film Festival (Russia)

*Ms. Ilda Santiago*, director of Festival do Rio — Rio de Janeiro International Film Festival (Brazil) — *online presentation*

*Ms. Bina Paul*, vice chairperson of Kerala State Chalachitra Academy (India) — *online presentation*

*Mr. Wang Yao*, Film scholar and critic, lecturer at Beijing Film Academy, member of FIPRESCI and NETPAC (China) — *online presentation*

*Mr. Martin Botha*, Professor in the Centre for Film and Media Studies at the University of Cape Town (South Africa) — *online presentation*

## Discussants:

*Sajin Baabu*, film director (India) — *online participation*

*Andrey Bogatyryov*, film director (Russia)

*Mr. Alexander Proshkin*, film director, The Advanced Course for Screenwriters and Film Directors n.a. George Danelia (Russia)

*Ms. Carmen Sangion*, film director (South Africa) — *online presentation*

*Tatiana Vetrova*, Doctor of Art History, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)(Russia)

\* 8 min. for each presentation / 20 min. for general discussion

## **15.45 – 16.00**

Coffee break

## **16.00 – 17.15**

Session # 2

**Collaboration of the BRICS Countries in the Field of Cinema: Issues and Challenges**

## **Chair Persons**

*Mr. Kirill Razlogov*, professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK), program director of Moscow International Film Festival, Curator of 5th BRICS Film Festival

*Ms. Yulia Mishkinene*, Producer, head of Vita Aktiva

## **Speakers :**

*Mr. Anton Malyshev*, Executive Director of KinoPrime Fund (Russia)

*Ms. Fernanda Bullhoes*, Chairman of Linhas Cultural Productions CEO (Brazil) — *online presentation*

*Ms. Rwita Dutta*, film critic and film historian, professor at the University of Calcutta (India) — *online presentation*

*Ms. Cao Liuying*, Co-founder, Head of International Sales of the Midnight Blur Films | Parallax Films (China) — *online presentation*

*Ms. Xoliswa Sithole*, producer, member of the British Academy of Film and Television Arts (BAFTA) and Filmmakers Against Racism, director of Nayanaya Pictures (South Africa) — *online presentation*

## **Discussants:**

*Mr. Igor Gruzdev*, prorector of All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK) for IT (Russia)

*Ms. Natalia Ivanova*, producer, CEO Khorosho Production (Russia)

*Mr. Christiaan Olwagen*, film director (South Africa) — *online presentation*

*Mr. Alexey Petrukhin*, producer, film director, actor, Russian Film Group (Moscow, Russia)

*Mr. Don Palathara*, film director (India) — *online presentation*

*Yu-Fai Suen*, Managing Director Berkeley Media Group Limited (United Kingdom)

\* 8 min. for each presentation / 20 min. for general discussion

## **17.15 – 17.30**

## **Conclusion**

Chairman

*Mr. Kirill Razlogov*, professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK), program director of Moscow International Film Festival, Curator of 5th BRICS Film Festival (Russia)

*Ms. Nina Kochelyaeva*, Ph.D. in History, Director of New Institute for Cultural research, Senior Researcher of the All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

### **17.30 – 18.00**

Break for re-equipment of the Pushkin hall. Guests await in the lobby.

### **18.00 – 18.30**

#### **Award Ceremony of 5th BRICS Film Festival**

Jury of 5th BRICS Film Festival

Chairman

*Mr. Sergey Mokritsky* (Russia)

Jury Members

*Ms. Zhanna Tolstikova* (Brazil)

*Ms. Mahima Sikand* (India)

*Mr. Zhang Jinceng* (China)

*Mr. Mudemeli Madihva Aaron* (South Africa)

List of films:

#### **Brazil**

IN PIECES / AOS PEDAÇOS

Director: RUY GUERRA

2020, 93'

THE SILENCE OF THE RAIN / SILÊNCIO DA CHUVA

Director: DANIEL FILHO



2020, 96'

**Russia**

RED GHOST / KRASNY PRIZRAK

Director: ANDREY BOGATYRYOV

2020, 96'

BACK TO THE SARMATIAN STEPPE / NAZAD V STEP' K SARMATAM

Director: ALEXANDR PROSHKIN

2020, 98'

**India**

1956, CENTRAL TRAVANCORE

Director: DON PALATHARA

2019, 94'

BIRIYAANI

Director: SAJIN BAABU

2020, 95'

**China**

SATURDAY FICTION / LAN XIN DA JU YUAN

Director: YE LOU

2019, 127'

ALL ABOUT ING

Director: HUANG ZI

2019, 110'

**South Africa**

SALVATION

Director: CARMEN SANGION

2019, 61'

POPPIE NONGENA

Director: CHRISTIAAN OLWAGEN

2020, 95'

**18.30 – 20.00**

Dinner

## **List of Participants**

### **Brazil**

*Ms. Fernanda Bulhoes*, Chairman of Linhas Cultural Productions CEO

*Ms. Gabriele Costa Guadagnin*, Cultural attaché, Brazilian Embassy in Russian Federation

*Ms. Ilda Santiago*, director of Festival do Rio — Rio de Janeiro International Film Festival

### **Russia**

*Ms. Maria Antonova*, Secretary of the Department of Foreign Policy Planning of the Russian Foreign Ministry

*Ms. Ekaterina Bedareva*, Head of International Department of Moscow International Film Festival

*Mr. Andrey Bogatyryov*, Film director, actor, competition film RED GHOST

*Mr. Wolfgang Cherny*, actor

*Mr. Igor Gruzdev*, prorektor of All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK) for IT (Russia)

*Ms. Olga Derevyankina*, Head of the Department of Biofilmography and International Relations - State Film Fund of the Russian Federation

*Ms. Natalia Ivanova*, producer, CEO of film company Horosho Production

*Mr. Sergey Kapterev*, Film historian, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Mr. Dmitry Karavaev*, Director of the Film Analytical and Education Center - All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Nina Kochelyaeva*, Ph.D. in History, Director of New Institute for Cultural research, Senior Researcher of the All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Olga Komarova*, a member of organizing committee of the Brazilian Film Festival Moscow

*Ms. Tatyana Kraynykh*, Federal Fund for Social and Economic Support of Russian Cinematography Deputy Head of the Analytical Department

*Ms. Maria Ksinopulo*, Producer of film company Horosho Production

*Ms. Vera Kutafina*, a member of organizing committee of the Brazilian Film Festival Moscow

*Ms. Elizaveta Levanskaya*, International department of Moscow International Film Festival

*Ms. Svetlana Levicheva*, Producer, Wonder Media Group

*Ms. Svetlana Maksimchenko*, Head of Division for Cinematography of the Ministry of Culture of the Russian Federation

*Mr. Anton Malyshev*, Executive Director of KinoPrime Fund

*Mr. Boris Mashtaler*, CEO of National Academy of Motion Picture Arts and Sciences of Russia

*Ms. Yulia Mishkinene*, Producer, head of Vita Aktiva

*Mr. Sergey Mokritsky*, Director, DOP, Chairman of the Jury of 5th BRICS Film Festival

*Ms. Marina Ozerenchuk*, Researcher of the All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Evgenia Parkhomenko*, Researcher of the All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Mr. Alexey Petrukhin*, Producer, film director, actor, CEO of Russian Film Group

*Mr. Dmitry Pirkulov*, Producer, Amkart company

*Mr. Vladimir Poluektov*, Secretary of the Department of Foreign Policy Planning of the Russian Foreign Ministry

*Mr. Alexander Proshkin*, Film director, competition film BACK TO THE SARMATIAN STEPPE, The Advanced Course for Screenwriters and Film Directors n.a. George Danelia

*Mr. Kirill Razlogov*, professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK), program director of Moscow International Film Festival, Curator of 5th BRICS Film Festival

*Ms. Lilia Rizvanova*, First Secretary of the Department of Foreign Policy Planning of the Russian Foreign Ministry

*Mr. Mikhail Shvydkoy*, Special representative of President of Russian Federation for international cultural cooperation

*Ms. Evgenia Tirdatova*, Member of the Selection Committee of the Moscow International Film

*Ms. Zhanna Tolstikova*, Journalist, scriptwriter, producer and director Head of the International Department of TV BRICS International Media Network

*Ms. Marina Toropygina*, Ph.D. in Art History, associate professor, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Tatyana Tursunona*, head of International Department of All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Tatyana Vetrova*, Doctor of Art History, All-Russian State Institute of Cinematography named after S. Gerasimov (VGIK)

*Ms. Tatyana Voronetskaya*, Producer, CEO Rossfilm

*Mr. Dmitry Yakunin*, Producer, head of Youth center of the Union of cinematographers of the Russian Federation

## **India**

*Mr. Sajin Baabu*, film director, competition film BIRIYAANI

*Ms. Rwita Dutta*, film critic and film historian, professor at the University of Calcutta

*Ms. Sikand Mahima*, Second Secretary of the Embassy of India in Moscow

*Mr. Don Chacko Palathara*, film director, competition film 1956 CENTRAL TRAVANCOR

*Ms. Bina Paul*, vice chairperson of Kerala State Chalachitra Academy

## **China**

*Mr. Zhang Jinceng*, director, actor, playwright

*Ms. Cao Liuying*, Co-founder, Head of International Sales of the Midnight Blur Films, Parallax Films, competition film ALL ABOUT ING

*Mr. Wang Yao*, Film scholar and critic, lecturer at Beijing Film Academy, member of FIPRESCI and NETPAC

## **South Africa**

*Mr. Mudemeli Madihva Aaron*, Chargé d'Affaires a.i. / Acting Head of Mission Embassy of South Africa to the Russian Federation

*Mr. Martin Botha*, Professor in the Centre for Film and Media Studies at the University of Capetown

*Mr. Christiaan Olwagen*, film director, competition film POPPIE NONGENA

*Ms. Carmen Sangion*, film director, competition film SALVATION

*Ms. Xoliswa Sithole*, producer, member of the British Academy of Film and Television Arts (BAFTA) and Filmmakers Against Racism, director of Nayanaya Pictures

## **Bulgaria**

*Mr. Vladimir Yastreba*, head of Rossotrudnichestvo programs in Sofia, Bulgaria

**United Kingdom**

*Mr. Suen Yu-Fai*, Managing Director, Berkeley Media Group Limited