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FESTIVAL INTERNACIONAL DE CINE

DONOSTIA SAN SEBASTIÁN

17-25 SEPTIEMBRE 2004

CINEMA AND REGIONS IN EUROPE



The 52nd Donostia-San Sebastián International Film Festival, with the support of Gipuzkoa Provincial Council, will be devoting a specific day to the vital role that regional institutions and public entities play internationally in the preparation, development and completion of film projects.

The Festival has chosen three innovative experiences, which will be presented on September 23, to stress the dynamic nature of European Regions in areas that are quite different in principle:

Cine-Regio. An example of the European coordination of investment Funds consisting of Wallimage, Fonds Régional Wallon de l'Audiovisuel (Belgium), MFG Filmförderung (Baden-Württemberg, Germany), Rotterdams Fonds voor de Film en Audiovisuele Media (Holland), FilmFondsWien (Vienna, Austria), Provincia di Lecce (Italy).

Atelier de Production Centre Val de Loire (APCVL). From a French region, to provide global support for an independent film project in its various phases: writing, shooting, postproduction and dissemination.

La Ciudad de la Luz de Alicante. Ultramodern studios with public funding, it also supports independent cinema.

The agenda for the day's events will be rounded off by working sessions, professional meetings, and information on the work carried out by Film Commissions and reflection committees to familiarise professionals from the industry and press from all over the world at the Festival with the dynamism of the European regions.

EUROPEAN PERSONALITY OF THE YEAR AWARD

Within the framework of this initiative, the Festival has decided to establish an annual Award to be presented to a European Personality who has stood out for giving a decisive boost to the richness and diversity of European cinema.

The first European Personality of the Year Award will be presented on September 24 to the European commissioner Viviane Reding, who is responsible for education, training, youth affairs, audiovisual matters, culture, sport and civil society, in recognition of the work she has carried out, and as a stimulus in the challenge represented by her new European career.

Viviane Reding was born in Esch-sur-Alzette, Luxemburg, in 1951. She graduated in Social Sciences at University of the Sorbonne in, and began her career as a journalist on the Luxemburger Wort. Since 1979 she has combined this job with her political career, first as a member of the Parliament of Luxemburg and from 1989 onwards as a member of the European Parliament, where she was president of the Luxemburg section of the European People's Party. In 1999 she was appointed European Commissioner for Education and Culture. In this post she has encouraged new programmes to support Culture (Culture 2000) and new audiovisual policy measures with a 30% increase in the Media Plus support programme for the development, distribution and promotion of audiovisual work in Europe. Another measure that she has promoted has been the setting up, in collaboration with the BEI (European Investment Bank), of the "i2i Audiovisual" initiative to make it easier for Small and medium-sized companies to obtain venture capital funding, as well as a process to review the "Television without frontiers" Directive that among other things regulates the law that makes it compulsory to invest 5% of TV income in European audiovisual production. In October 2001 she received the European Merit Foundation Gold Medal. Viviane Reding is married and has three children.