

## AVANTI

A program to support  
the South Caucasian Film Community  
on creative, legal and technical levels

Proposed and implemented by



Foundation for professional training  
in cinema and audio visual media

2, rue du Maupas, CH - 1004 Lausanne  
Phone (41) 21 - 312 68 17,  
Fax (41) 21 - 323 59 45  
E-mail : info@focal.ch  
www.focal.ch

Funded by the



Swiss Agency for Development  
and Cooperation (SDC)  
Swiss Cooperation Office  
for the South Caucasus  
12, Radiani Str.,  
Tbilisi, 0179, Georgia  
Tel: (+995 32) 25 36 82 / 83,  
Fax: (+995 32) 25 36 84  
www.sdc.admin.ch

## CONTENT

Where does AVANTI stand today?

The Co-Funding Initiative - AVANTI's  
Second Step to Support the South  
Caucasus Film Community

Short films  
Interview with Lela Mosemgvdlishvili  
and Irakli Bagaturia  
Documentary films  
Feature films  
Legal projects

And now... the IFA-SC!

Activities planned by the IFA-SC for  
the period 2005 - 2007

Words of address by the IFA-SC  
Board members

## Above all, AVANTI is a challenge...



Pierre Agthe, Project Leader

*...a gap-breaking challenge for the Swiss Agency for Development and Cooperation, which supports this initiative driven by the ambition to make of culture a lever for achieving transnational and peaceful cooperation in the region.*

*... a thrilling challenge for FOCAL, and in particular for the AVANTI Team, whose collaborators invest enormous energy to support their South Caucasian colleagues in developing creative, efficient strategies and actions for the benefit of the regional film community.*

*... a historical and emotional challenge for all the Armenian, Azeri and Georgian filmmakers involved in AVANTI in one way or another, who shoulder the responsibility for infringing national, corporatist and personal interests in order to breathe fresh life into the regional audiovisual industry.*

*Let's face it: the road ahead is full of pitfalls and the chances of avoiding them are few and far between. Like in a classical epic, the heroes will have to be brave, patient and endowed with a sense of humour to succeed in their quest.*

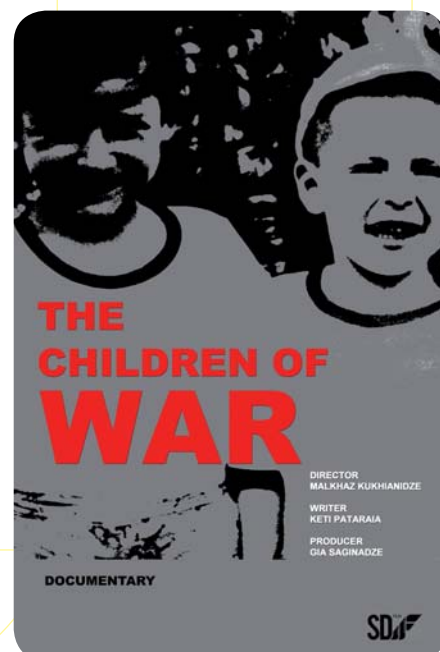
*But all these challenges are noble and well worth the risk. I express my best wishes to all the actors of this initiative.*

Pierre Agthe, Project Leader

## Where does AVANTI stand today?

In 2003-2004, under the banner of AVANTI, FOCAL implemented the **Updating Program** for the film communities in Armenia, Azerbaijan and Georgia, to help them update their skills and revitalize film production in the region.

Over a period of one year, 27 film projects - feature films, documentaries and short films - were developed from the original concept to the final production package, assisted by international mentors and consultants. Simultaneously, lawyers addressed areas of law that are relevant to the film business in a market economy. The program brought together some fifty participants over four 10-day sessions.



The AVANTI Updating Program ended in April 2004. As a follow-up, international juries awarded US\$ 450,000 to co-finance six feature films, six short films, three documentaries and four legal projects. This second step of AVANTI is named the **Co-Funding Initiative**.

This second issue of the AVANTI Newsletter not only provides an overview of the current state of production of the awarded projects, but also presents the latest initiative instigated by the AVANTI program: **the Independent Filmmakers' Association - South Caucasus (IFA-SC)**

## The Co-Funding Initiative - AVANTI's Second Step to Support the South Caucasus Film Community

### The AVANTI Team for monitoring the Co-Funding Initiative:

**Pierre Agthe**, *Project Leader*  
**Joelle Com e**, *Documentary Films*  
**Julius Effenberger**, *Legal Projects*  
**Martin Hagemann**, *Feature Films*  
**Denis Rabaglia**, *Short Films*

AVANTI has always been of the opinion that any training initiative in the region should be project-based, and that there could be no training without co-funding of the developed projects. At the very end of the Updating Program, international and independent juries awarded the following grants:

- To six short films (Georgia 4, Armenia 1, Azerbaijan 1), the sum of \$ 10,000 each.
- To six feature films (2 per country), the sum of \$ 50,000 each.
- To three documentaries (1 per country), the sum of \$ 20,000 each.
- To four legal projects (Georgia 1, Armenia 1, Azerbaijan 2), the sum of \$ 10,000 per country.

Although offering no guarantee that the production of the films or projects will be brought to completion, these grants do represent a serious incentive for other partners to co-fund the awarded films and projects. To this day, ten films have been put into production, four have been completed, and one legal project has been fully implemented.

## Short Films - A Long Tradition, a New Wind

Short film is a form in itself. In the South Caucasus more than anywhere else, it has always been considered as the best ground upon which to build up a new generation of filmmakers. On the basis of this tradition, the AVANTI Team integrated into the Updating Program a short-film group of 9 participants, mentored by Swiss consultant Antoine Jaccoud during almost ten months.

To this day, of the six films ultimately awarded, two have been completed and the four others are in production. Five of the films were shot in Mini-DV in 16:9, one in 35mm. We are expecting the six short films to be completed by mid-2006, and the production of a special DVD is foreseen. This DVD will contribute to the birth of a new generation of South Caucasian filmmakers, by offering a collection of short films that will have been developed and produced in the same creative environment – a sign for today, and a mark for the future!



### Films completed:

**"The First Word is Missing"** (Georgia - 2005 - 23'), directed by Giorgi Tsikharishvili, written by Levan Lagazidze († 27 April 2004), produced by Lela Mosemgvdlishvili and Irakli Bagaturia.



*The return of a long-forgotten mother upsets the daily life of a young man.*

Selected at Tbilisi International Film Festival 2005, Georgia.

**Read also the producers' interview on page 4.**

**"The Window"** (Georgia - 2005 - 18'), written, produced and directed by Rusudan Pirveli.

*Locked up by her husband, a young spouse has only the kitchen window through which to be part of the real world.*

Awards:

Best Georgian Short Film, Special Prize by Videoscope, Tbilisi International Film Festival 2005, Georgia.

Honorary Diploma, Isfahan International Short Film Festival 2005, Iran  
Bronze Medal, Festival of Nations for Film and Video of Ebensee 2005, Austria.



Selected at International Panorama of Greece 2005, Mediterranean Film Festival of Montpellier 2005 in France, Izmir International Film Festival 2005, Turkey and many other festivals.



### Awarded Short Films

Armenia

**"The Enemies"**

Writer & Director & Producer:  
David Matevossian

Azerbaijan

**"Try Not To Breathe"**

Writer & Director: Alina Abdullayeva  
Producer: Aynur Mustafayeva

Georgia

**"Curfew Hour"**

Writer & Director & Producer:  
Levan Adamia  
Co-writer:  
Irakli Solomanishvili

**"The First Word is Missing"**

Writer: Levan Lagazidze †  
Director: Giorgi Tsikharishvili  
Producers: Lela Mosemgvdlishvili &  
Irakli Bagaturia

**"Wild Dogs"**

Writer & Director & Producer:  
Irakli Paniashvili

**"The Window"**

Writer & Director & Producer:  
Rusudan Pirveli

### Films currently in production:

**"Wild Dogs"** (Georgia), written, produced and directed by Irakli Paniashvili.  
*A man's obsession with his BMW leads to a tragic outcome for him and his family.*

**"Curfew Hour"** (Georgia), written by Levan Adamia & Irakli Solomanashvili, produced and directed by Levan Adamia.  
*Nothing keeps conspirators from meeting, not even a curfew hour...*

**"The Enemies"** (Armenia), written, produced and directed by David Matevossian.  
*An Armenian soldier and an Azeri soldier, both badly injured, share some companionship on the battlefield.*

**"Try Not to Breathe"**, written and directed by Alina Abdullayeva, produced by Aynur Mustafayeva (Azerbaijan).  
*A young lady who has her whole life ahead of her meets an old man with only one night left to live.*



**Interview with Lela Mosemgvdlishvili and Irakli Bagaturia who tell us about the production of the short film "The First Word is Missing", written by the late Levan Lagazidze and developed within the short-film group of the AVANTI Updating Program.**

**The film was supposed to be directed by the late Levan Lagazidze. Tell us about your difficulties in getting the film made after his tragic death.**



Lela Mosemgvdlishvili

**LELA:** This tragic event happened the night following the AVANTI Award Ceremony and, along with immense sorrow, it brought great confusion. In the following days, Levan's family, friends and colleagues from AVANTI came to the conclusion that the best thing for Levan's memory was to have his script made into a film. After copyright matters were cleared (with the help of AVANTI participant lawyer Tamara Tatishvili), Irakli and I had to choose the right director – someone not only to shoot the pages, but with an in-depth grasp of the context and the main idea behind the script, and thus able to convey Levan's intentions to viewers. From among several candidates, we selected filmmaker Giorgi Tsikarishvili, a close friend of Levan's, who had worked with him and, somehow, had a closer style of directing. Giorgi was given leeway to slightly change the script and adapt some details. This point is important, because a film is a living organism and without changes, improvement and adaptation, no successful result can be achieved.

**As producers, what were your main duties for the film?**

**LELA:** Being a journalist, this project was my first involvement in a film production. From the very beginning, Irakli and I split our duties and responsibilities: Irakli took on the position of production manager, while I was more involved in solving financial and legal matters.

**IRAKLI:** I was budgeting, managing the shooting schedule, organizing the crew and so on, even driving people around! We also involved a lot of Levan's friends.

**You, Irakli Bagaturia, had participated in the Producers' group of the AVANTI Updating Program. In what way was that experience helpful?**

**IRAKLI:** First of all, it enabled me to make many friends. As for professional experience, I was privileged to meet the German producer Martin Hagemann, who gave me a lot of professional tips I didn't know before about European filmmaking. I can mention the idea of packaging as a main objective for the producer.

**Since the film's completion, what has happened to you and to the film?**

**LELA:** The national Premiere of the film was held at the Amirani Cinema Theatre in Tbilisi, where it was attended by representatives of several media. The film was shown on Georgian TV Channel MZE and discussed on a popular evening show, to which Giorgi Tsikarishvili and Irakli Bagaturia were invited. In addition, this film had a strong impact on my professional development. In the future, I would like to do some of Levan's other scripts, including "Shit Happens", which he wrote for the Berlinale Talent Campus 2004 script competition.

**For almost three years now, AVANTI has been working in the region for the benefit of the local filmmakers. How do you see its influence on the Georgian film community?**

**LELA:** AVANTI has invested in the professional growth of local filmmakers. The training they received gave them an opportunity to meet Western professionals and share concerns regarding film trends in the South Caucasus. The transnational



Irakli Bagaturia

approach was also significant: the project brought together filmmakers from the three South Caucasian countries and helped them to feel closer. I hope that AVANTI will continue to assist South Caucasian filmmakers to develop projects on a par with international standards and to enter new stories, characters and inspiration on the world film market.

**IRAKLI:** Within the Georgian film community, there were mixed reactions to the AVANTI program, but it is clear to everyone that the program was necessary for us. On a regional level, we have just set up the IFA-SC (Independent Filmmakers' Association - South Caucasus). Our main objective is to consolidate European ways of filmmaking in the region.

## Feature Films – Take a Deep Breath...

Of all six awarded films, the Armenian Film BONDED PARALLELS was the first to go into production. Financed by the Cultural Ministry of Armenia, the State Studio Haifilm, and the Armenian/Russian distributor Paradise, and supported by an AVANTI grant of US\$ 50,000, the writer and director Hovhannes Galstyan started shooting in early July, and finished all the Armenian locations by end September. He is now editing those 65 minutes of the film, before traveling to Norway in spring 2006 to shoot the historical parts. Hovhannes hopes to complete and deliver the film by end 2006. In his additional role as the producer of BONDED PARALLELS, Hovhannes Galstyan is currently in the throes of trying to cope with the recent and difficult change of ownership privatizing the former state studio.

The other Armenian feature film, CHNCHIK by Aram Shahbazyan, is well on its way to closing its fund drive. Besides the grant from AVANTI, funds are forthcoming from Swiss Television and a private Russian investor. The film's development is supported by the Hubert Bals Fund in Amsterdam, and the project has been accepted for the Rotterdam Film Festival Market in January 2006. The Armenian producers Melik Karapetyan and Ara Mnatsakanyan, together with their Swiss co-producer Andres Pfaffli from Ventura Film, hope to complete the film's financing at that point, and to start the main photography by early summer 2006.

Two more writers/directors are working with their producers and co-producers on new drafts. Georgian writer/director Rusudan Chkonia is developing KEEP SMILING, together with German/Georgian producer Sofia Damian and her co-producers Joëlle Comé of Switzerland and Ursula Wolschlager of Austria – the latter is also involved in BUTA (by the Azeri writer/director Ilgar Najaf), a project that did not receive an AVANTI award but is much favored by West-European producers.

The other two awarded Azeri projects – THE 40th DOOR by Elchin Musa Oglu and ENEMIES OF THE SUN by Mirsadig Agazade – are having a hard time obtaining funding from the domestic markets, but producers Mehriban Azizova and Rasim Gasanov still hope that the situation in Azerbaijan may soon change.

Last but not least, the Georgian film NATURMORTE 1937 by Givi Odisharia changed producers. Tornike Berishvili has invested some of his own funds to further develop the script and find French co-producers. He hopes to finish the film's development by the end of the year, and to soon start the funding.



### Awarded feature films

#### Armenia

##### "Bonded Parallels"

Writer & Director & Producer:  
Hovhannes Galstyan

##### "Chnchik"

Director: Aram Shahbazyan  
Writers: Aram Shahbazyan,  
Ara Mnatsakanyan,  
Mariam Asriyan,  
Harut Kbeyan  
Producers: Ara Mnatsakanyan,  
Melik Karapetyan

#### Azerbaijan

##### "Enemies of the Sun"

Writer & Director: Mirsadig Agazadeh

##### "The 40th Door"

Writer & Director: Elchin Musa

#### Georgia

##### "Keep Smiling"

Writer & Director: Rusudan Chkonia  
Producer: Sofia Damian

##### "Naturmorte 1937"

Writer & Director: Givi Odisharia  
Producer: Tornike Berishvili

## Documentary Films - Pieces of a Mirror...

Documentary film has a great tradition in the South Caucasus and in the CIS region. Experienced documentary filmmakers have impressive filmographies of long documentaries shot in 35mm before the 90's, meanwhile the new generation is slowly discovering how digital video is a common technique for today's documentarists.

The AVANTI Updating Program integrated a Documentary film group of 6 participants, of mostly young filmmakers, mentored by various consultants from Russia, Switzerland and France. These Mentors, from Festival director Jean Perret (Nyon Visions du réel) to filmmakers Alexandre Gutman, Denis Gheerbrant, Vadim Jendreyko and Ursula Meier, have accompanied during almost ten months the development of the six film projects. From which the three following films were eventually granted production money.

The film **"Children of War"**, directed by Malkhaz Kukianidze and produced by SDF Film-Gia Saghinadze, was completed in May 2005.

The 52-minute film depicts a special train journey from Tbilisi to the seashore in Western Georgia, as taken by a small group of young boys and girls returning to the seaside for the first time since the war ten years ago. As the train starts moving, they tell us about the dramatic circumstances surrounding their departure from Sukhumi: terrible memories begin to unfold as the train brings them closer to the events that so brutally interrupted their childhood innocence.



The film **"The Way Out"**, produced and directed by Nasimi Aliev, has just been completed.

This 52-minute story of a musician's hard life in Baku grants viewers entry into the privacy of Ali and all his family. Ali is struggling to make a living by teaching and composing music. Despite his obvious disability (cervical vertebra birth defect), Ali remains full of energy and hope. He lives with his parents, wife and son in a small apartment, and we follow him in his daily routine, always accompanied by music...always looking for money...



### Awarded documentary films

#### Armenia

#### "Habitants of the Lost Islands"

Writer & Director: Hrant Hakobyan

Producer: Ara Mnatsakanyan

#### Azerbaijan

#### "The Way Out"

Writer & Director & Producer:

Nasimi Aliev

#### Georgia

#### "Children of War"

Writer: Keti Pataraiia

Director: Malkhaz Kukhianidze

Producer: Gia Saghinadze

The film **"Inhabitants of Forgotten Islands"**, directed by Hrant Hakobyan and produced by Ara Mnatsakanyan, was the last AVANTI documentary to be shot.

Chronicling a world of poor, insecure, forgotten and dreaming people living an unusual life in some forgotten and dreadful corner of an Armenian suburb, this film will be ready by next spring (2006).

The shooting was done in four periods over one year, covering all seasons.

The 52-minute film introduces more than ten characters, each of whose dramatic life is depicted in detail by the film director who, over time, established a close relationship with them.



## Legal Projects – Standing up for good practice

Since autumn 2004, four awarded AVANTI Legal Projects are being implemented. They concern mainly or exclusively Intellectual Property (IP) issues in the film sector.

The Georgian group is headed by **Tamara Tatishvili** (educated a.o. in the US), whose associates are Dr. Irma Kavtaradze (former Deputy Minister of State Property Management of Georgia) and Tamuna Ramishvili. Their project, begun in early February 2005, is to last one year. The aim is the publication of a Legal Guidebook in Georgian language (with Russian and English summaries) for the film sector. The authors are presently coordinating their contributions and preparing the English summaries.

The Armenian group is led by **Andranik Vahanyan** (a member of the law firm "Ter-Tachatyan Legal and Business Consulting" at Yerevan), with his associates Armine Parsadanyan, Gohar Sardaryan and Artyom Kostandyan. They also began their one-year project in February 2005. Under the title Lawyers for Armenian Cinematography (LAC), it comprises a series of activities: legal services, the organization of an essay competition, a research publication of their own, and student training. Whereas the legal services remain an ongoing activity, and the competition has encouraged a number of partly awarded essays on intellectual property (IP), the research has had to be newly – and more internationally – directed due to the inacceptability of certain Armenian court decisions, and the training has been more widely opened.



Legal training organised by LAC

### Awarded Legal Projects

#### Armenia

#### Lawyers for Armenian Cinematography

Head of Project: *Andranik Vahanyan*

Associate Partners:

*Armine Parsadanyan,  
Gohar Sardaryan and  
Artyom Kostandyan*

#### Azerbaijan

#### Copyright Centre

Head of Project: *Fikrin Bektashi*

#### Legal Consulting and Enlightenment in the Field of Film Production

Head of Project: *Elmari Mamishov*

Associate Partners: *Nigar F. Melikova  
and Parviz I. Isgandarov*

#### Georgia

#### Legal Guidebook to the Film Sector in Georgia

Head of Project: *Tamara Tatishvili*

Associate Partners: *Tamuna Ramishvili  
and Irma Kavtaradze*

A first Azeri group has at its head **Fikrin Bektashi** (education in business and law at Baku). His associates are Ismail Akhmadov and Javidan Nabiyeva. Their half-year project began end February 2005. Its objective is a Copyright Center against IP piracy and counterfeit. The group has printed and distributed a leaflet on IP (translated into English), and it organized a Round Table on May 18th, as well as a Training Seminar on August 30th, 2005 – both of which encountered broad interest among specialists and the media. Since March 2005, the group has been imparting legal counsel to audiovisual productions, e.g. to AVANTI film project groups. The Project can be considered completed.

Head of the other Azeri group is **Elmari Jabir Mamishov** (educated in law and tourism business), whose associates are Nigar Malikova and Parviz I. Isgandarov. Begun in March 2005, their's is also a six-month project. It was organized by the Azerbaijan Young Lawyers' Union (AYLU - [www.aylu.az](http://www.aylu.az)), and bears the name Legal Consulting and Enlightenment in the Field of Film Production. Its activities have included identifying copyright violations, the creation of a webpage listing copyright infringements, seminars, round tables, and free legal counseling. In June 2005, the group reported on training sessions it had accomplished, the newspaper announcements published, and its ongoing legal consultations.

## And now... the IFA-SC !

From Day 1 of the Updating Program, FOCAL implemented the idea that besides training and funding, AVANTI could bring equipment to South Caucasus, provided that the regional criterion (among others) is met: that is, only if access to all three countries is guaranteed, would any equipment be worth funding.

This was the starting point for a new initiative: the creation of a transnational association for independent filmmakers in Armenia, Azerbaijan and Georgia. After more than one year of intensive work, the IFA-SC has been officially registered and is currently implementing its first activities for the benefit of the whole film community in the South Caucasus.

### IFA-SC

#### Founding Members of the Independent Filmmakers' Association – South Caucasus

##### Armenia

Natalya Avetyants, *media manager*  
 David Matevosian, *film director*  
 Ashot Mkhitarian, *producer*  
 Ashot Mkrtychyan, *director of photography*  
 Isabella Sargsyan, *media projects*  
 Anna Tadevosyan, *film director*  
 Andranik Vahanyan, *lawyer*

##### Azerbaijan

Alina Abdullayeva, *film director*  
 Mirsadig Agazade, *film director*  
 Ali Isa Jabarov, *film director*  
 Shamil Najafzada, *film director*  
 Arzu Mamedova, *film director*  
 Nariman Mammadov, *lawyer/producer*  
 Aynur Mustafayeva, *producer*

##### Georgia

Levan Adamia, *film director*  
 Irakli Bagaturia, *producer*  
 Rusudan Glurjidze, *film director*  
 Vasil Janjgava, *manager*  
 Rusiko Pirveli, *film director*  
 Tamara Tatishvili, *lawyer*  
 Vakhtang Varazi, *film director*

#### Members of the Board

Nariman Mammadov, *Azerbaijan*  
 Ashot Mkhitarian, *Armenia*  
 Tamara Tatishvili, *Georgia*

#### Chairperson

Nariman Mammadov, *Azerbaijan*

#### Executive Director

Tamara Tatishvili, *Georgia*

#### Managing Team IFA-SC

Sophie Khoperska, *accountant*  
 Anuka Tskipurishvili, *assistant*

### The Independent Filmmakers Association – South Caucasus IFA-SC

Consisting of former AVANTI participants, together with additional members of the film communities of Armenia, Azerbaijan and Georgia, a Task Force has been created to lay the foundations of a transnational project for independent filmmakers in the South Caucasus. Between September 2004 and September 2005, this Task Force worked on the elaboration of an organizational concept and activity plans for an upcoming association.

**The Independent Filmmakers' Association – South Caucasus IFA-SC** is close to be registered in Tbilisi, Georgia. The association is governed by a General Assembly, a Board of Directors and an Executive Director.

The goal of the IFA-SC is to assist the film communities of the three countries in South Caucasus in their endeavors to grow into a culturally and economically established sector of society.

To reach its goal, the transnational association will implement and run concrete activities within the film community in the South Caucasus, with the four following objectives:

- to strengthen an awareness of, and a commitment to common interests in the film community of the three countries Armenia, Azerbaijan and Georgia
- to improve the quality of production
- to support the buildup and strengthening of the distribution system
- to improve the film community's lobbying position



Founding Members of IFA-SC



## Activities planned by the IFA-SC for the period 2005 – 2007

*OBJECTIVE - to strengthen an awareness of, and a commitment to, common interests in the film community of the three countries Armenia, Azerbaijan and Georgia*

By setting up the IFA-SC, its members coming from all three countries will convey the idea to their colleagues that – measured against other countries' film communities, as well as against the rest of the audiovisual world – they themselves are too small to be able to survive on their own. The only way forward, then, is to identify fields of common interest and to act on them – together where possible, and separately in each country as needed. In the course of 2006, the creation of national associations is planned in order to further enlarge the participation of active members of the film communities of the three countries. These national associations will develop their own activities, but will also become involved in the projects of the transnational association in their country.

*OBJECTIVE – to improve the quality of production*

### Training for writers, producers and promoters

First session scheduled for summer 2006, follow-up 2007

The IFA-SC will conduct training for writers/directors, producers and promoters of films (distributors, exhibitors, sellers) to improve skills in writing and analyzing screenplays, project development, market analysis of projects and their respective interrelations.

### Purchase of digital direct sound and post-production equipment

Scheduled to be completed in spring 2006

In order to contribute toward the technical improvements needed for high quality film production in South Caucasus, the IFA-SC will purchase three sets of direct sound recording equipment. To maintain sound quality in post-production, the association will purchase up to two sets of post-production equipment. Thereby, the film community will be given access to state-of-the-art sound equipment to replace analogue, mono techniques. The IFA-SC will design an equipment loan scheme in order to generate a certain income and to reinvest it in other upcoming activity plans.

### Training in direct sound recording

Scheduled for spring 2006

In order to spread the know-how for working with digital sound recording in the South Caucasus, the IFA-SC will organize training for sound technicians. This training will consist of both theoretical and practical instruction.

### Training in digital sound post-production

Scheduled for spring 2006

The IFA-SC will organize training in digital sound post-production for sound technicians. The main purpose is to spread know-how in premixing / mixing based on direct digital sound recording, and to lend support to sector-specific specialists seeking to establish themselves as professional sound mixers and engineers.

### Training for Directors of Photography

Scheduled for summer 2006

The IFA-SC will organize training by well-known and established foreign DoPs for Directors of Photography from the South Caucasus..

*OBJECTIVE – to support the buildup and strengthening of the distribution system*

### Market research

Begun in November 2005, scheduled to be completed in spring 2006

The IFA-SC will initiate and organize market research in order to improve the film community's knowledge of the functioning of the production and distribution markets, and their potential for film, television and video in all three countries.



Luciano Gloor



Jeanne Berthoud

### Additional persons participating in the elaboration of the activity plans of IFA-SC

#### Azerbaijan

**Fikrin Bektashi**, lawyer  
**Rasim Gasanov**, producer  
**Elmari Mamishev**, lawyer  
**Yaver Rzayev**, film director

#### Switzerland

**Christoph Spurr**,  
 planification specialist  
**Luc Yersin**,  
 sound engineer  
**Andreas Litmanowitsch**,  
 sound engineer

### The AVANTI Coaching Team for the Trans-national project

**Pierre Agthe**, Project Leader  
**Luciano Gloor**, Coach  
**Jeanne Berthoud**, Co-ordinator

### Distribution / promotion

Scheduled for fall 2006, follow-up 2007

The association will organize screening and film promotion events for films from the South Caucasus. The aim is to increase the interest of the target audience for films coming from the South Caucasus, and to engage members of the film community and spectators in related debates.

### Attending festivals and markets

Scheduled for fall 2006

The IFA-SC will organize training for film professionals – mostly in the production and distribution sectors – to teach them how to make use of film festivals for networking in order to promote their own film projects or to sell their films.

*OBJECTIVE – to improve the film community's lobbying position*

### Legal projects

Scheduled for 2007

A group of lawyers will analyze existing laws and regulations related to the national audiovisual sectors. Based on their analyses, a number of legal initiatives will be elaborated to support and revitalize the film sector.

## Words of address by the members of the Board of the Independent Filmmakers' Association – South Caucasus IFA-SC

*This is the very first time that we address a large audience in our capacity as Board members of the "IFA-SC".*

*It is really a pleasure, and quite a complex responsibility, to be in the managing position of an Association that aims to carry out rather ambitious projects. On the other hand, this is the very aspect that is the most attractive and challenging for all the founding members of the IFA-SC.*

*Our plan is to establish a young and dynamic non-governmental organization, whose members shall do their best to carry out certain sector-specific projects/activities with all due care and interest. Our actions will be marked by transparency and professional cooperation, cross-cultural understanding and a strong spirit of initiative.*

*When carrying out our activities, with an eye to establishing the film communities of Armenia, Azerbaijan and Georgia as a culturally recognized sector of society, we are open to cooperate with all kinds of sector-specific official, commercial and non-governmental organizations worldwide.*

*Given the already existing unique experience of internal multicultural cooperation, and the strong will for successful implementation of the IFA-SC's main activities, we have all reason to believe that it will soon become a pro-active NGO capable of contributing to progressive film-oriented developments in the three countries of the South Caucasus.*

*At the present time, then, we are just starting off. We look forward to keeping you updated on the success of each of our upcoming projects.*

*Very truly yours,*

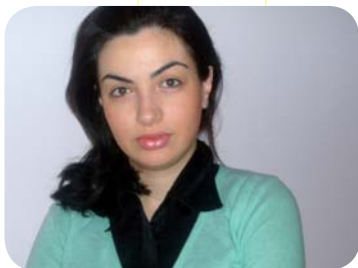
*The Board of the IFA-SC  
Nariman Mammadov, Chairperson  
Ashot Mkhitarian, Board Member  
Tamara Tatishvili, Executive Director*



*Nariman Mammadov, Chairperson*



*Ashot Mkhitarian, Board Member*



*Tamara Tatishvili, Executive Director*

**For any further information about the IFA-SC, or if you would like to be included in our mailing list, please contact the office in Tbilisi:**

#### IFA-SC Office in Tbilisi

*Niko Nikoladze Street 1  
Third floor  
Vera district  
Tbilisi, Georgia  
Phone: + 995 32 93 12 50,  
+ 995 32 50 60 68*