



# SITGES

INTERNATIONAL FANTASTIC  
FILM FESTIVAL OF CATALONIA



# SITGES

50 FESTIVAL INTERNACIONAL DE  
CINEMA FANTÀSTIC DE CATALUNYA



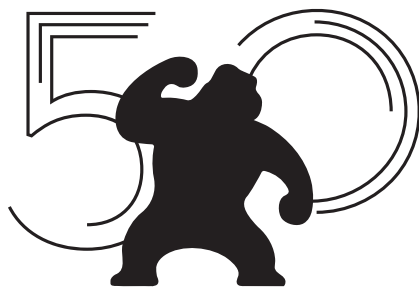
5 - 15 OCTUBRE 2017

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# Introducing The Festival



# SITGES

INTERNATIONAL FANTASTIC  
FILM FESTIVAL OF CATALONIA



## SITGES 2017 INTERNATIONAL FANTASTIC FILM FESTIVAL OF CATALONIA

50<sup>th</sup> edition

The Sitges International Fantastic Film Festival of Catalonia turned 50 in 2017, and the iconic figure of Dracula was its leitmotif.

The longest-standing and leading genre film festival in the world was held from 5th to 15th October, marking a new, historic box office record and receiving outstanding feedback from the media.

A-class talent mixed with the up and coming filmmakers from all around the world, while more than 250 feature length films were screened at its eight different venues.

The Festival also programmed a wide range of parallel activities such as panels, industry events, conferences, meetings, VR shows, three exhibitions and the world-famous Zombie Walk.

# 2017 Award Winners

## Official Fantàstic Sitges 50



Best Feature Length Film:  
**JUPITER'S MOON**, by Kornél Mundruczó



Special Jury Award: **THELMA**, by Joachim Trier



Best Director: Coralie Fargeat, for **REVENGE**

gasNatural  
fenosa



Best Actress: Marsha Timothy, for **MARLINA THE MURDERER IN FOUR ACTS**



Best Actor: Rafe Spall, for **THE RITUAL**

AUTOLICA



Best Screenplay: Joachim Trier & Eskil Vogt, for **THELMA**



Best Special Effects: VFX Team, for **JUPITER'S MOON**



Best Cinematography: Andrew Droz Palermo, for **A GHOST STORY**



Grand Audience Appreciation Award: **MATAR A DIOS**

LA VANGUARDIA



Best short Film: **R.I.P.**, by Pintó & Caye

## Focus Àsia



A **SPECIAL LADY**,  
by Lee An-kyu

Special Mention:  
**MARLINA THE  
MURDERER IN  
FOUR ACTS**, by  
Mouly Surya

## Noves Visions Petit Format



Best Short Film:  
**HOISSURU**, by  
Armand Rovira

## Anima't



Best Feature  
Length Film:  
**TEHRAN TABOO**,  
by Ali Soozandeh



Best Short Film:  
**HYBRIDS**, by  
Florian Brauch,  
Matthieu Pujol,  
Kim Tailhades,  
Yohan Thireau and  
Romain Thirion

## Panorama Fantàstic



**CREEP 2**, by  
Patrick Brice

## Panorama Documenta



Audience  
Appreciation  
Award for best  
film: **78/52**, by  
Alexandre O.  
Phillipe

## Noves Visions One



**DAVE MADE A  
MAZE**, by Bill  
Watterson

Special Mention:  
**KUSO**, by steve

## Òrbita



**THE BATTLE-  
SHIP ISLAND**, by  
Ryoo Seung-wan

## Noves Visions Plus



Best Feature  
Length Film:  
**DAWSON CITY:  
FROZEN TIME**, by  
Bill Morrison

## José Luis Guarner – Critics' Award



Ex aequo

**AS BOAS MANEIRAS**, by Juliana Rojas and Marco Dutra



**THE KILLING OF A SACRED DEER**, by Yorgos Lanthimos

## Carnet Jove Jury



Best Feature Length Film: **A GHOST STORY**, by David Lowery



Best Feature Length Film in the Midnight X-Treme Section: **ANNA AND THE APOCALYPSE**, by John McPhail

## Citizen Kane Award for Best New Director



Coralie Fargeat, for **REVENGE**

## Paul Naschy Brigadoon Award



**CUERNO DE HUESO**, by Adrián López

## Best Feature Length Film Discovery



**BRIGSBY BEAR**, by Dave McCary

## Samsung Sitges Cocoon



Best Virtual Reality Film: **KNIVES**, by Adam Cosco

Special Mention: **RAY**, by Rafael Pavón

**SAMSUNG**

Audience Appreciation Award for best virtual reality film: **ALTERATION**, by Jérôme Blanquet

## Blood Window



**MADRAZA**, by Hernan Aguilar

Special Mention for Best Actress: Isabél Zuaa, for **AS BOAS MANEIRAS**



## SGAE Nova Autoria Awards



Best Short Film:  
**CELEBRACIÓ**, by  
Pau Cruanyes and  
Gerard Vidal



Best Screenplay:  
Anna Agulló,  
for **UNA CAJA  
CERRADA**



Best Original  
Music: Joan  
Masats, for  
**SESGO, UNA  
HISTORIA DE  
PREJUICIOS Y  
GOLOSINAS**



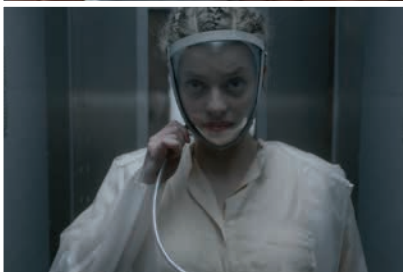
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Special Mention:  
**LA FUGA DE LOS  
45**, by Cristina  
Caamaño

## Méliès



Silver Méliès  
Award for Best  
Feature Length  
Film: **THELMA**, by  
Joachim Trier



Silver Méliès  
Award for Best  
Short Film:  
**EXPIRE**, by Magalí  
Magistry



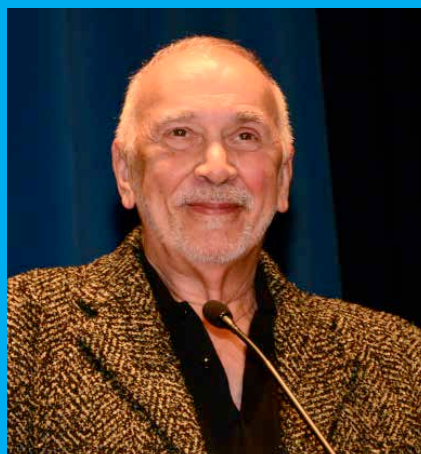
# Personalities, Talent, Honorary Awards

## WILLIAM FRIEDKIN



He began his career in television, making documentaries and episodes of series, until debuting in film with *Good Times* (67). Bigtime success would arrive with *The French Connection* (71), a foremost title in crime movies that won ten Academy Awards, including best motion picture and director. This triumph was followed by *The Exorcist* (73), the revolutionary horror masterpiece. His filmography also includes titles like *Sorcerer* (77) and *Cruising* (80). In recent times, he has turned his attention to independent productions, like *Bug* (06), *Killer Joe* (11) and *The Devil and Father Amorth* (17).

## FRANK LANGELLA



An important name in film and theater, he has received four Tony Awards, as well as an Academy Award nomination for his memorable portrayal of former President of the United States Richard Nixon in *Frost/Nixon* (08). Some of his most outstanding roles can be found in *Diary of a Mad Housewife* (70), *The Twelve Chairs* (70), *Dracula* (79), *Those Lips, Those Eyes* (80), *The Ninth Gate* (99), *Good Night, and Good Luck* (05), *The Box* (09), *Robot & Frank* (12) and the television series *The Americans*. In 2003 he was inducted into the Theater Hall of Fame.

## SUSAN SARANDON



An actress as versatile as they come in contemporary film, she debuted in the 1970 movie *Joe* and, soon afterwards, she worked with Billy Wilder in *The Front Page* (74). During the first years of her career, she was the star of the cult classic *The Rocky Horror Picture Show* (75), as well as the controversial Louis Malle film, *Pretty Baby* (78). Her second collaboration with the French director in *Atlantic City* (80), earned her her first Academy Award nomination, a prize she would later walk away with for *Dead Man Walking* (95). Her filmography also includes titles like *The Hunger* (83), *Thelma & Louise* (91) and TV series *Feud*.

## UDO KIER



Born in Germany, when he was 18, he moved to the United Kingdom with the intention of learning English and studying acting. His first important role was in *Mark of the Devil* (70). With a clear weakness for the most provocative cinema, his face began to become iconic thanks to the cult status obtained by the duet *Flesh for Frankenstein* (73) and *Blood for Dracula* (74), as well as other titles like *The Story of O* (75) and *Suspiria* (77). His long filmography has led him to work with directors like Fassbinder, Van Sant, Herzog, Zombie, Borowczyk, Wenders or Von Trier, for whom he is a pet actor.

## VINCENT PRICE



With a degree in Art History from Yale, his attraction to the theater world encouraged him to join the Orson Welles. Soon afterwards, he would participate in films like *The Song of Bernardette* (43) or *Laura* (44). It became immediately clear that his presence fit fantasy like a glove, thanks to films like *House of Wax* (53), *The Fly* (58), *The Tingler* (59), his collaboration with Roger Corman in his series of Poe adaptations or *The Abominable Dr. Phibes* (71), for which he would win the award for best actor in Sitges. In his final years, he would collaborate with admirers like a young Tim Burton. Accepting the award was his daughter Victoria Price.

## SANTIAGO SEGURA



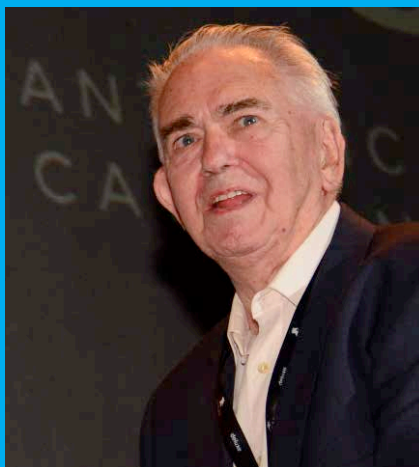
He started out as a cult character on the Spanish fandom scene thanks to short films like *Evilio* (92), to become one of the most famous names in Spanish film, thanks to the creation of *Torrente*, *The Stupid Arms of the Law* (98), which earned him the Goya Award for best up and coming director. In addition, his career as an actor has led him to work in films like *The Day of the Beast* (95), with which he won the Goya for best new actor, *Killer Barbys* (96), *The Girl of Your Dreams* (98), *Dying of Laughter* (99), *Paris Timbaktu* (99), *Blade II* (02), *Isi&Disi, alto voltaje* (06), *The Great Vazquez* (10) or *Pacific Rim* (13).

## KORNEL MUNDRUCZÓ



He studied acting and directing at the Hungarian University of Film and Drama, becoming a film and theater director. In the year 2000 he premiered his debut feature film, *This I Wish and Nothing More*, which was followed by *Pleasant Days* (02). In 2003 he received a writing grant from the Cannes Festival's Cinefondation, where he would screen *Johanna* in 2005, that launched him internationally. Since then, La Croisette has been the place chosen for the worldwide presentation of his works: *DELTA* (08), *Tender Son - The Frankenstein Project* (10), *White God* (Un Certain Regard award winner in 2014) and *Jupiter's Moon* (17).

## JUAN MARINÉ



His professional relationship with the film world began in 1934 when, still just a teenager, he worked as an unpaid trainee on the filming of *The Eighth Commandment*. Over time, he became one of the most sought-after directors of photography in Spain, working on films like *091*, *Policía al habla* (60), *Labios rojos* (60), *La muerte silba un blues* (62) or *Los chicos del PREU* (67). His most recent works behind the camera were marked by his collaboration with Juan Piquer Simón. Since the early nineties, he is dedicated to teaching and he currently directs the Restoration Department at the ECAM.

## SERGIO MARTINO



An essential name for Italian genre film in the seventies, his career as a director began with sexual and violence themed documentaries. He would immediately stand out in the giallo field thanks to titles like *Blade of the Ripper* (71), part of which he filmed in Sitges, *Tail of the Scorpion* (71), *They're Coming to Get You* (72) or *Torso* (73), and in poliziottesco, with *Milano trema: la polizia vuole giustizia* (73). Also included in his filmography are *The Slave of the Cannibal God* (78) and *2019: After the Fall of New York* (83). As of the late eighties, his career has revolved around the field of television.

## DENISE O'DELL



Born in the United Kingdom and living in Spain, she began her career as a production secretary on films like *Murders in the Rue Morgue* (71) and *March or Die* (77). In the eighties, she favored the shooting in Morocco of films like *Ishtar* (85) and *The Sheltering Sky* (90) and worked on the Spanish filming of *Indiana Jones and the Last Crusade* (89). In 1993, she founded the Kanzaman Production Company, participating in projects like *Sexy Beast* (00) or *Kingdom of Heaven* (05). She recently produced *Cold Skin* (17).

## FRED TSUI



A Harvard student, over the years he's written film reviews for different publications, and he's a member of the Hong Kong Film Critics' Society. Upon completing his Master's Degree, he joined Hong Kong television's programming team and was in charge of acquisitions and planning at Hong Kong Telecom, the platform that launched the world's first VOD service. He is presently responsible for international sales and coproductions at Media Asia Film.

## TONY ISBERT



Being the son of María Isbert, and grandson of Pepe Isbert, it's only logical that he already had the acting fever flowing through his veins from such an early age. We can find his first credits in the television series *Historias para no dormir*, in films like *Carola de día*, *Carola de noche* (69) and in a variety of theatrical performances, a field he's never been inclined to give up. We can find some of his best recalled roles in *The House Without Frontiers* (72), *Tragic Ceremony* (74), *The Dracula Saga* (73), *Cross of the Devil* (75), *Inquisition* (78) and *The Rift* (90). He currently directs an acting school in Santander.

## L'Hort de Can Falç

A cozy corner in the heart of Sitges where you can enjoy a pleasant enclosed garden. It hosts several al fresco cinema screenings during the Festival, focusing on animation and family audiences.

## Movistar+ Zone



Located at La Fragata beach, with a capacity for 200 people and 600 square meters. It held, among other things, the great zombie marathon on the first Saturday of the Festival, series, events and unreleased film screenings.

## Maricel Palace

The Maricel Palace is one of Sitges' historic buildings. It is integrated into the Maricel artistic and monumental ensemble. It holds exhibitions and complementary activities. The Gold Room, the Blue Room, the Chapel Room, the Ship's Room, Terraces or the Cloister – from where there is a splendid view over the Mediterranean – are the main areas that make up the Palace. This year it was used as the headquarters for a special event for the TV Series Game of Thrones.

## Centre Cultural Miramar

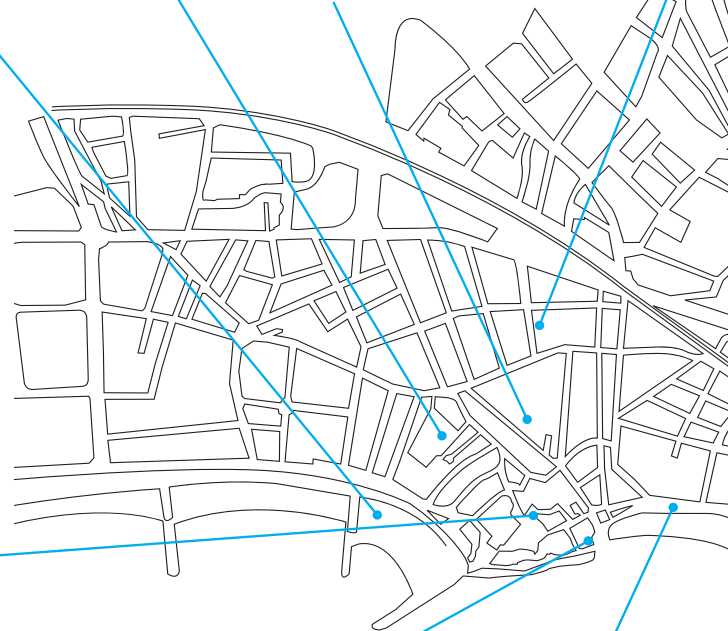


The Miramar building is a neoclassical style building located between the historic centre and the area of San Sebastián that holds other types of cultural activities.

## El Retiro Cinema



This iconic Festival venue was its headquarters for many years and is located in the center of town. It was completely renovated just recently. With a seating capacity for 600 spectators, it holds from three to five daily screenings during the Festival from sections like Panorama, Midnight Xtreme and tributes. It is equipped with a new 35 mm all DCP formats projector for 1,33-1,66-1,85-Scope formats and with Dolby Stereo sound.

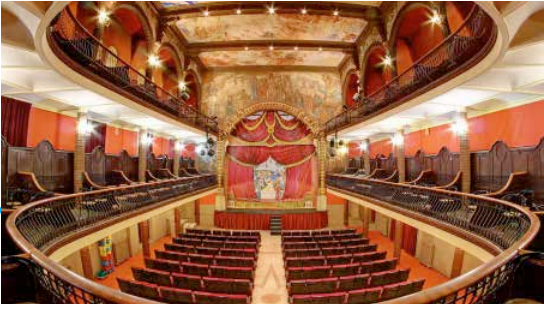


# Venues

## Sant Sebastià Beach

This emblematic beach, that connects the town centre to Balmins and Aiguadolç, is the stage for all the merchandise stands and stands belonging to companies selling movie material and gadgets during the Festival. On Friday 12, starting at noon, it also houses the makeup rooms for the Zombie Walk, which parades through the streets of the town center in the evening to finish later on Primer de Maig Street.

## Casino Prado



Another historical site venue that houses different Festival sections, like Noves Visions, Anima't, Seven Chances and special marathons. It has a seating capacity of 450 and a 35 mm all DCP formats projector for 1,33-1,66-1,85-Scope formats and is equipped with Dolby Stereo sound.

## Samsung VR Experience



This room offers a selection of fantastic artistic and technological experiences that have already captivated audiences around the world. It will be located just outside the Meliá Sitges Auditori, the Festival's official headquarters. Admission to this venue is free, and there will be a varied lineup of shorts throughout the day.

## FNAC zone

Located in front of the Auditori, the FNAC tent is an area conceived for book presentations. With a seating capacity for 50 people.

## Auditori



With a seating capacity for 1,384 spectators, it is one of the largest in South Europe. It is fitted out with modern film screening technologies, including a new generation screen. The opening and closing ceremonies are held here and from five to seven daily Official Selection screenings and special gala ceremonies during the Festival. It is equipped with 35 and 70 mm all DCP formats projectors for 1,33-1,66-1,85-Scope formats. In addition, as well as with Dolby Stereo, Dolby SRD, DTS and Dolby SDDS sound

## Tramuntana Room

A cinema venue within the Hotel Meliá facilities, equipped with film material, a 640 x 343 screen and a capacity for 400 people. It houses press screenings as well as Official Selection screenings, master classes and events like Sitges Coming Soon.

## Brigadoon Section

The Noucentista building that was the old Sitges abattoir, built in 1920 by Josep Maria Martino, is a multipurpose cultural space since it was renovated in 1991. It houses and exhibits some of the elements from Sitges' festive heritage and, during the Festival, becomes the Brigadoon movie theater, presenting an intense ten day lineup with this section's characteristic hallmark. During the Festival it also offers bar service.

# Facts & Figures



**50** years



**7** projection venues



**1,771** hours of cinema



**16** sections



**255** long feature films



**15,000** VR spectators



**137** talents



**3,000** seats



**+200,000** audience



**3,635** professional accreditations



**672** press accreditations



**427** student accreditations



**68,749** packs and tickets



**12,444** news





An almost unanimous evaluation of the high level of quality of the projects from the Official Fantàstic Selection, Official Òrbita Selection, Noves Visions, Panorama, Anima't and Midnight X-treme sections.

A clear increase in attendance in the on-competition categories and press screenings made possible by the Tramuntana Room, located in the Hotel Meliá and converted into a movie theater.

Massive attendance at the venues with parallel lineups like the Movistar+ Zone (horror movies and TV series); Samsung Sitges Cocoon (virtual reality), L'Hort de Can Falç (family movies and series), as well as the Maricel Palace, that focused its lineup on exhibits.

## The Festival in numbers

Above all, it is important to highlight the excellent acceptance of the the Tramuntana Room and the Movistar+ Zone. These wagers have far exceeded any attendance forecast becoming, as of now, essential to the Festival's development in future years.

The results of ticket sales at the recent Festival are also a new re-

cord, with a turnover exceeding last year's by over 100,000€ and more than 68,748 tickets sold.

The commitment to Sitges Pitchbox was right on the money. Both events were highly successful in terms of attendance and will be expanded as of this year's Festival. The same can be said for Sitges Coming Soon. All of these events

have made and will continue make the Sitges Festival even more of a benchmark for the international industry.

The Festival's technical image (image and sound), continue to boost our reputation. Even so, some improvements to the Retiro and Prado cinema facilities will be necessary.

# 50<sup>th</sup> Anniversary Activities



## Los Angeles

Sitges travelled to Los Angeles to hold the very first of its 2017 events scheduled for different key areas all around the world, on the occasion of the 50th Sitges Film Festival. The Festival's Director, Àngel Sala, and its Deputy Director, Mike Hostench, led the reception at CAA headquarters.



## Málaga

Sitges and Malaga celebrated their respective anniversaries together. The two festivals also exchanged gifts in acknowledgement. Malaga presented Sitges with a commemorative plaque for Sitges' 50<sup>th</sup> anniversary, and Sitges offered an honorary Maria award in recognition of the Malaga Festival's 20 years of history.



## Cannes

The Sitges Film Festival started to rev its engines in the nerve center of worldwide cinematic activity: Cannes. Accompanied by the film industry and institutions, Sitges was featured at two separate events to present its 50<sup>th</sup> anniversary where it grabbed the spotlight as the number one international fantastic film festival.



## BiFAN

Japanese director and special effects and makeup specialist Yoshihiro Nishimura was the winner of last year's Sitges Pitchbox Award, held as a part of the NAFF (Network of Asian Fantastic Films) at the BIFAN – Bucheon International Fantastic Film Festival in South Korea.

## Étrange Festival

Paris and the Ramon Llull Institute joined the celebrations of Sitges' 50<sup>th</sup> anniversary with the programming of iconic titles in Catalan genre film at the Étrange Festival. During its 23<sup>rd</sup> edition the French competition screened films that have become classics, combined with more recent initiatives.

## Guadalajara

Catalonia was the guest of honor at the Guadalajara International Film Festival (FICG). This festival is the most important film event in Latin America and, on the occasion of the celebration of 50<sup>th</sup> anniversary of the Sitges - International Fantastic Film Festival of Catalonia, welcomed screenings of Catalan fantastic films. In addition, it showcased the exhibition *Cinema is Fantastic*, which was seen at the Catalonian Film Library and last year's Sitges Film Festival. Catalan participation was promoted by the Catalonian Generalitat, its autonomous government, through Catalan Films & TV and the Ramon Llull Institute.

## Ventana Sur

The Sitges Film Festival Film Showcase in Buenos Aires is a joint initiative between the Festival itself, the INCAA and Blood Window, the platform to promote Latin American fantastic genre talent that the Sitges Festival has been participating in for three years. The Film Showcase was born after the alliance designed between Sitges and Blood Window acquired increasingly more body and presence, making it possible to envision the growing role of Latin American fantastic film. Blood Window operates in Sitges as a cross-sectional label, accompanying the Latin American genre productions programmed by the Festival.

# Industry



Sitges Film Hub's goal is the creation and reception of initiatives aimed at the professional audiovisual sector, making the Festival a place to meet with accredited international guests, and facilitating cooperation between sector professionals.

The Sitges Film Hub features the Industry Hub venue (by Catalan Films&TV) that, during the 10 days the Festival lasts, hosts numerous activities, roundtables, presentations and master classes in an effort to complement and enrich the stay at the Festival for accredited industry guests.

## Industry Hub Services

- Program of activities intended for accredited industry professionals.
- Industry Guide: the Festival offers accredited industry professionals the option to appear in the Festival Industry Guide, where the contact information of those professionals attending the Festival is provided.
- Reservation of venues for meetings and networking sessions (it's necessary to make a previous reservation through the Sitges Film Hub department)



## Sitges Pitchbox

The Sitges Pitchbox program presents seven fantastic fiction feature film projects at a pitch session. Producers and accredited professionals attending the film competition are invited to the event.

A jury of experts evaluates the proposals and awards three different categories of prizes, presented thanks to the Barcelona Diputació, the Provincial Council. The call is in collaboration with the Filmarket Hub platform.

## Blood Red Carpet

The Blood Red Carpet is a program to promote young acting talent and new filmmakers. The Festival presents 3 actors and 3 actresses selected by a jury thanks to their promising career. And 3 young filmmakers are also added to the group with a short or feature length film in the Festival's official selection.

All of them are presented before different groups of industry professionals (producers, casting directors, etc.) and accredited media outlets during the Festival.

This is the first initiative in Spain dedicated to performers. To highlight international exposure, two casting directors are invited from the International Casting Director's Network.

## Taboo's

The goal of TABOO'S is to bring fantastic genre literature and films closer together. The program presents five selected works (novel, play or graphic novel), which will be presented to accredited producers at the Festival. Its purpose is to encourage agreements for adaptations of literary works for audiovisual projects.

This activity includes a contacts book and a master class offered by an important personality from the film and literary sector. The 2017 edition will be presented by Nick Antosca, literary author of best sellers like *The Girlfriend Game* or *Midnight Picnic*, and creator of the television series *Channel Zero*.



## Producers meet producers

Producers meet producers is a mentoring initiative where senior producers sponsor a group of 10 junior producers during an entire year. The event combines personal coaching with networking and all of the guests participate.

The program is developed by the PAC and Nivell 10 in collaboration with the Festival, which becomes a meeting venue for these couples and a place to present the first results of their collaboration.

## Sitges Market Premieres

The Festival offers the use of one of its movie theaters so producers, sales agents and representatives from international festivals can show their projects to accredited professionals or at a private screening. Sitges Market Premieres opens the door to projects that are finished or in the postproduction stage and that wish to take advantage of the Festival's context to be promoted and find a commercial outlet for their film.

## How Much Does it Cost to Make a Movie?

"The use of predictive methods, based on big data algorithms, is nothing new in the film industry, but them being used to assess feature film investment risk for financial entities is."

The Festival, in collaboration with the Sitges Town Council, published the book 'How Much Does it Cost to Make a Movie?', where the 3 keys that are important to keep in mind when it comes to making a profitable piece are explained: amount, times and benefits. This appraisal guide was presented at last year's film competition with major drawing power.

# Festival Targets



## Our audience

- Majority of the public age 20-45 accustomed to participating in cultural events.
- 58% Men and 42% Women
- Leisure consumers, movie, music and comic item and content collectors, Multimedia/video game technology users.
- Spectators trained in new technological media who participate in the creation of contents and opinion forums.
- A very loyal audience recognized as a community which enjoys the Festival as a collective experience that's unique in the world. The Festival is the essential rendez-vous on the yearly calendar and everything that happens there is experienced from the context of a FAN. They participate actively in film screenings, parallel activities and special events like the Sitges Zombie Walk.
- VIP guests, both national and international, attending the Festival to promote their film or on the occasion of tributes, special screenings, as jury members, etc.
- International distribution companies presenting exclusive season premieres, making use of the Festival's media resources for their promo strategies.
- Companies sponsoring and collaborating with the Festival, leaders in different sectors related to consumption and culture.
- Audiovisual Students and professors at film and A/V communication schools & universities.
- Growing student and family audience from Sitges Schools and Sitges Family.

  
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5 - 15 OCTUBRE 2017

# Sponsors & Collaborators



MELIÀ SITGES





## Sitges, a Branded Content productive developer

- Meeting place on the Mediterranean coast for the international film industry
- Platform for innovative, cultural initiatives defending the country's film-going memory
- Tourist attraction of international scope with its own personality that promotes cultural tourism
- Sitges, an unrivalled setting, generating branded content in culture, leisure and business for individuals and professionals, and with an emerging international dimension
- Sitges Social, a festival committed to social improvement through art and culture



## Cinema & Industry

- Blood Red Carpet
- Sitges Pitchbox
- Producers meet producers

## Cinema & Literature

- Tabook's
- Carpa FNAC
- Minotauro Award

## Cinema & Art

- Travelling Exhibitions
- SGAE New Authors Award
- Sitges Bacanal

## Cinema & Education

- Master de Cine
- Sitges Schools
- Sitges Family
- Sitges Social (ONG)

## Cinema & Future

- Sitges Cocoon
- Serial Sitges

## Cinema & Fans

- Zombie Walk
- Stands Sant Sebastià
- Espiritu Indomable Award

## Much more than an updated brand

### Categories Sitges 2017

- A. Golden Sponsor
- B. Silver Sponsor
- C. Bronze Sponsor
- D. Focus Sponsor

## Much more than an anniversary 1968 - 2017



# Golden Sponsor

## Branding Facilites

- “Main Sponsor of the 2018 SITGES - INTERNATIONAL FANTASTIC FILM FESTIVAL OF CATALONIA” slogan in the Festival and brand communication
- Right to privatize Festival screenings or events for the company (Master Class, press point, cocktail party with Festival guests)
- Contests, raff es and special pro-motions with the general public
- The brand’s own Stand
- Brand presence at all of the Festival’s Photo Calls and Press Conferencesç
- Prime Time Screening of the brand’s commercial spot at the Auditori (main theater)
- Right to organize an off cial party, with Festival support (P.R. and Press)Advertising
- Press release announcing col-laboration and mention at Press Conferences
- Presence in the Barcelona bus campaign
- Vinyl Banners in Sitges through-out the Festival
- 4x3 m Billboard outside the Au-ditorium throughout the Festival
- Assignment of space for I full color page ad in the La Vanguardia newspaper
- 1 full color page in the Off cial Catalogue
- 4 full color pages in the Sitges Festival Daily
- Rotating Banner on the website for the entire yearLogo presence
- Photo Calls
- Front sign at Press Conferences
- Off cial Poster
- Graphic campaign in written media
- Pocket programs
- Commercial Spots movie the-aters and TV
- Panels Festival venues
- Off cial Catalogue
- Sitges Festival Daily
- Newsletter to general public
- Press ReleasesP.R. / VIP
- Accommodation during the Festival
- Welcome Pack in room
- Invitations for Festival Galas
- Access to VIP Room
- Invitations for f lm screenings

# Samsung Sitges Cocoon



SITGES  
SAMSUNG COCOON



A total of 27 pieces from all over the world make up this year's Samsung Sitges Cocoon and can be seen free of charge at the two venues set up at the Festival. Among them, *Talismán*, the world premiere of the short film directed by Carlos Therón and starring Berto Romero. In addition, and for the very first time, a special jury composed of Jaume Balagueró and Javier Oliva-

res, among others, will decide what the best VR experience will be from among the 18 pieces that will be competing, which will also be eligible for the People's Choice Award via virtual voting.

Two is the number of venues that will be set up at this 50<sup>th</sup> anniversary edition of the Sitges Festival for the public to be able to enjoy the

best virtual reality with Samsung Gear VR technology: the Samsung VR Experience Tent located in front of the Hotel Meliá Sitges; and the Samsung VR Cinema, an innovative synchronized virtual reality movie theater for up to 25 people, located in the Sitges Miramar Cultural Center, and where the 18 in competition pieces will be screened, for the first time, in the Samsung Sitges Cocoon section.

Kickoff will be next October 6<sup>th</sup> at 18:00 at the Miramar Cultural Center itself, where the section will be officially inaugurated and will be presenting as a world premiere, the virtual reality short film shot in 360° *Talismán*, directed by Carlos Therón and starring Berto Romero, which intends to submerge viewers in a terrifying story full of mystery. Thanks to the Samsung Gear VR virtual reality glasses, the audience will be able to experience, with maximum thrills, this story of three construction worker who are renovating an old house, where they discover a strange object, similar to a talisman, hidden behind a wall and they decide to remove it from its hiding place. Very soon, the talisman will begin to exercise its power and our heroes will discover the macabre story of the family that owns the building.

Some of the most outstanding virtual reality pieces at this year's Samsung Sitges Cocoon will be



*Campfire Creepers: The Skull of Sam*, by French director Alexandre Aja and starring Robert Englund, the first virtual reality horror series with 360° vision, and that revolves around the urban legends explained around a summer campfire, and that can be seen for the first time at Sitges 2017; *Night, Night*, by Guy Shelmerdine, a terrifying experience about childhood fears in the form of macabre clowns; the Korean *An Obituary* by Jean Yoon where a funeral becomes a genuine nightmare, *Reawakening Memories* by Young-kap Kim, and *Bloodless* by Gina Kim, one of the recent winners in the virtual reality section at the Venice Festival; *The Argos File* from the United States, where the viewer will become a memory investigator and will solve murders; the Italian short *Dreams of Blue* by Valentina Paggiarin that explores the universe of virtual reality; the amusing new work from Troma with its Toxic Avenger in *Heart of Fartness*; *I Saw the Future*, by Frenchman François Vautier, a sort of essay about the arrival of the digital revolution; the Spanish short *Portal*; or also from

the United States *Melita* by Nicolás Alcalá and *Ray* by Rafael Pavón, a modern fairytale. And also the noteworthy new VR experience created by Pablo Lara and Rafael Pavón based on the series *The Ministry of Time*, *The Ministry of Time VR: Save Time*, a ten minute piece that will be presented at the Festival.

Of the 27 VR experiences that viewers will be offered free of charge, 18 of them make up the official in competition selection of this year's Samsung Sitges Cocoon. A jury, composed of director Jaume Balagueró, the creator of the series *The Ministry of Time*, Javier Olivares and content director Miguel Ángel Ruiz, will decide which is the best short film made in virtual reality at this Sitges 2017. In addition, the attending public at the Miramar Cultural Center, via their virtual vote, will be able to decide what their favorite experience was and present one of the pieces with the People's Choice Award.

On the other hand, in the Samsung VR Experience Tent located in front

of the Hotel Meliá Sitges, which viewers can also access free of charge and choose the audiovisual content they want to see, they'll be able to enjoy six uninterrupted experiences each more terrifying than the next. Joining the previously mentioned *Talismán*, *Campfire Creepers*, *The Ministry of Time* and *Night Night*, are two shorts very eagerly awaited by fans: on the one hand, the VR experience of *Annabelle: Creation*, where we are transported to Bee's haunted doll house; and on the other, *Death Note VR Experience*, a short film where viewers can become Light Turner himself and take on *shinigami* Ryuk face to face.

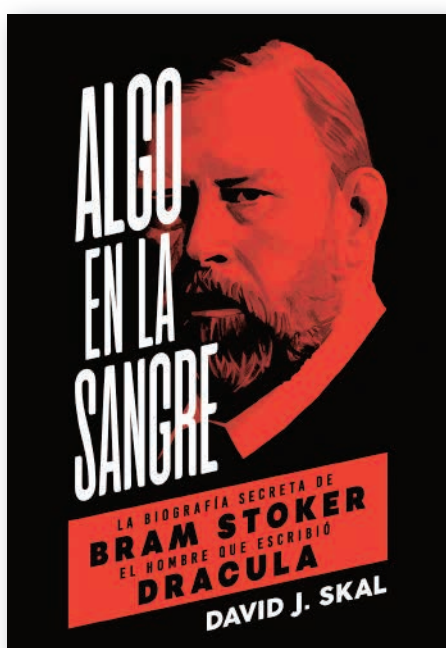
With a spectacular lineup and first class guests like Alexandre Aja, Robert Englund, Carlos Therón or Berto Romero, the Sitges Festival once again banks on the future of new technologies in the audiovisual field and renews its agreement with Samsung, the company that is sponsoring the Sitges-International Fantastic Film Festival of Catalonia for the second year in a row.

# Publications



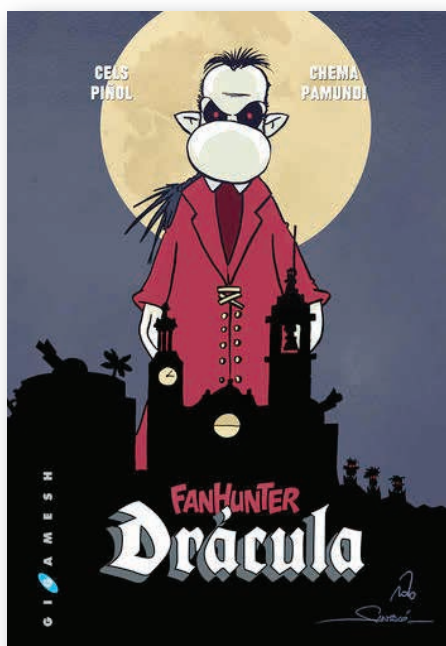
## 50 Years Celebrating the Darkness

A commemorative book for the 50<sup>th</sup> anniversary of the Sitges – International Fantastic Film Festival of Catalonia. An overview of memories, guests, and experiences from the first five decades of the Festival. At the same time, this volume reviews the history of the fantastic genre films that have played a special role at the film competition.



## Something in the Blood

Although destined to be remembered for his legendary Transylvanian count, Stoker was a prolific writer, journalist and theater critic; a pupil of Lady Jane Wilde and romantic rival of her son Oscar, right-hand man of the most important actor of the 19th century, Henry Irving, and agent and close friend of the most popular novelist of his time, Hall Caine. In this incisive psychological and cultural portrait, David J. Skal reveals an entire lifetime dedicated to addressing the major issues of his time: an era marked by diseases, conflicting attitudes towards sex and gender roles, unprecedented scientific innovations, atavistic fears and philosophical revolutions. Stoker's literary struggle with these and other issues was distilled in a modern fairytale that continues to both terrify and fascinate 120 years later.



## Fanhunter. Dracula

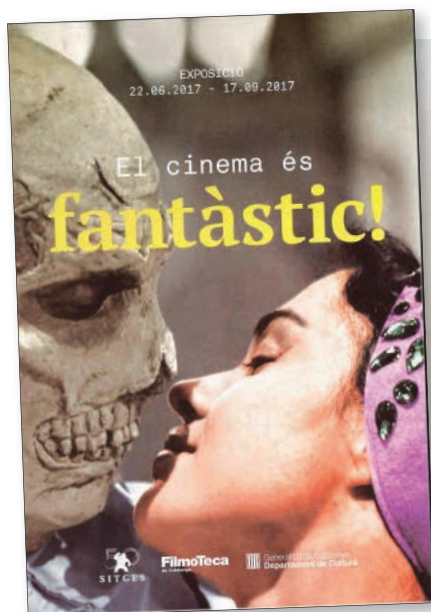
2017 saw the celebration of the 25<sup>th</sup> anniversary of the appearance of Fanhunter: Dracula, by Cels Piñol and Chema Pamundi, a self-published story of humor, horror and science fiction that unfolds at the Sitges Festival, which the authors attend every year, and that has become one of the saga's most successful episodes as well as one of the most coveted by collectors.



SITGES  
EXPOS

# Exhibits

## Cinema Is Fantastic! – 50<sup>th</sup> Anniversary Of The Sitges-International Fantastic Film Festival Of Catalonia



It encapsulates five decades of transformations, including a wide variety of guests and films and divided into four themes: animation, zombies, Spanish film and Asian film.

## Remembering The Fantastic



Newspapers, pocket programs, posters, books, catalogues, paintings and documentation in general make up and connect the historical memory of the Festival's 50 years; a key anniversary to recover an essential archive in order to understand and visualize its history.



# H.P. Lovecraft- The Fear From Beyond



This exhibition explores the mythology created by the visionary writer from Providence, through the spectacular illustrations by artists Joseph Díaz and Guillem H. Pongiluppi. A unique journey through the universe of the great H.P. Lovecraft.

# Ink Of Dracula - A Comic Tribute



An exhibition dedicated to the leit motiv of the Festival this year, the Dracula figure, an essential genre icon. Coordinated by Borja Crespo and with the participation of sixteen artists que who have created images inspired by the legendary character, vampires and their aura of eroticism and mystery.



# Parallel Events

Organized at different Festival venues, these events are based on feature length and short film screenings, exhibitions, book and publishing company presentations, panel discussions or talks with guests, giving the Festival more energy.



## Sitges Bacanal

The Sitges Festival brings together film and gastronomy at an extremely succulent event, Sitges Bacchanal, a gastronomic initiative that reinterprets the Festival's leit motiv this year. Designed by two of the most important chefs of the moment,

Nando Jubany (from Can Jubany) and Oriol Castro (from Disfrutar), both recipients of Michelin Stars, the tasting menu recreates the cuisine described in Bram Stoker's book and reinvents iconic elements from the world of Dracula. Sitges Bacchanal

will be held on Friday 13<sup>th</sup>, at 21:00, in Maricel Palace and will include screenings, food, and a vampiric atmosphere for an evening of Friday the 13<sup>th</sup> which will also be attended by Festival guests.



## Sitges Zombie Walk

Now with nine years behind it, the parade of the undead continues making progress towards success, with a multitudinous presence of thousands of people last year and an exclusive guest: Robert Englund.

## Master Classes and Conferences

Master Classes and Conferences  
Prestigious panelists meet the audience. They are selected talent, filmmakers, Festival guests and professionals from the film and audiovisual industry.

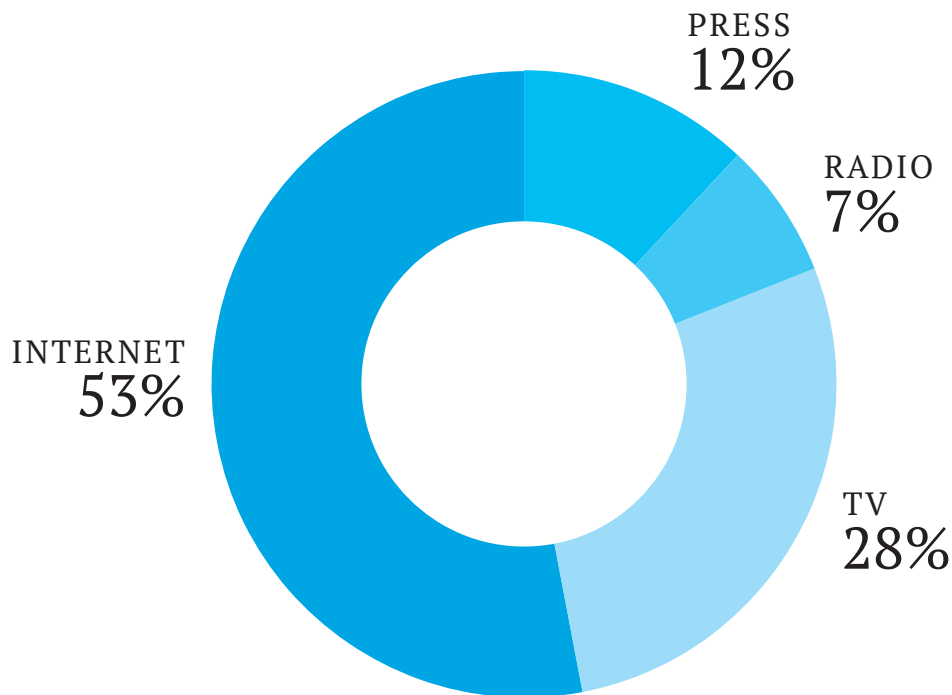


# Communication

## Media Outlet Impact

The data analysis was done by the Kantar Media agency and includes the number of Festival spectators and news items until 1 December. Not all of the media outlets appear and the international arena includes some media outlets from the United States, Great Britain and France during the months of October.

**Overall total**  
References 12,444  
Audience 2,671,433,459



## Press Releases and Calls

For Sitges 2017, a total of **61 press releases** were sent out, 45 before the Festival started, 15 during the Festival and 1 after the Festival. As for press calls, we sent out 6 (one more than the previous year):

- Sitges 2017 poster presentation and Sitges preview press conference (31/05/2016)
- Sitges 2017 lineup premiere press conference (27/07/2016)
- Sitges 2016 presentation press conference in Madrid (13/09/2016)
- Sitges 2016 lineup press conference (28/09/2016)

**DISTRIBUTION:** Currently, press releases reach a total of **6,747 journalists**.

**2,275 receive it in Catalan**, while **3,878 get it in Spanish** and **594 in English**.

# The Press in Numbers

## Total accredited journalists: 672

Broken down into:

Graphic Press: 43  
Written Press B: 397  
Written Press A: 214  
Written Press VIP: 18

## By media type

Radio: 76  
TV: 75  
Online: 187  
Agencies: 36  
Newspapers: 69  
Magazines: 77  
Blogs: 126  
Others: 26

## Promo Material

Programs: 50,000 copies  
Postcards: 6,000 copies  
Exhibition postcards: 8,000 copies in 10 different models  
A4 Posters: 400 copies  
A3 Posters: 1,000 copies  
Zombie Walk Posters: 1,000 copies  
Zombie Walk Flyers: 20,000 copies  
Anima't postcards: 4,000 copies  
Brigadoon postcards: 4,000 copies  
Brigadoon leaflets: 8,000 copies  
Sitges Family Flyers: 3,000 copies  
Renfe Flyers: 10,000 copies  
Samsung Sitges Cocoon flyers: 15,000

## Website & Numbers

Number of pages viewed: 3,555,696  
Sessions: 605,331  
Users: 334,834  
Data from 1 January to 31 December 2017.

## Social Networks And Numbers

Facebook Fans: 68,572  
Twitter Followers: 71,858  
Instagram Followers: 14,900  
Pages viewed on YouTube (cumulative): 766,007

## Newsletters

26,837 subscribers

Newsletter contents: A recap of all sorts of interesting information about the Festival, from the latest developments in the lineup and general news to contests on social networks or encounters with fans. This year they were also used as an incentive for ticket and pass sales.

Newsletter frequency: Regular mailings on Friday, but supplemented with specific mailings (according to needs) other days of the week. Daily mailing during the Festival.

All together, we sent out 53 newsletters, 42 before the Festival, 11 during the Festival and 1 following the Festival.

## Advertising Agreements

Media outlets where the Sitges 2017 advertising campaign was conducted.

## Daily Press

La Vanguardia

## Press

Cineinforme  
Scifiworld  
Fotogramas  
Dirigido por  
Vice  
Cinemanía  
Mongolia  
So Film  
Academia del Cine

## Radio

Catalunya Ràdio  
Ràdio Flaixback  
Ràdio Flaix FM

## TV

TV3  
Movistar+  
Dark TV  
XAL (Xarxa Audiovisual Local)

## Websites

Nació Digital  
Aullidos  
Visit Sitges  
lavanguardia.com  
Blisstopic  
Filmaffinity  
CineAsia



























































## Cinemas

Verdi  
Cinesa  
Phenomena

## Illuminated Ads

Grupo Main  
RENFE

# Sponsor And Collaborator Categories

<p>Organization</p>  <p>FUNDACIÓ SITGES</p>	<p>Supported By</p>  <p>Ajuntament de Sitges</p>  <p>Generalitat de Catalunya Departament de Cultura</p>	<p>Principal Sponsors</p>  <p>gasNatural fenosa</p>  <p>MORITZ</p>  <p>TORRES</p>	<p>Sponsor</p>  <p>TORRES</p>				
<p>Technological Sponsor</p>  <p>SAMSUNG</p>	<p>Sponsor and Its Official</p>  <p>MELIÀ SITGES 25 YEARS TOGETHER</p>	<p>Multimedia Partner</p>  <p>M+ movistar</p>	<p>With the Participation Of</p>   <p>Diputació Barcelona</p>  <p>deluxe</p>	<p>Collaborator</p>  <p>deluxe</p>			
<p>Official Journal</p>  <p>LA VANGUARDIA</p>	<p>Official TV</p>  <p>3</p>	<p>Official Vehicle</p>  <p>AUTOLIGA</p>	<p>Official Cocktail</p>  <p>CASA BACARDÍ SITGES</p>	<p>Official Wardrobe</p> <p><i>muy personal</i></p>			
<p>Hairdressing and Official Makeup</p>  <p>DROOM</p>  <p>REDKEN</p>	<p>Official Water</p>  <p>VICHY CATALAN</p>	<p>Official Supplier of Food</p>  <p>BIBOTE BUNDO</p>					
<p>Other Collaborators</p>							
 <p>Blanquerna</p>	 <p>JOVE</p>	 <p>CFF Catalunya Film Festivals</p>	 <p>CINESA</p>	 <p>Museus de Sitges</p>	 <p>Generalitat de Catalunya Departament de Benestar Social i Família</p>	 <p>Filmoteca de Catalunya</p>	
 <p>fnac</p>	 <p>fundació isaac</p>	 <p>minotauro</p>	 <p>Palau de Maricel Sala d'Or Capella Tenassa</p>	 <p>PORT DE SITGES</p>	 <p>REAL CERCLE ARTÍSTIC</p>	 <p>TR3SC El club de Cultura</p>	 <p>Universitat de Barcelona</p>
<p>Hotel Collaborator</p>  <p>hotel medium sitges park</p>	<p>Official Airline</p>  <p>IBERIA</p>	<p>Railway Lines</p>  <p>35 ANIVERSARIO ALTA VELOCIDAD EN COMÚN renfe</p>  <p>Rodalies de Catalunya</p>	<p>Advertising and Product Agency</p>  <p>CHINA fish</p>				
<p>Media Collaborators</p>							
 <p>CATALUNYA RÀDIO</p>	 <p>FLAIX</p>	 <p>Naciódigital</p>	 <p>Fotogramas</p>	 <p>SCIFIWORLD</p>			
 <p>AULLIDOS</p>	 <p>Dirigido</p>	 <p>la xarxa comunicació local</p>					
<p>Official Providers</p>							
<p>Merchandising</p>  <p>THE CHA CHA ORIGINAL</p>	<p>Platform</p>  <p>festhome</p>	<p>Technical Support</p>  <p>KELONIK</p>	<p>Audiovisuals</p>  <p>moviola produccions</p>	<p>Outdoor Advertising</p>  <p>MAIN 1995 • 2015</p>	<p>Graphic Design</p>  <p>ESTUDIO FÉNIX</p>  <p>Pasgráfico ESTUDI D'ESBENT GRÀFIC</p>		
<p>Web</p>  <p>redpixel</p>	<p>Printing</p>  <p>ip impremtipagès</p>  <p>Cart de la llum</p>	<p>Audiovisual Services</p>  <p>SONO</p>	<p>Travel Management</p>  <p>SOLID VIATGES</p>				
<p>Message Services</p>  <p>DHL</p>	<p>Computing Services</p>  <p>Newton's informàtica</p>	<p>Subtitle Services</p> <p>SOFTITULAR, S.L.</p>	<p>Security</p>  <p>APS SEGURETAT</p>				



# SITGES

50 FESTIVAL INTERNACIONAL DE  
CINEMA FANTÀSTIC DE CATALUNYA



5 - 15 OCTUBRE 2017



FUNDACIÓ  
**SITGES**

Since 2013, the Festival is qualified by the Hollywood Academy for all winning short films in the official categories and animation shorts to be presented as candidates for the OSCARS®



**[sitgesfilmfestival.com](http://sitgesfilmfestival.com)**

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