



27 August 2013

Cine Europa is "Sweet Sixteen"

***Attendance Jumps 24% to 36,000 patrons in 2012
Greater involvement of Filipino movies***



"As Cine Europa turns 16 it is reaching more Filipinos than ever before with screenings right across the country. With its expansion from three to six cities last year, attendance has increased by a quarter from 29,000 in 2011 to 36,500 in 2012. What is now perhaps the largest film festival in the Philippines will this year present an original, entertaining and thought-provoking set of 21 European movies, while reserving a special place for quality Filipino films." said Julian Vassallo, Political Counsellor at the EU Delegation to the Philippines.

Cine Europa 16 will this year welcome a Hungarian entry for the very first time. "Made in Hungária" is set in 1963 Budapest and depicts Miki and his parents setting alight a once stiff and controlled Hungarian community with the latest rock n roll craze.

This truly original musical-comedy provides a window on the conflicting cultural currents of 1960s Hungary.

With numerous award winning European movies including romantic musicals, wartime movies, historical dramas, family comedies and even world class documentaries, there really is something for everyone at Cine Europa 16.

"European Film Festivals are very much about offering outstanding cinematic entertainment to an enthusiastic Filipino audience; but they are also perhaps the most vivid illustration of the many distinct cinematic traditions that have come out of Europe, and the even greater variety of national and regional cultures that keep it alive and kicking. The EU may be an

ever tighter economic and political union, but a cultural union it will never be and has no intention of becoming!"

This year's European Film Festival opens on September 4th at Shangri-La Plaza with the screening of the highly awarded movie "A Royal Affair". Winner of two Golden Bear awards, this Danish entry is based on the true story of an ordinary man who wins the Queen's heart and starts a revolution. It sheds light on the intriguing love triangle between the ever more insane Danish King Christian VII, the royal physician who is a man of enlightenment and idealism and the young but strong Queen Caroline. It is a story of a passionate and forbidden romance that changed an entire nation.

The longstanding patrons of Cine Europa, Shangri-la Plaza Corporation will once again play host to the opening night in Manila. Ms. Lala Fojas, Executive Vice-President and General Manager of Shangri-La Plaza Corporation will be joined by Chargé d'Affaires a.i. of the Delegation of the European Union, Lubomir Frebort, European Union Ambassadors, consuls and senior diplomats for the inauguration of the Manila leg of the event at the Shang Cineplex in Mandaluyong.

The Manila screenings go on till 15 September.

Cine Europa 16 will then move on to five other cities in the Philippines bringing the same selection of movies to all locations. The presentation Cine Europa 16 in Baguio, Iloilo and Davao would not be possible without the partnership with the Film Development Council of the Philippines which continues for another year.

Cine Europa schedules in all cities:

4 to 15 September - Shangri-la Cineplex Mandaluyong, Manila NCR

17 to 22 September – Cinematheque Baguio City

24 to 29 September – Cinematheque Iloilo City

4 to 6 October – Ayala Center, Cebu City

10 to 13 October – Liceo de Cagayan University

15 to 20 October – Cinematheque Davao City



Cine Europa 16 Educational Component - A special place for quality Filipino movies.

To build on the increasingly important educational component of the festival, Cine Europa will once again tap into the resources of the Independent Film Cooperative (IFC) which will conduct on its behalf a series of round table discussions with prominent film personalities and experts exploring the links between European and Filipino films. This will be done alongside the screening of selected quality Filipino movies, some of which have noteworthy European connections.

The schedule of the Cine Europa 16 educational component to be held at the Premiere Theatre of the Shang Cineplex, Mandaluyong is as follows:

September 8: Sunday

10am- Archiving Filipino Film Heritage with Speakers from FDCP, Sophia Film Archives and ABS-CBN Restoration Group.

2pm- Film screening of Genghis Khan, a FDCP Project in which digital restoration was based primarily on the print screened at the 13th Mostra Internazionale d'Arte which was preserved at the Archivio Storico delle Arti Contemporanee (ASAC) of Biennale di Venezia

4pm- Oro, Plata, Mata, a classic film that shows the strong Spanish influence in Negros. Restored by ABS-CBN

September 14: Saturday

10am- New Pinoy documentaries with outstanding speakers on Filipina documentary film makers and members of the Independent Film makers Cooperative Members; Coreen Monster Jimenez, Rica Arevalo and Baby Ruth Villarama.

2pm and 4pm- Film screening of Baby Ruth Valderama's Jazz in Love (a product of the Goethe-French documentary workshop) is a story of a Filipino gay man falling in love with a German guy and trying to learn the German language to enable him to stay with him in Germany.

To further satisfy the growing crave for knowledge on the film industry, Cine Europa intends to reach out to more movie enthusiasts especially to students whose careers are aimed at producing or directing quality movies. Cine Europa in the next few days will enjoin students from various universities to a workshop that will help them explore the wide horizon of possibilities not only in directing but also in producing or co-producing movie masterpieces.

From just 11 films in 1998, Cine Europa will now present 21 films from Austria, Belgium, Bulgaria, Czech Republic, Denmark, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Romania, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.

Admission is free for all screenings at all locations for the two-month festival.

Cine Europa 16 is organised by the European Union Cultural Group in Manila which gathers together the Embassies and Cultural Institutes of the European Union (Representations in Manila including the Embassies of Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Netherlands, Norway, Romania, Spain, Slovak Republic, Sweden, Switzerland, United Kingdom, the Delegation of the European Union to the Philippines and the European cultural institutes (Alliance Française, British Council, Goethe-Institut, Philippine-Italian Association, and Instituto Cervantes de Manila, the Film Development Council of the Philippines, the Independent Film Cooperative, the Shangri-La Plaza Mall (Manila), Arts Council of Cebu and Liceo de Cagayan de Oro (Mindanao). Porsche Design supports Cine Europa 16.

Website: <http://www.eeas.europa.eu/delegations/philippines>

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