

Gdynia Industry to kompleksowy program działań skierowanych do przedstawicieli branży filmowej, mający na celu wspieranie rozwoju i autoregulacji branży audiowizualnej oraz sieciowanie jej z innymi branżami kreatywnymi. Odbywające się w ramach Gdynia Industry działania służą nie tylko mapowaniu problemów, ale przede wszystkim szukaniu rozwiązań systemowych, konsultacjom z podmiotami zewnętrznymi, wymianie doświadczeń z analogicznie działającymi podmiotami za granicą. Duży nacisk położony jest na stronę edukacyjną, rozumianą jako rozwój ekspercki podmiotów działających na rynku audiowizualnym, przyciąganie liderów i talentów, implementowanie dobrych rozwiązań, generowanie innowacji. W ten sposób Gdynia Industry, podejmując najistotniejsze aktualne tematy i problemy branży, poszukuje kreatywnych rozwiązań, sugeruje kierunki rozwoju oraz wyznacza trendy.

Gdynia Industry is a comprehensive programme of activities aimed at film industry representatives and designed to support the development and self-regulation of the audio-visual industry and network it with other creative sectors. Gdynia Industry activities not only serve to define problems but also search for systemic solutions, consult with external entities and exchange experiences with those operating similarly abroad. Much emphasis is on education, defined as the expert development of entities operating on the audio-visual market, attracting leaders and talents, implementing optimal solutions and generating innovation. In this way, Gdynia Industry, taking up the most important current topics and problems of the industry, looks for creative solutions, suggests directions for development and sets trends.

Dofinansowano ze środków Ministra Kultury i Dziedzictwa Narodowego pochodzących z Funduszu Promocji Kultury

Co-financed by the Minister of Culture and National Heritage from the Culture Promotion Fund



**Ministerstwo
Kultury
i Dziedzictwa
Narodowego**

Partnerzy Gdynia Industry: Audioteka, e-TALENTA, Black Photon



PROGRAMME

PANELS

Tuesday, 13th September 2022, 2:30 pm
Omega Room, Mercure Gdynia Centre

CASTING AS A COMPLEX AND CREATIVE PROCESS CONTRIBUTING TO THE ATMOSPHERE AND CHARACTER OF A FILM

Wednesday, 14th September 2022, 9:20 am
Omega Room, Mercure Gdynia Centre

PLANET PLACEMENT. NEED FOR CONTENT ON SUSTAINABILITY VS SUSTAINABLE PRODUCTION – CONFERENCE

Wednesday, 14th September 2022, 3:00 pm
Europa Room, Mercure Gdynia Centre

MICROBUDGETS

Thursday, 15th September 2022, 10:15 am
Omega Room, Mercure Gdynia Centre

REGULATION OF THE AUDIO-VISUAL LABOUR MARKET

Thursday, 15th September 2022, 3:00 pm
Omega Room, Mercure Gdynia Centre

SCREENWRITER – THE ROAD TO PROFESSION, THE ROAD TO SUCCESS. THE CHALLENGES OF SCREENWRITING DEBUT IN POLAND

Friday, 16th September 2022, 10:15 am
Omega Room, Mercure Gdynia Centre

EUROPEAN INDEPENDENT PRODUCTION AT A CROSSROADS. DEBATE ON THE FUTURE OF THE AUDIOVISUAL MARKET

Friday, 16th September 2022, 12:00 pm
Europa Room, Mercure Gdynia Centre

MEETING "FACE TO FACE"

Saturday, 17th September 2022, 12:00 pm
Tango and Orion Room, Mercure Gdynia Centre

POLISH FILMMAKERS ASSOCIATION FORUM

NETWORKING

Tuesday – Saturday, 13–17th September 2022 r., 11:00 am – 2:00 pm
Malika restaurant

1 ON 1

Thursday, 15th September 2022, 10.00 am
FaBula Cafe, Gdynia Film Centre

NETWORKING BREAKFAST WITH AUDIOTEKA AND STORYLAB.PRO

Thursday, 15th September 2022, 1:00 pm
Conrad Room, Hotel Mercure Gdynia

INDUSTRY LUNCH WITH REGIONAL FILM FUNDS

Friday, 16th September 2022, 1:30 pm
Mercure Gdynia Centre

INDUSTRY WITHOUT SECRETS. PRODUCERS' LUNCH

Saturday, 17th September 2022, 10:00 am
FaBula Café, Gdynia Film Centre

YOUNG PRODUCERS SECTION NETWORKING BREAKFAST

TUESDAY

CASTING AS A COMPLEX AND CREATIVE PROCESS CONTRIBUTING TO THE ATMOSPHERE AND CHARACTER OF A FILM

Tuesday, 13th September 2022, 2.30 pm
Omega Room, Mercure Gdynia Centre

EVENT PARTNERS: e-TALENTA, Polish Casting Directors Guild

What is the role of casting in Polish cinema? How has it changed over the years? What does the casting process look like? What influence does an actor have on the casting process? To what extent can the casting director affect the cast?

Casting is one of those elements that everyone is passionate about: filmmakers and audiences alike. A creative element of any fictional production, it often determines the character and success of a film. For the audience, it is an uncharted territory. For the creators, it is one of the crucial decisions. Meanwhile, it is often a source of anxiety for actresses and actors. Perhaps together we can change that?

We will meet with casting directors, producers, actors and directors and talk about important issues concerning casting, such as the relationship between the creators, responsibility, the influence of actors on the casting process, education in this area and the role of the casting director in the context of the entire film production. We will discuss the behind-the-scenes of the casting process as well as effective methods of presenting actors and approaching casting decision-makers.



PROGRAMME:

- 2:30 pm – 2:40 pm | **Opening** by Barbara Kowalski – representative of e-TALENT.
- 2:40 pm – 3:30 pm | **Discussion on the creative side of a casting director's work.** We will highlight the meaning and benefits of a creative collaboration based on trust and shared artistic sensitivity between the director, producer and casting director.
***Panelists:** Julia Popkiewicz, Xawery Żuławski, Aneta Hickinbotham, Mikołaj Kubacki, Jowita Budnik*
***Moderator:** Katarzyna Borowiecka*
- 3:30 pm – 4:00 pm | **Who will play it?** Casting directors will conduct a hypothetical casting call. Helped by guests, they will select the cast of a potential blockbuster!
- 4:00 pm – 4:10 pm | Coffee break
- 4:10 pm – 4:30 pm | **How does e-TALENTA facilitate the casting process?** Representatives of the European casting platform e-TALENTA will talk about its expansion in Poland, functions and vision for tighter collaboration between casting directors, directors, producers, agents and actors.
***Presenting by** Philipp Mogilnitskiy*
- 4:30 pm – 5:30 pm | **Panel on the benefits of good preparation for casting.** Casting disenchanted! How to prepare well for it? How to make a good profile video? What is e-casting? What expectations can casting directors and agents have?
***Panelists:** Paulina Krajnik, Monika Stępień, Przemek Przestrzelski, Konrad Michalak, Philipp Mogilnitskiy*
***Moderator:** Katarzyna Borowiecka*
- 5:30 pm – 6:30 pm | **Individual consultations**

WEDNESDAY

PLANET PLACEMENT. NEED FOR CONTENT ON SUSTAINABILITY VS SUSTAINABLE PRODUCTION – CONFERENCE

Wednesday, 14th September 2022, 9.20 am
Omega Room, Mercure Gdynia Centre

PARTNERS: Regional Representation of the European Commission in Wrocław, Polish Film Festival, Creative Europe Desk Poland, Polish Audiovisual Producers Chamber of Commerce

SUBSTANTIVE SUPPORT: Film for Climate initiative

Do feature films and documentary forms have the potential to help prepare humanity for the prospect of living on an increasingly uninhabitable planet? Films often depict pessimistic scenarios of the future. How can we influence individuals through the media so that their actions allow us to avoid such an outcome? The conference Planet Placement intends to create a space for debate on how to responsibly show environmental risks in cinema and on the silver screen and sustainably produce audio-visual content.

The conference will introduce the Polish film sector to the activities carried out by the European Commission and aiming at reaching climate neutrality in the audio-visual industry, including the exchange of best practices and development of universal tools, green norms and future production standards. The event is one of the European Commission's endeavours within the European Green Deal, which takes into account the enormous influence of the audio-visual industry the attitudes of Europeans towards climate change.



Creative
Europe
Desk Polska



Film dla
klimatu

PROGRAMME:

- 9:20 am – 9:30 am | **Conference opening**
- 9:30 am – 10:00 am | **Key note speech – How to motivate to ecological activities?**
by Dyba Lach and Filip Springer
- 10 am – 11:30 am | **Climate change as a theme for an audio-visual production. Popularity of environmental themes and the risk of greenwashing**
Panelists: Birgit Heidsek, Grzegorz Dukielski i Piotr Biedroń, Kaja Klimek, reprezentant EVIA FILM PROJECT
Moderator: Patrycja Wanat
- 11:30 am – 11:45 am | Coffee break
- 11:45 am – 1:15 pm | **Planet Placement – how to present climate content in audio-visual productions?**
Panelists: Genevieve Margrett i Albert representative, GREEN EYES PRODUCTION representative
Moderator: Artur Zaborski
- 1:15 pm – 2:15 pm | Lunch break
- 2:15 pm – 3:45 pm | **Greenfilming versus production challenges. Climate awareness versus creativity and production limits**
Panelists: Agnieszka Woszczyńska, Nevina Setta, Paulina Zacharek, Agnieszka Kowalewska-Skowron
Moderator: Patrycja Wanat
- 3:45 pm – 4:00 pm | Coffee break
- 4:00 pm – 5:30 pm | **Industry initiatives and streaming policies. Greenfilming as a regulatory framework**
Panelists: Davide Vaccaro, reprezentant EVERGREEN PRIS-MA, Monika Głowacka, Julia Tordai
Moderator: Artur Zaborski

MICROBUDGETS

Wednesday, 14th September 2022, 3:00 pm
Europa Room, Mercure Gdynia Centre

EVENT PARTNERS: Young Producers Section of Polish Audiovisual Producers Chamber of Commerce, Polish Film Institute

Microbudget Film Competition has already established its position among the festival sections. More and more filmmakers are familiar with this film form. The concept of a microbudget is still relatively new, and with each year, more and more productions, meetings and conversations bring changes and improvements to this category. Catering to the needs of the young generation, Gdynia Industry invites you to a meeting with producers and creators of microbudget productions. Experienced colleagues will share their knowledge of working on microbudget films with those interested in this film form.

We will talk about the nature of a microbudget film, its opportunities and limitations. We will discuss what a producer's work looks like when funds are limited and what the guidelines and procedures for applying for microbudget production funding are (or should be). We will talk about the production process itself but also about publicity, including international promotion and distribution.

The meeting is organised in partnership with the Polish Film Institute, which introduced the microbudget film financing programme in Poland in 2016, and the Young Producers Section of the Polish Audiovisual Producers Chamber of Commerce, which fought for its introduction and works for the benefit of the young generation of Polish producers and filmmakers.

Panelists: *Marta Habor, Dawid Nickel, Michał Broniszewski, Jakub Mróz, Izabela Igel, PISF representative*

Moderator: *Błażej Hrapkowicz*

THURSDAY

REGULATION OF THE AUDIO-VISUAL LABOUR MARKET

Thursday, 15th September 2022, 10.15 am
Omega Room, Mercure Gdynia Centre

EVENT PARTNERS: Polish Film Institute, Producers Guild of Poland, Polish Audio-visual Producers Chamber of Commerce, Polish Female Filmmakers Association, Filmmakers Union, Polish Film Directors Guild

In recent years, the subject of working conditions in the audio-visual sector has been raised with increasing frequency and clarity. There have been calls for the introduction of an eleventh-hour working day, new trade unions have been established, more artists' guilds are being created, and the community is steering toward self-regulation. Representatives of all major production teams are present at the PFF in Gdynia, so the Festival is a natural place for lobbying activities and pushing forward discussions on the changes that need to be introduced.

During the meeting, we will name the problems to be solved by the proposed changes, discuss possible solutions to be implemented, including good practices from other European markets, and create a list of demands and goals to achieve in a one-year and five-year perspective. We will discuss the necessary changes in working on a film set in the context of maternity and paternity and the regulation of working conditions in the film industry. We will also present the recommendations of a coalition of film organizations for shooting intimate scenes on Polish film sets.



Polska
Gildia
Producentów



PROGRAMME:

10:15 am – 11:15 am | **Parenting on a film set**

Panelists: Anna Maliszewska, Barbara Białowąs, Hanna Margolis, Kuba Kosma, Radosław Śmigulski, Kamila Morgisz

Moderator: Patrycja Wanat

11:15 am – 11:30 am | Coffee break

11:30 am – 1:00 pm | **Regulation of working conditions in the film industry**

Panelists: Witold Płóciennik, Paulina Guźlińska, Dorota Roqueplo, Marcel Sławiński, Stanisław Zaborowski, Natalia Grzegorzek, Kuba Kosma, Jan P. Matuszyński, Kamil Przełęcki

Moderator: Patrycja Wanat

1 pm – 1:30 pm | **Coalition of film organisations – presentation of “Recommendations for shooting intimate scenes on Polish film sets”**

Presenting by Katarzyna Szustow, Paulina Krajnik, Maks Rogacki

13:30 – 13:40 | **Presentation of the preliminary results of the report by Box Office Lab “Equal Opportunities”, about the roles of women in Polish cinema**

Presenting by Izabela Kiszka-Hoflik

SCREENWRITER – THE ROAD TO PROFESSION, THE ROAD TO SUCCESS. THE CHALLENGES OF SCREENWRITING DEBUT IN POLAND

Thursday, 15th September 2022, 3.00 pm
Omega Room, Mercure Gdynia Centre

EVENT PARTNER: Polish Screenwriters' Guild

We invite you to a panel devoted to a screenwriting debut. During the discussion, we will talk about the problems faced by budding screenwriters, which usually turn out to be universal for the entire screenwriting community regardless of experience. We will consider the nature of the profession (long creative process, no license required), current problems (underfunding, lack of institutional support) and possible solutions (establishing a minimum rate, raising the rank of screenwriters among creators, regulation of contracts, PFI support). We will look at the role of the Polish Screenwriters' Guild and the possibilities of cooperation with the Screenwriting Department and the Film and Television Direction Department of Lodz Film School.

Presentation of the Library of Film Screenplays The Library of Film Screenplays, established by Lodz Film School, is an open collection of Polish film scripts available online for students and researchers nationwide. Activists will present the idea behind the Library: Magdalena Wleklík, Chairperson of the Polish Filmmakers Association Screenwriters' Club; Jarosław Czembrowski, Director of Lodz Film School Library and Editor-in-chief of the film Polski.pl internet database of Polish films, and Marek Rudnicki, Assistant Professor at Film Art Organisation Department.

PROGRAMME:

3:00 pm – 4:30 pm | **Screenwriter – path to profession, path to success. Problems of the screenplay debut in Poland**

Panelists: Monika Powalisz, Hanna Kisielińska, Robert Bolesto, Krzysztof Rak, Andrzej Melin, Kaja Krawczyk-Wnuk

Moderator: Magdalena Felis

4:30 pm – 5:00 pm | **Presentation of the Film Scenarios Library**

Presenting by Marek Rudnicki, Jarosław Czembrowski



Szkoła
Filmowa
w Łodzi



FRIDAY

EUROPEAN INDEPENDENT PRODUCTION AT A CROSSROADS. DEBATE ON THE FUTURE OF THE AUDIOVISUAL MARKET

Friday, 16th September 2022, 10:15 am
Omega Room, Mercure Gdynia Centre

EVENT PARTNERS: Polish Filmmakers Association, Polish Audiovisual Producers Chamber of Commerce, CEPI European Audiovisual Production, Black Photon

The film market is changing so rapidly that film and series production and distribution models today can't compare with those of three years ago. The post-pandemic reality and the general economic situation in Europe, linked, among other things, to the war in Ukraine, certainly contribute to this evolution. Independent producers face increasing challenges, and film institutes adapt to the new balance of power. The growing presence of global players on local markets influences the choice of production partners, highlighting the importance of the IP address of individual films, increasing demand for screenplays and key filmmakers, so-called talents.

During the event, we will discuss substantial changes happening as we speak in the film market in Poland, Europe and globally. We have invited representatives of the Polish market and CEPI European Audiovisual Production members to join the discussion. We will consider possible strategies for local producers to develop and maintain their independence. It will also be an opportunity to discuss altering the model of public support for European productions.



PROGRAMME:

- 10:15 – 10:45 | **Speech by a representative of the European Commission**
- 10:45 – 11:45 | **Market overview on important European markets. Challenges, trends and current standards of cooperation with major players**
***Panelists:** CEPI representatives: Alejandra Panighi, Media-Pro; Jerome Dechesne, USPA; Søren Jørgensen, Producent Foreningen; Filip Bobinski, APA*
***Moderator:** Maciej Dydo, Alicja Grawon-Jaksik*
- 11:45 – 12:00 | **Coffee break**
- 12:00 – 13:30 | **The business landscape of production in Poland. Where are we different from our neighbors in Europe, and where must we act together to protect the profession of an independent producer?**
***Panelists:** Łukasz Kłuskiewicz, Anna Waśniewska-Gil, Michał Chaciński, Dominik Skoczek, Daria Maślona, Alicja Grawon-Jaksik, Kamila Morgisz (PISF)*
***Moderator:** Błażej Hrapkowicz*

MEETING "FACE TO FACE"

Friday, 16th September 2022, 12:00 pm

Europa Room, Mercure Gdynia Centre

Radosław Śmigulski would like to invite the participants of the 47th PFF to talk about the biggest challenges for Polish film and its potential. It's the fifth meeting with the Director of the Polish Film Institute since the cycle launched in 2018.

POLISH FILMMAKERS ASSOCIATION FORUM

Saturday, 17th September 2022, 12.00 pm
Tango and Orion Room, Mercure Gdynia Centre

For years now, Gdynia forums of the Polish Filmmakers Association – the largest such institution in the country, have been hosting heated debates over the most vital issues faced by the filmmaking community. Given the changes catalysed by the coronavirus pandemic, in particular the exponential increase in the distribution of audio-visual productions through VOD services, bringing the online distribution of films under royalties has become the most pressing challenge for our entire community. Television broadcasters, cable and satellite operators, DVD distributors, cinemas, hotels – all these entities remunerate authors and performers through collecting societies. Internet services remain outside any such regulation in Poland and do not pay royalties. We should correct this imbalance as soon as possible. Let's think together about how to convince those in power to implement the Copyright Directive in the Digital Single Market as fast as possible. Join the discussion!



CLOSING DEBATE

Saturday, 17th September 2022
online event

What image of Polish film emerges from the 47th PFF? To close this year's edition of the Festival, we invite you to a discussion with the members of the juries, film critics and representatives of cultural institutions who will gather to talk about the condition of Polish cinema and its future. Anyone interested can follow the discussion live on social media or listen to it at a later date on our podcast channel.

1 ON 1

Commenced in 2020, a cycle of meetings with VIPs of the film industry organised for young filmmakers. It's an opportunity to meet one-on-one and talk to esteemed experts and experienced individuals active on the Polish market. They will answer questions, shed light on selected aspects of the way things work in the industry and present options for a career in filmmaking. To participate in a 25-minute meeting face-to-face, interested parties had to register via a form indicating the person they wish to consult.

Mentors: Zbigniew Domagalski, Anna Waśniewska-Gil, Michał Broniszewski, Stanisław Zaborowski, Katarzyna Malinowska, Izabela Kiszka-Hoflik, Maria Blicharska, Robert Kijak

INDUSTRY WITHOUT SECRETS. PRODUCERS' LUNCH

Friday, 16th September 2022, 1:30 pm

Conrad Room, Mercure Gdynia Centre

Event partners: Polish Guild of Producers, Polish Audiovisual Producers Chamber of Commerce, Black Photon

Older, more experienced film producers will share their experience in selected fields of filmmaking with their younger colleagues. Each topic will be discussed at a separate table, in an intimate setting. The discussions will take place simultaneously over a shared lunch.

TOPICS:

- Development, financing.
- Postproduction.
- International co-productions.
- International promotion and festival strategy.
- Film distribution.
- Producer-creator relations (director-screenwriter). Contracts in film production.

NETWORKING BREAKFAST WITH AUDIOTEKA AND STORYLAB.PRO

Thursday, 15th September 2022, 10:00 am

FaBula Cafe, Gdynia Film Centre

Audioteka and StoryLab.pro invite you to a cup of good coffee, a nutritious breakfast and an opportunity to make new friends in the screenwriting industry. We will conduct a networking game and briefly introduce how we approach the slogan "well-told stories" in practice. We are keen to meet anyone ready to test themselves in creating audio productions and super-productions. The breakfast will be hosted by Arkadiusz Seidler (CEO of Audioteka), Aleksandra Dąbrowska (Audioteka Head of Production) and Agnieszka Kruk and Andrzej Gorgoń from StoryLab.pro. The meeting is part of Usłysz Kulturę, a programme supporting screenwriters, directors and reporters in terms of financing and making original audio productions.

INDUSTRY LUNCH WITH REGIONAL FILM FUNDS

Thursday, 15th September 2022, 1:00 pm

Conrad Room, Hotel Mercure Gdynia

Regional Film Funds invite you to an industry lunch. At the meeting, you will have an opportunity to talk about the role of RFFs in the changing audio-visual market, learn about their current situation and make new contacts in an informal atmosphere.

YOUNG PRODUCERS SECTION NETWORKING BREAKFAST

Saturday, 17th September 2022, 10.00 am

FaBula Café, Gdynia Film Centre

The Young Producers Section of the Polish Audiovisual Producers Chamber of Commerce invites young filmmakers to a networking breakfast.

The intimate gathering is a perfect opportunity to meet producers who are active in the industry and open to new film projects.

PODCASTS

CLOSE-UP ON SOUND

This year, for the third time, Gdynia Industry is making a Close-up, a series of broadcasts focusing on the intersection between the world of film and creative industries. We will be listening intently to sound and sound design. For many years, there has been a conviction that Polish audio-visual productions are poorly audible. Together with the most important people responsible for sound in films: sound engineers, sound post-production specialists, producers and directors, we will consider why this is such a problem. Is education to blame (most sound engineers are trained at music academies and not film schools), or are mistakes made at the stage of pre-production? Or should we blame the Polish language itself? We will also learn about sound reconstruction during the digital restoration of the most important Polish films – all of the above in the form of podcasts released during the Festival.

Podcasts recorded in partnership with Audioteka

EPISODES:

1. **What Can't You Hear?**
Michał Oleszczyk & Nikodem Wołk-Łaniewski
2. **Masterclass** by Radosław Ochńio
3. **What Can You Hear on the Set? What Can You Hear on the Screen?** A Debate on Sound in Polish Films
4. **Sound Reconstruction** for Film Restoration

The episodes will be available on the portal of this year's podcast partner, Audioteka and Spotify and YouTube.