



THE  
ENDLESS  
PLATFORM  
FOR  
FILM

SIN  
FIN  
CINE  
MA

SINFINCINEMA PRESS KIT 2012

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## INTRO

*Sin Fin Cinema*(SFC) is a London based multidisciplinary arts organization, specialized in Spanish cinema, with a focus on moving image creativity. Our main goal is to promote the Spanish cinematography, taking it to the international circuits. We are interested in highlighting the works that are concerned with artistic expression and that go beyond the boundaries of traditional narrative.

## MANIFIESTO

Bringing Spanish cinema into the international and professional public domain.

Working to integrate audiovisual creation and its authors; bridging the gap between video making, filmmakers and film curating and exhibition circuits, with the objective to bring the moving image closer to contemporary society and culture.

Providing a door to past and present to understand in depth the historical periods of the Spanish cinema and its history.

Spreading the compelling Spanish cinema outside its borders whilst creating spaces for reflection, debate and understanding of our historical and artistic heritage and thus promoting the knowledge of our culture internationally.

Providing space and visibility to works that are concerned with artistic expression and that go beyond the boundaries of traditional narrative, rather than films that are merely commercial or promotional. SFC will serve as a platform to promote cinema that has not enjoyed commercial success, but deserves to be made more accessible; cinema that is far from the mainstream and that needs to cross borders to be recognised.

We believe in the strong artistic potential in Spanish cinema productions, and we firmly consider that they deserve to be known outside its borders.

## SERVICES

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*Sin Fin Cinema* is dedicated to the organization of cultural events, film programming and to the exhibition, distribution and promotion of Spanish Cinema.

We are formally engaged with research, and our leading projects focus on exploring the legacies and potentialities of filmmakers and video artists around the world.

### I. Promoting and distributing the spanish cinematic culture internationally

We believe that any national cinema is a portrait of an entire social and political reality. Our primary objective is to promote and disseminate the Spanish film culture and film heritage in London. In order to reach our goal, we programme for the best British cultural institutions, museums and cinemas theaters in London; such as Tate Britain, ICA, Barbican Centre, Rich Mix and Ciné Lumière, among others.

We work to bring the best talent from Spanish filmmaking into the professional and international public domain, whilst enriching Londoners knowledge in Spanish tradition and contemporary culture. For this purpose, our streams of action are the following:

#### *\* Promoting the diversity of Spanish culture*

SFC organizes special curated events showing Spanish cultural diversity in all its formats and origins. Focusing on Spanish autonomous communities, we serve as a platform to promote and showcase their rich cultural identities through music, cinema, performing arts, dance and theatre. As a starting point, we will feature special cultural activities around Catalonia, Basque Country and Galicia; A series of curated events that will vigorously promote Spanish cultural diversity in London, through a showcase of new

Servimos como plataforma de promoción y

#### *\* Spanish cinema's ambassadors*

SFC believes that cinema is a window into the past and present; the film image acts as a very valuable archival material for a country's historical memory. Our work is determined to explore this relation between films and History. We curate special film programmes showing the history of Spanish cinema and, by extension, the History of Spain itself.

#### *\* Supporting Spanish experimental and artistic cinema*

Sin Fin Cinema has the primordial objective to support the most artistic, experimental and avant-garde Spanish films in their nature. We are interested in heterodox works, from compromised documentary films to the most radical artistic expression. Spanish films and moving image art works that are concerned with artistic expression and go beyond the boundaries of traditional narrative, having the courage to operate at the periphery of the institutionalized Spanish film industry.

One of our priorities is to serve and act as a platform to develop new channels of exhibition of experimental films and help cinema outside commercial and mainstream exhibition circuits to be more accessible. We work to expand Spanish experimental and underground cinema with a creative scope, which ranges from film and art. Our aim is free and to take these crossover practices beyond its natural boundaries. Our intention is to show in various art centers and international alternative cinema theaters a selection of lesser known films made in Spain from the late 50's to the present.

Sin Fin Cinema provides an enlightening space for these types of filmmaking practices which are, still today, marginalized and relegated to the shadows

## 2. Film Curating

We curate all types of film programs for different institutions such as cinemas, arts centers, museums and consortiums.

We provide films programs in collaboration with third parts and for several clients by request. We work to put together creative moving image practices, bringing a relationship between the content of works and the “character” of each venue we curate for.

SFC offers a complete translation and production services to help Spanish cultural institutions and associations to show their proposals beyond its borders and thus reach international audiences.

We offer collaborations and connections to London to bring the most creative, unique and challenging film screenings and other film proposals from Spain, providing exhibition spaces for their dissemination and implementation.

## 3. Promoting Spanish video-artists and filmmakers based in London

Sin Fin Cinema also works with Spanish filmmakers based in London and provides a platform, which allows them to promote their work in the UK film circuits.

We serve as an information service to disseminate the works of Spanish audiovisual artists and filmmakers in the U.K whilst acting as a new social networking facility, helping them connect with each other and with potential investors, event organizers or sponsors. Sin Fin Cinema becomes a public database of all Spanish professionals working in the U.K

## 4. Promotional Video Production

Sin Fin Cinema also works as a distribution company open to all kinds of works. We provide a consultancy service to all filmmakers and carry out national and international festivals distribution for their works. We also provide film distribution services in other audiovisual markets, cultural centres, art galleries and mediatheques.

With special attention, SFC track the annual calendars of international film festivals, and offers support to filmmakers in taking care of its submissions and helping them distributing their work to them SFC also provides the required materials ( DVD Authoring, translation services, DVD packaging, graphic design, PressKits, etc. ) for this to be possible.

## 5. Commission services

Sin Fin Cinema acts as a distribution company bringing film screenings and programmes from Spain to an international circuit.

SFC provides full translation and production services to help Spanish cultural institutions and associations working with moving image to promote their initiatives in film programs and screenings abroad.

We offer partnership networking to bring to London the most creative, unique and challenging film screenings and other programming proposals from Spain.

SFC intends to consolidate stable collaborations in the international arena between Spanish and English cultural institutions dedicated to film curating and to promote alternative and

for innovative Spanish film programs and to open and strengthen a long-term networking platform between film curating practices across Spain and UK.

## 6. Itinerant Spanish Film Festival around the world

We are currently working to provide a newest and innovative Itinerant Spanish Film Festival to fill a crucial gap in the existing market for international film festivals featuring Spanish works. Our aim is to bring our Itinerant Festival to cities across the world lacking a platform to promote Spanish film industry.

The Itinerant Spanish Film Festival is also offered as an engine to promote the most original drives and the most innovative film languages developing inside non-standard and narrative audiovisual formats. In this sense, the Itinerant Spanish Film Festival will provide the most updated map of new trends of mainstream Spanish cinema as well as focusing on independent, artistic and experimental Spanish films. We hope to become a showcase for the most popular Spanish films alongside with new talented filmmakers. We aim to grow as a vital instrument in the global development of Spanish most creative cinema in a long-term basis.

### *6.1 Spanish Cinema in the Academic Circuits*

Sin Fin Cinema also promotes, distributes and exhibits Spanish films through academic circuits. We program film screenings and cinema sessions for colleges, schools and Universities in the UK specialized in Spanish, Film and Art studies. Our goal is to open and build intellectual bridges that will link film knowledge within younger audiences. Only this way we will contribute to the dissemination of Spanish cinema as heritage, for educational and cultural purposes, thus

## PROJECTS

**GOING BACK TO REALITY***Portraying Pablo Picasso on the canvas in motion*

Venues: Tate Britain, Barbican, Instituto Cervantes and Cine Lumiere (French Institute)  
March/April/May/June 2012

A selected and wide range film programme, including documentaries, short film, experimental and video artists film that will reveal the most unknown facets in the life of the great Spanish artist, his youth years in Paris and Barcelona, the scale of his masterpiece "Guernica" and discover the essential elements that have been distilled from his works and influenced successive generations of visual artists, specially British, like David Hockney y Henry Moore.

Through showing films such as "Picasso & Braque go to the movies" by Arne Glimcher, "Guernica" by Alain Resnais y Robert Hessens, the documentary "David Hockney on Modern Art" by David Rowan, "The Mystery of Picasso" de Henri-Georges Clouzot and Buñuel's "Land without bread", we will create a moving image mosaic coinciding with the "Picasso and British Modern Art" exhibition at Tate Britain (15 February and 15 July 2012). In this extensive and rich film programme we will discover how Picasso became one of the most celebrated painters in the world. How he created a genius out of him, are a few of the many questions that this film season will answer.

Going Back to Reality will be launched and part of the Late at Tate event that will take place next March the 2nd. After that, our film programme will continue running during April and May in other prestigious cultural centres in London, including the Barbican, Cervantes Institute and the French Institute.

**A CATALAN WEEKEND IN LONDON***Challenges, directions and new narratives in Catalan Culture*

Venue: Rich Mix  
1-2 June 2012

Catalan Weekend in London will vigorously promote Catalan cultural diversity in London, through a showcase of new tendencies in performing arts, cinema and music from Catalonia.

With an interdisciplinary orientation, Catalan Weekend in London, with a suggestive inter title Challenges, directions and new narratives in Catalan Culture will intervene in today's big debates in the humanities, around issues such as subjectivity, identity and representation; globalisation, national identity and linguistic / cultural diversity; intercultural communication; high/mass culture, etc. This creative event will vigorously promote Catalan cultural diversity in London, through a showcase of new tendencies in performing arts, cinema and music from Catalonia.

This weekend will be a starting point of a series of events exploring Spanish cultural identity and linguistic diversity, focusing on other Spanish autonomous regions such as Galicia and Basque Country amongst others. We will take advantage of London's key position as an international meeting point to develop exchanges between Catalanists from the UK, Catalonia and EU, in order to promote the richness of Spanish cultural diversity internationally, in all of its varieties and forms of expression.

In collaboration with Leicester University  
and Phoenix cinemas:

**Itinerant Spanish Film Festivals** *at Leicester  
University*

June 2012

Venues: Leicester University and Phoenix cinemas

This project belongs to our Itinerant Spanish  
Film Festival at Universities.

More than ever, the field of international  
filmmaking is being raised by improvements  
and globally-minded audiences.

The market for Spanish films has the  
potential to flourish in this international  
climate. Sin Fin Cinema has a mission to lead  
and spread a wide range of filmmakers and  
talented Spanish cinema with strong  
structure and permanent guidance.

## PAST EVENTS

### Spanish Cinematic Experiences

4th October 2011, Rich Mix

This event was dedicated to support Spanish Filmmakers based in London and provided a platform to promote their work in the UK.

In partnership with the London Spanish Film Festival, Sin Fin Cinema organized an extended film program presenting the recent works of Spanish filmmakers based in London. This pioneer initiative provided a unique opportunity for Spaniards living abroad to showcase their film works outside Spain and connect with wider and international audiences.

Ranging from experimental art to short narrative, the Spanish Cinematic Experiences in London featured a fresh selection of exciting, creative films with much character. This innovative experimental and short film program was presented as part of the London Spanish Film Festival, offering talented Spanish filmmakers the opportunity to launch their works for the first time in London. The Spanish Cinematic Experiences in London program enabled a new exhibition platform to promote compelling new trends of Spanish film industry.

The screening was followed by a panel discussion with some of the filmmakers, and moderated by

### Rotoreliefs Screening

26th September 2011, Rich Mix and The Roxy

Every month Rotoreliefs brings an exciting selection of short films from emerging and established film talent.

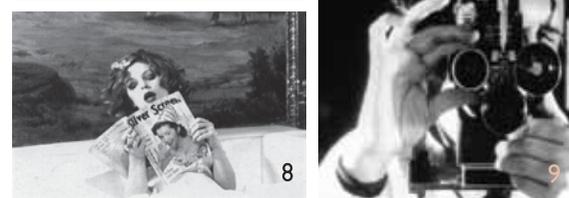
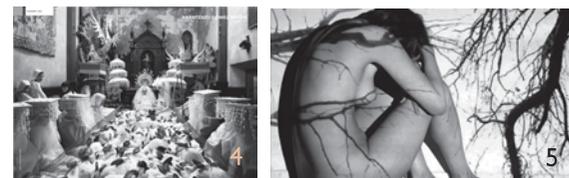
Rotoreliefs is a networking platform dedicated to supporting the independent film sector, through a series of events designed to promote and inspire emerging talent, break down industry barriers, showcase great short films and create an ongoing dialogue between audience and artist.

Sin Fin Cinema took part of the event as special speaker, presenting the music video "Ladytron"

### Spinning Tongues

Vibe Bar Gallery

Sin Fin Cinema, in collaboration with Spinning Tongues, gave space and promoted works from emerging Spanish artists from different disciplines such as film, video art, installation and performances. A multidisciplinary exhibition showing creative works by eleven Spanish



Gallery: 1. "Recuerdos de una mañana" Dir: José Luis Guerin ( 2011); 2. "True Love" Dir: Ion Sosa (2011); 3. "Los Materiales" Dir: Colectivo los Hijos ( 2010); 4. "Dolce di Limbo" Dir: Arantazu Gómez (2009); 5. "Grey garden" Dir: Pablo Robertson (2010) 6. "True Love" Dir: Ion Sosa (2011); 7. "The Mystery of Picasso" Dir: Henri-Georges Clouzot (1956); 8. "¿Qué hay para cena, querida?" Dir: de Antoni Padrós (1971-72) "Copy Scream" Dir Oriol Sánchez

## CLIENTS & COLLABORATORS

Tate Britain  
British Art Museums



Barbican  
Arts Centre



Cine Lumiere  
French Institute



*Instituto Cervantes*  
non-profit organization founded by the Government of Spain in 1991. Its mission is to promote Spanish language teaching as well as that of Spain's co-official languages, in addition to fostering knowledge of the cultures of Spanish-speaking countries throughout the world.



*Instituto Ramón Llull*  
Consortium made up by the Government of Catalonia and the Government of the Balearic Islands dedicated to the international promotion of the Catalan language and the culture of the areas in which Catalan is spoken.



*Catalán Arts!*  
Catalan Institute for the Cultural Companies



*Rich Mix*  
Arts & Culture Centre



University of Leicester



*Rotoreliefs*  
Networking expiral for independent film makers and video artists



*Filmar el Exilio*  
Research project



*Phoenix Square*  
Film & Digital Media Centre



*When?*  
Arts Management



*Cañada Blanch Centre*  
Centre for Contemporary Spanish Studies



*La Fonoteca*  
Colective to promote Spanish Music



SPONSORS

*The May Fair Hotel  
Official Hotel Partner to Sin Fin Cinema*

THE MAY FAIR  
HOTEL

*Brindisa  
Spanish Food*



*Marqués de la Concordia  
Wine from Spain*



*Grupo Codorniu  
Sparkling Wines from Spain*

GRUPO CODORNIU

*Moritz  
Beer Company from Barcelona*



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2012

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