

# Flatland selected for Paris Project

Flatland, a 2012 Durban FilmMart (DFM) Project, has been chosen to take part in Paris Project, the co-production and financing forum of the Paris Cinema International Film Festival.



Flatland, produced by David Horler of Proper Film, and directed by Jenna Cato Bass, received a number of awards at last year's DFM where it received a €5000 grant for development as WorldView's Most Promising Feature, and was selected for Rotterdam Lab in February, and won the EAVE prize enabling the producer to attend the European Producers Workshop in March this year.

The DFM, is a joint programme of the Durban Film Office (DFO) and the Durban International Film Festival (DIFF), and has, as one of its core objectives, to act as a valuable feeder platform to bring African projects to other recognised international co-production markets.

The DFM has recently entered into a strategic partnership with Paris Project, which looks at co-production potential for carefully selected worldwide feature projects destined for French and European coproduction. This year, a 2012 DFM project was selected and, going forward, a project will be selected from the 2013 DFM to go to Paris Project in 2014.

## Flatland, well-positioned

"Flatland is a really strong well-positioned film project which really shone at last year's DFM, and we are delighted that Paris Project has selected it to further develop its potential," says Toni Monty of the DFO. "David has really grasped at all the opportunities given and we believe that this experience will be a valuable stepping stone in the project's journey."

"These markets are incredible in helping us fine-tune our product," says Horler. "The DFM was so helpful in aligning our overall strategic goals for the project, and Rotterdam Lab was a similarly great experience. The intensive schedule of master classes, panel discussions and workshops imparted very useful information and gave a very distinct perspective on the international marketplace relative to independent and low-budget productions. The European Producers Workshop was a truly fantastic initiative that is incredibly supportive and nurturing of independent filmmakers."

Horler goes on to say that the development grant from WorldView has been earmarked to help with the location scouts and recces intended for the project once they are closer to pre-production. "So we are really overwhelmed that we have received this opportunity to go to Paris Project, as every chance we have to present, discuss and develop Flatland, is another step up on the ladder to its creation."

## **Meet international partners**

Both the director and the producer of Flatland have been awarded a complimentary return air ticket and four nights' accommodation to participate in the market, which takes place from June 30 to July 3, to enable them to increase their networks and meet international partners.

In addition to personalised meetings with industry professionals, Paris Project offers a series of specialised events like seminars and workshops. In 2012, 350 professionals from 140 companies attended Paris Project, with more than 500 meetings scheduled.

"We are really pleased to welcome Flatland onto Paris Project, as we believe it offers a uniquely South African perspective to the mix," says Aude Hesbert, head of Paris Cinema International Film Festival. "This year, as our country embarks on the South Africa France Season 2013, we look forward to opportunity to support the inaugural DFM/Paris Project entry, and are eager to see how it fares."

The 4th Durban FilmMart will take place from 19 to 22 July 2013 during the 34th edition of the Durban International Film Festival (18-28 July) and will present an official selection of about 10 fiction projects and 10 documentary projects.

For more information on the Durban FilmMart, go to [www.durbanfilmmart.com](http://www.durbanfilmmart.com). Entries to this year's DFM are now closed. For further enquires contact [info@durbanfilmmart.com](mailto:info@durbanfilmmart.com).

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