



DEL 14 AL 19 DE MARZO DE 2011

CINE ES CENA

1ER FESTIVAL INTERNACIONAL DE CINE GASTRONOMICO CIUDAD DE LA LAGUNA

RULES FOR THE 1st EDITION OF LA LAGUNA INTERNATIONAL GASTRONOMIC FILM FESTIVAL

1. OBJECTIVES

La Laguna International Gastronomic Film Festival, CineEsCena, endeavours to disseminate and promote all films related to gastronomy. The competition aims to make the public aware of the food culture in the audio-visual media. Its objectives include discovering the gastronomic memory of varied places, bringing the public closer to the reality and culture of these countries through thematic documentaries, knowing important gastronomic figures, or the audio-visual illustration of a wide range of stories related somehow to gastronomy.

2. VENUES AND DATES

The 1st edition of La Laguna International Gastronomic Film Festival, CineEsCena, will take place from **14th to 19th March, 2011**. Films will be screened at Teatro Leal, Auditorium of the University of La Laguna and Auditorium of the Faculty of Education Sciences of the University of La Laguna. The gastronomy activities will be held in different venues of the city such as Casa Viña Norte, Cabrera Pinto Secondary School, Tenerife UNED, Teatro Leal and Nivaria Tenerife Hotel.

3. SELECTION OF THE FILMS FOR COMPETITION

- All feature films, short films, documentaries and advertising spots, national or foreign, that deal somehow with the concept of gastronomy and which have been produced after 1st January, 2009 can submit for the **Official Section Competition** of the 1st La Laguna International Gastronomic Film Festival, CineEsCena. They will be screened in digital format.

- Submission Categories:

- **Feature films**

Any national or foreign production with a running time of at least 60 minutes, in digital format or 35 mm.

- **Short films**

Any national or foreign production with a running time of less than 40 minutes, in digital format or 35 mm.



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- **Documentaries**

Any national or foreign non-fiction production with a running time of at least 20 minutes and of less than 90 minutes, in digital format or 35 mm.

- **Advertising spots**

Any national or foreign production with a running time of at least 15 seconds and of less than 2 minutes and 30 seconds, in digital format or 35 mm.

- The selected works will be screened only in digital format (DVD PAL). The Selection Committee needs to have the final copy and the subtitles required before the deadlines established in these rules.

- Films must have a gastronomic theme and must be submitted in their original version. Where the original language of the work is not Spanish, the copy must be subtitled in English. If the original version of the film is Spanish, English subtitles are required, or the dialogue list or the subtitles file in English in order to screen the films with double subtitles, if necessary.

- The submission to this competition is compatible with other awards or grants from public or private entities.

- Submission is **free**.

4. ENTRY

- The submission of the films will be made by natural persons or legal entities holding the rights to the films submitted through the entry form which can be downloaded at CineEsCena website www.cineescena.com.

- The registration receipt must be printed and attached to two DVD copies (Region 2/Europe) which must be protected and labeled specifying the category to which you submit, and which will be used for the pre-selection of the candidate films, short films, documentaries, and advertising spots. The copy must necessarily be sent **before 10th February, 2011 at 14:00**. The postmark date will valid. All films submitted after this final deadline will automatically be out of competition.

- The copies of the films for the pre-selection (DVD PAL format) must be obligatory enclosed by the following **DOCUMENTS**:

- Entry form, duly completed and signed, downloadable at www.cineescena.com.
- Short synopsis of the film.
- Bio/Filmography and two photographs of the director in digital format.
- Two images of the film, in JPG high resolution format, for the catalogue and the website in case the film be selected.



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- Press Dossier, poster and advertising material of the film, for the same goal as mentioned above.
- The sending of promotional materials, compulsory or voluntary, gives automatic authorization to the Organization of the Festival to use them in the catalogue of the Festival, the official website (www.cineescena.com) and/or the materials sent to the media.
- The DVD mailing address is:

Centrífuga Producciones
Festival Internacional de Cine Gastronómico Ciudad de La Laguna (CineEsCena)
Apartado de Correos 426
38200
San Cristóbal de La Laguna
Tenerife. Spain

- All costs for shipping the films for competition are the responsibility of the participant. Copies of the films for the pre-selection (DVD PAL format) will not be returned and will become part of the La Laguna International Gastronomic Film Festival, CineEsCena, archives. The Organization undertakes not to give them to someone else or to screen them without permission of the authors.
- The Organization of CineEsCena will inform the participant via e-mail of the receipt of the film.

5. SELECTED WORKS

- The works for the Official Competition for the first edition of La Laguna International Gastronomic Film Festival, CineEsCena, will be selected by the Festival Selection Committee, which will be formed by professionals of both fields (film and gastronomic) and representatives of the Organization, acting one of them as Secretary with voice and vote.
- The Selection Committee will be responsible of forming the Official Program and will select the works according to the guidelines of quality and creativity issued at the Festival.
- The Selection Committee can nominate works presented in competition and not selected for the Official Section to be part of other sections of the Festival. In this case, the participants will allow screening their works for free.
- The Committee's decision will be irrevocable and CineEsCena's Organization will inform the participants via **e-mail before 15th February, 2011**. For general information, the list of selected works will be also on the website of the festival. Once selected, the works in competition cannot be withdrawn from the program on no account.



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- If his or her work is selected, the participant must:

* Send the screening copy on one of the following official exhibition formats: BETACAM SP PAL, DIGITAL BETACAM PAL, DVCAM PAL, DVD PAL and BLU RAY DISC.

* The works selected for advertising spot category will not be sent again, unless the Organization considers that the pre-selection DVD does not have sufficient quality to be screened. The Organization will inform the participating production company about it. Copies arriving to the festival address damaged or in poor condition will not be accepted in competition.

* Send a DVD with three minutes of the selected film and/or a trailer for its promotion and broadcast in the media and on the Festival website.

- The works will be presented in their original version. For films in languages other than Spanish, they must attach a copy with Spanish subtitles, and the dialogue list in Spanish.

- The exhibition copies of the selected works in DVD PAL and the promotion DVD will be sent to the Festival **before 28th February, 2011 to the following address:**

**Centrífuga Producciones
Festival Internacional de Cine Gastronómico Ciudad de La Laguna (CineEsCena)
Apartado de Correos 426
38200
San Cristóbal de La Laguna
Tenerife. Spain**

- All costs for shipping and insurance of the copies and promotional material are the responsibility of the senders. CineEsCena is not responsible for damage to screening copies incurred in shipping.

- The Festival will invite a member of each selected film. This invitation includes accommodation and meals for no more than four nights. The members of the selected films undertake to present their work on screens and to meet the media.

6. JURY

- The **Feature-Film and Short Film Jury** will be formed by 4 professionals of recognized gastronomic and/or film prestige, one of which will be acting as Chairman. To ensure the international character of the competition, one of its members may have a different nationality from Spanish.



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- The **Documentary Jury** will be formed by 4 professionals of recognized gastronomic and/or film prestige, one of which will be acting as Chairman. To ensure the international character of the competition, one of its components may have a different nationality from Spanish.
- The **Advertising Spot Jury** will be formed by 3 professionals of recognized gastronomic and/or film prestige, one of which will be acting as Chairman.
- The Jury will announce the awards during the first edition of La Laguna International Gastronomic Film Festival, CineEsCena.
- The decisions of the Jury will be unappealable.

7. AWARDS

The Jury, formed by professionals of the fields, as well the audience attending the festival, will grant the following awards:

7.1 FEATURE-FILMS

- First Award, worth € 6,000 and statuette, which will be given to distributors.
- Best Performance Award, awarded with statuette.
- Best Direction Award, awarded with statuette.
- Best Gastronomic Treatment Award, awarded with statuette.

7.2 SHORT FILMS

- Best Short Film Award, worth € 2,000 and statuette.

7.3. AUDIENCE AWARD

- Audience Award for the Best Feature Film, awarded with statuette.

7.4 DOCUMENTARIES

- Best Documentary Award, worth € 4,000 and statuette.



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7.5 ADVERTISING SPOTS

- Best Advertising Spot Award, worth € 1,500 and statuette.

- Awards will be paid by order check issued by the Organization of the Festival to the person whose name, ID or passport number and signature is on the entry form. Awards will be subject to deductions stated by the current tax rules.

8. RETURN OF COPIES AND ARCHIVE

- The Organization of the Festival assumes that the producers or filmmakers submitted to the Competition hold the rights of screening of the works they present. In any case, the Festival Organization exempts from any liability that may result from the violation of this regulation.

9. AWARD-WINNING COMMITMENT AND DISTRIBUTION OF WORKS

- The Organization of the Festival will not copy or distribute in its entirety the submitted works. The three requested minutes of the selected works will be used exclusively for broadcasting in the media.

- CineEsCena will give the participants the Festival Logo with the Award, to be included in future screenings of the film.

- In order to participate in future expansions, shares or presence of CineEsCena at other festivals with a collaboration agreement, the authors will donate the DVD selection copy and rights of screenings of the awarded films, with no profit motive and for strictly cultural use.

10. RETURN

- The screening copies of the selected works will be returned to the participant by Messenger Company before 30th May, 2011. All costs for shipping the works are the responsibility of the participant.

11. ACCEPTANCE OF THE RULES

- Sending the entry form, signed, and the film means full acceptance of the Competition Rules, as well as the recognition of the Festival Organization to solve any circumstances not covered by these rules.