

Filmlnteractive

Filmlnteractive is a two-day international event devoted to innovative audiovisual content: interactive film, web video, branded & digital content, and crossmedia / transmedia.

Filmlnteractive 2014 is a **3-in-1 formula** – the combination of business Conference (Filmlnteractive Conference), content Market (Filmlnteractive Market), and Festival (Filmlnteractive Festival). The event is organised by the Lodz Media Klaster Foundation, the Polish National School of Film, Television and Theatre in Lodz, and the Digital One interactive agency.

The aim of Filmlnteractive is to create an ideal meeting place, where filmmakers, interactive directors, artists, marketers, and potential investors may network and exchange their professional know-how.

The previous three editions of Filmlnteractive attracted hundreds of guests and dozens of acknowledged speakers from all over the world. The 2013 edition featured 320 guests from different European countries. Not only did we welcome representatives of significant brands, but also producers, creators and various media.

Our target group includes:

- Film branch – creators and producers pitching their projects, and looking for potential investors and partners
- Interactive branch – digital companies, portals and VOD services interested in purchasing the pitched projects; content creators, interactive directors and other new media producers
- Investors willing to finance presented A/V projects
- Media looking for new content
- Advertising branch interested in using video art
- Marketers interested in expanding their business contacts.

The main goal of Filmlnteractive is to provide business networking between the artists and the business sector from around Europe. The secondary goal is to educate on the possibilities of digital content, interactive video and crossmedia formats.

Filmlnteractive Conference

The Conference is a unique combination of business & art, film & new technologies, youthful energy & experience.

International business conference focused on innovative audiovisual content and the newest trends in the industry.

The focus of Filminteractive Conference in 2014 is content marketing. Following the newest advertising trends we would like to show the 360° perspective on content marketing presenting the point of view of brands, agencies and creators.

Filminteractive Market

Filminteractive Market is the first interactive and crossmedia content marketplace in Central and Eastern Europe. It is a place for young content creators and for those who want to sell or buy a project or technological solution.

In 2013 Filminteractive Market had its first edition and was a huge success. In 2014 the format will be continued.

We are looking for:

- interactive video
- crossmedia/transmedia
- branded content
- digital content.

This part of Filminteractive is organised together with HBO Polska as a competition with a HBO Award of 10.000 PLN.

Call for projects: March 2014

Filminteractive Festival

Filminteractive Festival is a unique combination of art, film and new technologies. It is a part devoted to digital creators and artists. The aim of the Filminteractive Festival is to promote digital art. We want to show this relatively new branch of art to the public, explain them what it is and maybe encourage them to create their own unique projects. Therefore, the participation in the Festival is free of charge.

Our focus in 2014 is interactive cinema. We are going to showcase the most interesting examples of world's interactive full length films as well as short interactive video formats.