



From Angoulême to New York

FRENCH CINEMA WEEK NYC: The First Francophone (*) Film Festival in New York .

From November 12th to 14th 2019 New York City will return to its Angoulême roots

The Festival du Film Francophone d'Angoulême ("FFA"), founded in 2007 by Marie-France Briere and Dominique Besnehard, has become a reference point for French language films, both in France as well as for the cinema industry.

The FFA is embarking on a pioneering project to become the first European festival to export itself abroad. The FFA is scheduled to achieve this innovative milestone from November 12th to 14th 2019. The FFA has chosen New York City, with its unparalleled movie going culture, as the destination to realize its journey.

The motivations for this unique initiative and choice of destinations reside in two core reasons:

The first reason resides in historical narrative. New York City originally became known to the European world by the name *Nouvelle Angoulême*, the name given to it in 1524 by the explorer Giovanni da Verrazzano, who named it in honor of his patron, King Francis I of France, who had been Count of Angoulême before acceding to the throne.

The second reason resides in current narrative. Today, New York City is home to 1.2M cinephiles and 92,000 francophiles. Angoulême now returns to the city to which it originally gave its name, where a modern audience is ready for a new opportunity for exploration.

The mission of French Cinema Week is a renewed voyage of discovery, where it will present an audacious selection of U.S. premieres films that will have enjoyed their French debut just two months beforehand in Angoulême.

FRENCH CINEMA WEEK NYC will be brought to fruition by the team who "passionately" supports it:

Marie-France Brière, co-founder of the FFA in 2007, was one the main figures who made the Yé-yé pop music style that emerged from southern Europe in the sixties. She then became the most talented and successful TV producer in France for the next three decades. Today she is a producer and director of many documentaries. She will present her latest documentary "Et si New York s'appelait Angoulême" ("And if New York was called Angoulême"⁴ at the French Cinema Week in November 2019. (US Premiere)

Dominique Besnehard, co-founder of the FFA, is a French actor (who has starred in 90 films), producer of films and network series (such as "Call My Agent", screened by Netflix in 60 countries), Emmy Awards Nominee, and the most renowned casting director and talent manager in France.

Laurence Teinturier brings her strategic vision, branding and business development skills, with 30 years of experience in consulting French brands on developing practical and actionable strategies to grow internationally, having served as French Foreign Trade Advisor in U.S. for the last 25 years and having coordinated business development for another French cinema initiative in the U.S., Focus On French Cinema Film Festival, from 2011 to 2016.

Marie-Jose Hunter brings her communication and branding skills, with 20 years of experience as Clientele Senior Vice President in leading branding agencies in New York and having coordinated communication for the Focus On French Cinema Film Festival from 2010 to 2016.

(*)Francophone: Movies are in French from various French speaking countries with English subtitles



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FRENCH CINEMA WEEK NYC: *by numbers:*

- A 3-Day « Popular & Elegant » Film festival : From November Tuesday 12th to Thursday 14th 2019
- In 3 strategic locations :
The *French Institute Alliance Française (FIAF)* (Mid Town East) , The Lycée Français de New York (Upper East Side) – United Nations (Sutton Place)
- The latest francophone(*) movies – with English Subtitles
- 10 International Directors, Actors and Producers in attendance
- 5 social events and receptions
- An audience of 2500+
- More than 15 schools, high schools and Universities involved : Screenings, Master Classes, Round Tables , Community service and internship opportunities.

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FRENCH CINEMA WEEK NYC: *by scheduled events:*

FRENCH CINEMA WEEK NYC holistic approach to a diverse audience

In achieving its mission, FRENCH CINEMA WEEK NYC is bringing together the institutions in New York that promote Francophone Culture: The *International Organization of La Francophonie*, the Permanent Mission of France to the United Nations, the *French Institute Alliance Française (FI AF)*, the Cultural Center of the Lycée Français de New York.

Tuesday November 12 , 2019 : French Cinema Week Opening @ FIAF, the French Institute Alliance Française :
10,000 members, the largest Alliance Française worldwide.
Matinée and Opening night movies followed by Q&A with Directors/actors and reception.

Wednesday November 13, 2019: Full day and Evening @The Cultural Center of the Lycée Français de New York
1300 International Students, 900 families
Movies and Master Class followed by Q&A and cocktail reception

Thursday November 14, 2019: United Nations NYC : 50,000 people
United Nations screening in the famous ECOSOC venue (580 seats) followed by a panel gathering actors/director and movie topic experts



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