

# OUR 20<sup>TH</sup> ANNIVERSARY

The 20<sup>th</sup> edition of the Transilvania International Film Festival (TIFF) took place between the 23<sup>rd</sup> of July and the 1<sup>st</sup> of August 2021, in Cluj-Napoca. There were 10 days full of absolute premieres, sold out screenings, meetings with the 1,000 guests and an impressive number of viewers. Over **100,000 cinema lovers** celebrated the return to the cinema theatres alongside the celebration of 20 years of Transilvania IFF, transforming the edition in one of the largest events organized in Romania since the beginning of the pandemic.

The first and largest feature film festival in Romania was established in 2002, in Cluj-Napoca, being organized nowadays by the Romanian Film Promotion and the Transilvania Film Festival Association. The accreditation granted in 2011 by the International Federation of the Associations of Film Producers (FIAPF) ranked it among **the most important 40 festivals in the world**. Transilvania IFF is organized with the support of MEDIA Program – Creative Europe.

Ever since 2019, the festival has its own streaming platform, **TIFF Unlimited** (unlimited.tiff.ro), a unique initiative in the region, which brings independent films closer to their public, throughout the year.

During its 20 editions, Transilvania IFF had as guests famous actors and directors such as Alain Delon, Sophia Loren, Nicolas Cage, Catherine Deneuve, Claudia Cardinale, Fanny Ardant, Geraldine Chaplin, Wim Wenders, Jiří Menzel, Claude Lelouch, Istvan Szabó, Jacqueline Bisset, Julie Delpy, Michael Radford, and Annie Girardot.

In 2022, we'll meet between **the 17<sup>th</sup> and the 26<sup>th</sup> of June**, with the promise to repeat the TIFF experience at the highest level: a selection of challenging films, most of them Romanian premieres, events in unconventional spaces, programs for children and teenagers, initiatives dedicated to industry professionals, adapted to the latest audiovisual trends, meetings with the filmmakers and the actors of the moment.





# A LITTLE BIT OF HISTORY



The first edition of TIFF took place between the 3rd and the 9th of June 2002, in the former Cinema Republica (now Florin Piersic) and Cinema Artă in Cluj.

43 films were shown, and the winner of the first Transilvania Trophy was **Occident**, directed by Cristian Mungiu.

The first foreign guest: Jason Priestley, the star of the *Beverly Hills 90210* series

Founders: Tudor Giurgiu (Festival President), Mihai Chirilov (Artistic Director), Oana Giurgiu (Executive Director)





The festival looks different, Cluj looks different today, but for me, these 20 years meant the fact that we managed to change destinies. The festival has seen hundreds of volunteers, team members, children who participated in screenings or in projects dedicated to them. The fact that they grew up and chose to go to film schools, the fact that the city in which we developed during the last two decades has nowadays a completely different profile from the first edition of the festival – these are the biggest victories of TIFF during these years.

Tudor Giurgiu,  
Festival President

# A NEW EDITION DURING THE PANDEMIC



## Main sections

**Official Competition**

**Romanian Days**

**Supernova**

**No Limit**

**What's Up, Doc?**

**Coming Up Next** — NEW,  
dedicated to series

**Focus Spain** — in partner-  
ship with San Sebastian  
International Film Festival

**Focus Serbia**

**Close-up** **Éric Rohmer**

**3x3** — Iosif Demian,  
Małgorzata Szumowska &  
Luis García Berlanga

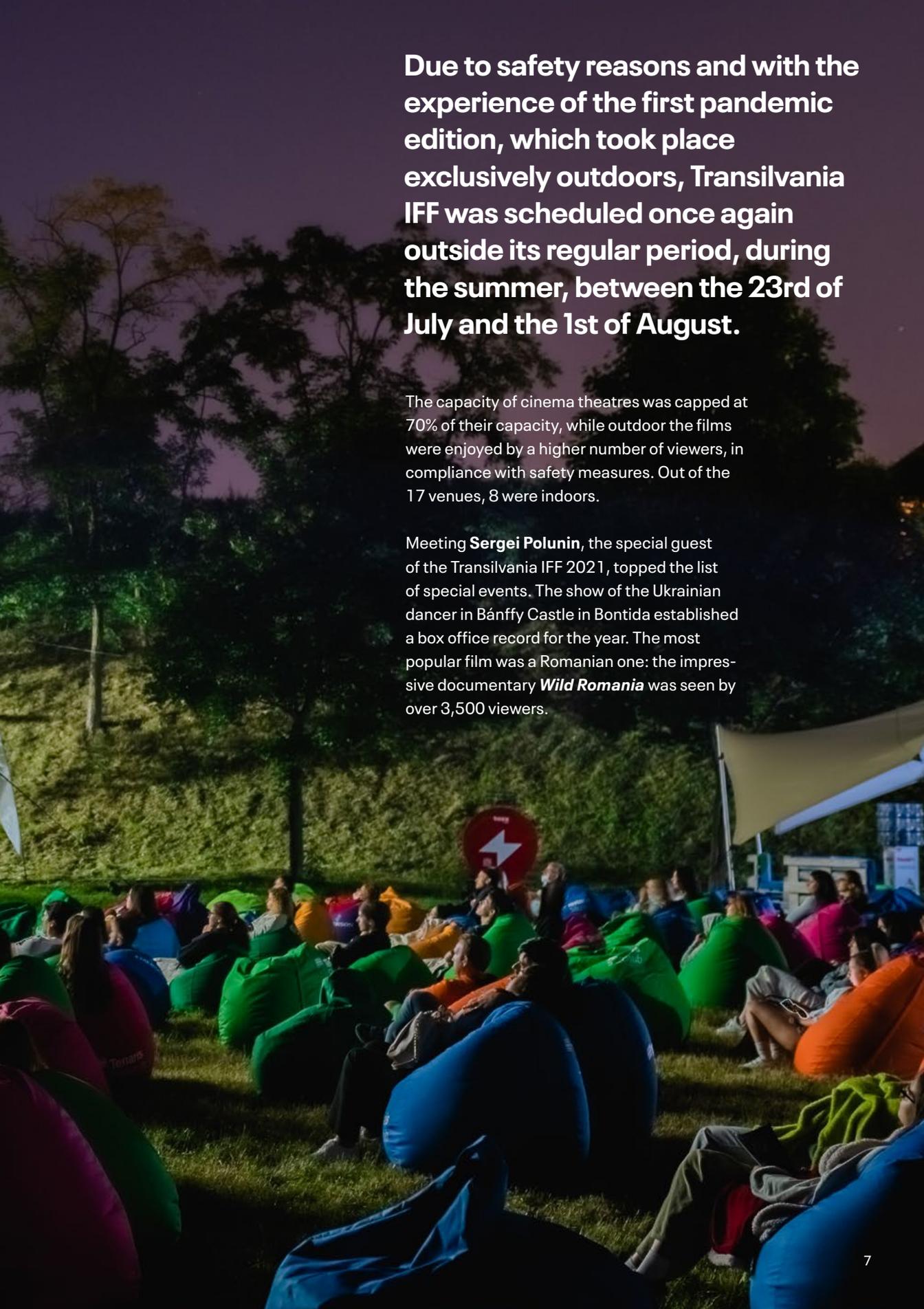
**EducaTIFF**

**Hungarian Day**

**Film Food**

## Competition Jury

**Guillermo Arriaga** (writer/  
director, Mexico), **Katriel  
Schory** (producer, Israel),  
**Scott Coffey** (director/  
actor, USA), **Maria Popistașu**  
(actress, Romania), **Christian  
Jeune** (Director of the Film  
Department of the Cannes  
Film Festival, France)

A large outdoor cinema event at night. The scene is set on a grassy field with trees in the background. Numerous people are seated on colorful beanbag chairs (green, blue, orange, pink) facing towards the right. A red circular sign with a white star is visible in the middle ground. The sky is dark, and the overall atmosphere is that of a community gathering.

**Due to safety reasons and with the experience of the first pandemic edition, which took place exclusively outdoors, Transilvania IFF was scheduled once again outside its regular period, during the summer, between the 23rd of July and the 1st of August.**

The capacity of cinema theatres was capped at 70% of their capacity, while outdoor the films were enjoyed by a higher number of viewers, in compliance with safety measures. Out of the 17 venues, 8 were indoors.

Meeting **Sergei Polunin**, the special guest of the Transilvania IFF 2021, topped the list of special events. The show of the Ukrainian dancer in Bánffy Castle in Bontida established a box office record for the year. The most popular film was a Romanian one: the impressive documentary **Wild Romania** was seen by over 3,500 viewers.

WHAT DO THE NUMBERS SAY

sold tickets

93,000

participants

100,000



**17** venues

**179** films from **47** countries

**350** screenings

**40** sold out events



# #TIFFMOMENTS

*Sergei Polunin: Up, Close & Personal  
at Bánffy Castle in Bontida*



István Szabó —  
Lifetime Achievement Award



Concert "Bucium Sounds" —  
Ceata Melopoică & FloriMan at Vlaha



Cine-concert *People on Sunday* by MÚM, Bonțida



Director Nae Caranfil —  
Excellence Award

Cine-concert *Fargo* by Fragments



*Wild  
Romania*, the  
most popular  
film of the  
edition



Actress Cezara  
Dafinescu  
— Lifetime  
Achievement  
Award



Weekend  
activities at  
Cetățuie Open  
Air



# FESTIVAL VENUES



Piața Unirii Open Air



Art Museum



Iulius Parc Open Air



Cetățuie Open Air



Bánffy Castle, Bontida



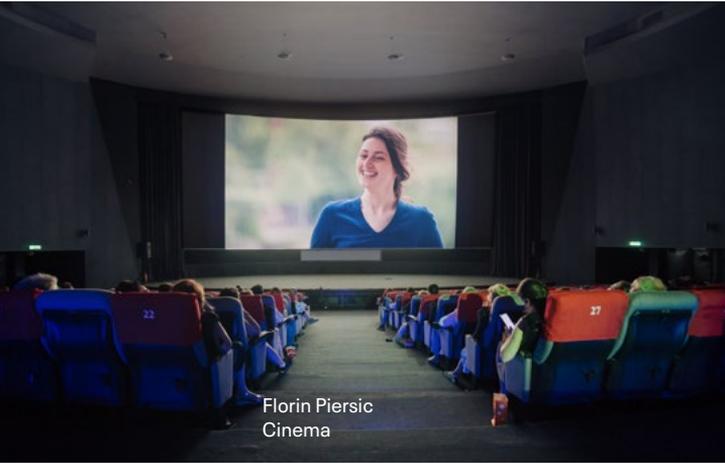
Students Culture House



UBB Open Air —  
Babeş-Bolyai University



Piarists' Church



Florin Piersic  
Cinema



Victoria  
Cinema



Arta  
Cinema



Military House



Poligon Park Floreşti



Arxhai Sculpture Park



USAMV Open Air — The University of  
Agricultural Sciences and Veterinary Medicine



# 7,622

appearances and mentions in media were registered between the 1st of March and the 15th of August 2021, the most active period of the promotional campaign, according to the figures provided by mediaTRUST.



## Polunin, înainte de a ajunge la Cluj: "Ziua spectacolului va fi memorabilă"

Ziua atât de încălzită de la București și în ziua următoare în Cluj, în cadrul Festivalului Internațional de Danță din Cluj, va fi o zi memorabilă. Acest lucru este datorat faptului că Serghei Polunin va fi prezent în cadrul evenimentului, alături de alți artiști de renume internațional. Serghei Polunin este unul dintre cei mai cunoscuți artiști de renume internațional din lume. El este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

Cluj, România va fi unul din cele mai frumoase orașe din România. Clujul este un oraș cu o istorie bogată și o cultură vibrantă. În cadrul evenimentului din Cluj, Serghei Polunin va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.



## Sergei Polunin, pentru prima dată în România, la TIFF

Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF



Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

Starul internațional Serghei Polunin, considerat cel mai talentat dansator al generației sale este invitat special al celei de-a 20-a ediții a TIFF. Serghei Polunin este un dansator de excepție, care a câștigat numeroase premii și distincții în toată lumea. În cadrul evenimentului din Cluj, el va prezenta o serie de coreografii noi, care vor fi o adevărată surpriză pentru publicul local și internațional.

## What's on at Transilvania International Film Festival 2021

This year, the Transilvania International Film Festival (July 23-August 1, Cluj-Napoca), an event with a huge creative energy that has been running in the city of Cluj-Napoca every year since 2002, will mark its 20th anniversary. A record number of Romanian world premieres will take place this year, as well as a series of surprises such as the attendance of Serghei Polunin, one of the greatest dancers of all time.

by Diana Vasiliu



Union Square is going to be the biggest cinema hall in the country

For 20 years now, TIFF has been one of the best cultural products Romania has to offer to the entire world, not just to locals. Last year, it was the first festival in Europe to take place in an office format and it continues to surprise audiences with its programs. Under strict restrictions,

while watching Sergiu Nicolaescu's 1966 The Decians projected on the impressive, almost moonlit, facade of the Kibicki's 1968 2000, A Space Odyssey. It's not only of saying that TIFF still landed like a UFO in the Cluj format, as TIFF Artistic Director Mihai Chelaru.

The three films representing Romania at Cannes will all have their national premieres at Transilvania IFF, included in the Quinzaine des Indépendants. Raluța Stoianescu's liturgical tale is a thrilling and gripping story about the limits of generosity. Two shorts - Andreea Bortoni's When Night Meets Dawn and Andrei Popoiu's Invention of Hercules II, selected in the Quinzaine des Indépendants and the Semaine de la Critique respectively - are among the 11 films competing for the best Romanian short at TIFF.

The Romanian Teen Competition will feature 22 films directed by young filmmakers by Eugen Iebănescu, a queer drama about a conflictual member of the police force, and Uncertain Mindfulness, a thriller about an unsolved crime and an obscure cop by Bogdan George Apetriu - are also in the international competition for the Transilvania Trophy.

Candidates for best Romanian feature this year include Monalisa Ciobanu's debut film The Barbarian (Cristi Barbaru), about a teenage punk trying to deal with the suicide of his

**LOVE TIFF**  
CĂMINĂCIVUL  
SĂ-ȚI PREZINTĂM  
SERGIU NICOLAESCU  
DE ÎNCEPUT  
CINEMA  
de Gabriela Popescu

**PATAȘARI ȘENAR**  
Patașari șenar, un film românesc care este prezent în cadrul festivalului. Filmul este regizat de un tânăr regizor și este unul dintre cele mai bune filme din țară. Este un film care explorează teme importante și este o adevărată surpriză pentru publicul local și internațional.

**FOCUS DRAMA**  
Comerțurile, un film românesc care este prezent în cadrul festivalului. Filmul este regizat de un tânăr regizor și este unul dintre cele mai bune filme din țară. Este un film care explorează teme importante și este o adevărată surpriză pentru publicul local și internațional.

**CU SE MÂNDRĂCĂ FAMILIA**  
Cu se mândrăcă familia, un film românesc care este prezent în cadrul festivalului. Filmul este regizat de un tânăr regizor și este unul dintre cele mai bune filme din țară. Este un film care explorează teme importante și este o adevărată surpriză pentru publicul local și internațional.

# 1,800

mentions on social media (Facebook, Instagram, Twitter)

# 434

articles in the written press

# 98

TV appearances (national TV stations)

# 60

radio shows

# ONLINE

---

## TIFF.RO (OFFICIAL WEBSITE)

unique users

**117,147**

pageviews

**770,680**

\*during the festival

**Top pages**

Program, Films

**Top users**

Cluj-Napoca, Bucharest,  
Timișoara, Brașov, Iași

---

## TIFF OFFICIAL APP

active devices

**5,017**

new downloads

**3,571**

accesses of the program

**176,014**

\*during the festival

---

## GOOGLE ADS

million impressions

**1.68**

**Top cities**

Cluj-Napoca, Bucharest,  
Timișoara, Brașov, Iași, Sibiu

\*a campaign between  
1-25 July

---

## INSTAGRAM/ TIFFROMANIA

users – reach

**300,000**

interactions

**25,000**

\*during the festival

---

## FACEBOOK/ TRANSILVANIA IFF

organic reach — unique users

**1,800.000**

interactions

**286,600**

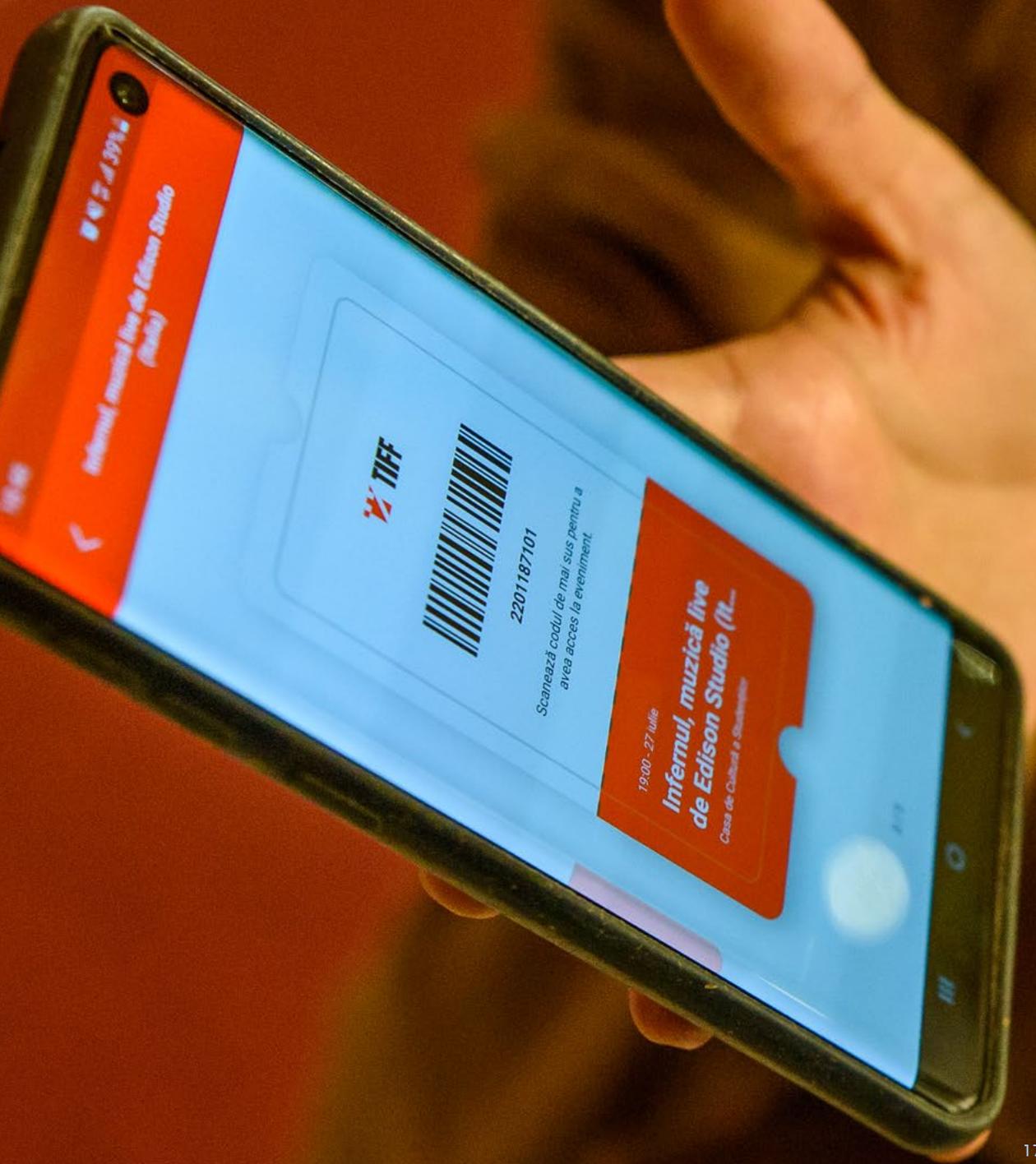
**18.2%**

of ticket buyers are directed  
from Facebook

\* May 15 - August 15, the  
most active period in social  
media

**Top views**

Official video and *Sergei  
Polunin: Up, Close and  
Personal teaser*



Infemul, muzică live de Edison Studio  
(Friday)



2201187101

Scanează codul de mai sus pentru a  
avea acces la eveniment.

19:00 - 27 Iulie

**Infemul, muzică live  
de Edison Studio (A...**

Casa de Cultură a Studenților

# INTERNATIONAL PRESS

In 2021, Transylvania IFF consolidated its international visibility, by entering partnerships with two of the most important publications in the industry, *Screen International* and *Variety*, alongside *Cineuropa.org* and *Film New Europe*.

The over 40 articles reached important themes for the festival and for the Romanian cinematography, being read by the most active professionals in the global film industry. The debate in the **ScreenDaily Talks** series, organized within Transylvania IFF, on the topic "How regional festivals help to boost the industry" reunited four of the representatives of the important festivals in Europe: Transylvania IFF (Romania), Thessaloniki IFF (Greece), New Horizons (Poland) and IndieLisboa (Portugal).

NEWS REVIEWS FEATURES FESTIVALS BOX OFFICE AWARDS UK IN F

## Transylvania film festival expands industry platform with TV pilot, First Cut Lab

BY MICHAEL ROSSER | 2 MARCH 2021



Romania's Transylvania International Film Festival (TIFF) is to expand its industry platform in an effort to address challenges facing the film sector and will introduce a new pilot TV programme.

The industry days will take place from July 23 to August 1, parallel to TIFF's 20th anniversary edition, as a hybrid of online and physical events.

SOURCE: NICU CHERCIU / TIFF  
TRANSILVANIA INTERNATIONAL FILM FESTIVAL

## ScreenDaily Talks: How regional festivals help to boost the industry

BY WENDY MITCHELL | 19 JULY 2021



SOURCE: TRANSILVANIA INTERNATIONAL FILM FESTIVAL  
[CLOCKWISE FROM TOP LEFT]: ELISE JALLADEAU, MIHAI CHIRILOV, MARCIN PIENKOWSKI AND CARLOS RAMOS

**MOST POPULAR**

- BFI London Film Festival contact after "small number of attendees test for Covid-19"
- UK-based Palestinian director detained and deported en route to Gouna
- Oscars 2022: SAG selects real-life drama 'Tigers'
- 'No Time To Die' £70m at UK-ire office, as 'Venom' starts strong

FEATURES

# Why the industry is heading to Transilvania to discover the hottest Romanian filmmakers

BY MARTIN BLANEY | 23 JULY 2021



SOURCE: COURTESY OF THE TRANSILVANIA IFF  
MIHAI CHRILUS

The Transilvania International Film Festival (TIFF) was co-founded by producer-director Tudor Giurgiu and film critic Mihai Chirilus in Romania's second city of Cluj-Napoca in 2002. It rapidly became the nation's most important film-related event and this year's physical edition marks its 20th anniversary.

MOST POPULAR

BFI London Film Festival contacts guests after 'small number' of attendees test positive for Covid-19



HOME - FILM - FESTIVALS Jul 31, 2021 2:26pm PT

## Rising Romanian Talents Ready for an International Breakthrough

By Christopher Vourliax



Director of Art, Subconscience, Reincarnation, Confessions

Nearly two decades since the birth of the Romanian New Wave catapulted

## Transilvania film festival expands industry platform with TV pilot, First Cut Lab

BY MICHAEL ROSSER | 2 MARCH 2021



Romania's Transilvania International Film Festival (TIFF) is to expand its industry platform in an effort to address challenges facing the film sector and will introduce a new pilot TV programme.

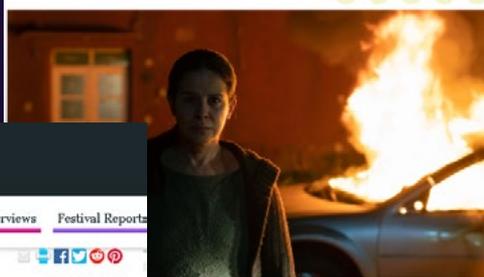
The industry expo will take place from July 25 to August 8, parallel to TIFF's 20th anniversary edition, as a hybrid of online and physical



Jul 22, 2021 1:03pm PT

## Transilvania Film Fest's Co-Pro Forum Preps Emerging Black Sea Talents for Changing Industry

By Christopher Vourliax



## TRANSILVANIA 2021 The Transilvania International Film Festival announces its Official Competition titles

by MARIANA HRISTOVA

© 05/07/2021 - 12 first and second features will compete for the Transilvania Trophy at the 20th-anniversary edition to be held in picturesque Cluj-Napoca



Unidentified by Bogdan George Apala

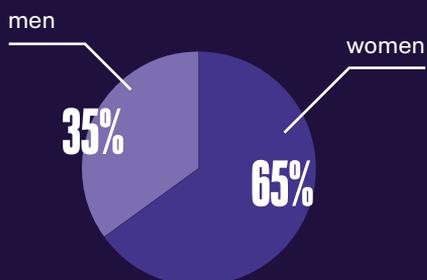
development will be presented to industry professionals Transilvania Pitch Stop (TPS) at this year's Transilvania Festival, with a hybrid pitching session on July 29 including agents, distributors, sales agents, producers and financiers on-site in the host city of Cluj.

# TIFF AUDIENCE

## Residents

# 33.6

average age

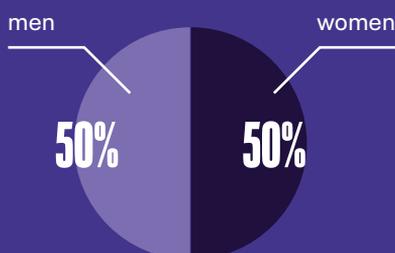


all income categories >> TIFF is an event addressed to all Cluj-Napoca's residents

## Non-residents

# 34.2

average age



above average income

# +80%

of TIFF viewers have higher education

## Reasons for coming at TIFF

### Passion for cinema

50% of participants visit cinemas at least once a month, while 80% are watching films on streaming platforms

### The wish to experience the festival

#### Main cities where the TIFF viewers

are coming from: Cluj-Napoca, București, Timișoara, Oradea, Brașov, Baia Mare, Bistrița, Sibiu, Târgu Mureș, Alba-Iulia.

### Age distribution

**36.3%**

36-45 years old

**28.6%**

26-35 years old

**20.2%**

under 26

**14.9%**

over 45

### Impact & notoriety

The impact of the festival can be felt on several levels:  
cultural life, tourism, local economy.

**85%**

of Cluj-Napoca's residents think  
that TIFFF is the most representative  
event of the city

**+60%**

of the residents have taken part in  
more than 5 editions of the festival!

**72%**

of the interviewed non-residents  
have come to Cluj-Napoca  
especially for TIFFF

**35%**

of the non-residents are coming for  
their first time

On average, viewers take part in

**5 DAYS**

of the festival and watch:  
1.6 films per day - residents  
2.3 films per day - non-residents

**50%**

of the participants take part in other  
events of the festival: cine-con-  
certs, masterclasses, exhibitions,  
workshops etc.

\*Information from the 2016—2019 impact study of Faculty of Business of Babeş-Bolyai University (UBB).

# APERITIFF

This is how a (good) day starts at Transilvania IFF: the AperiTIFF leafed through in the morning, before deciding on the route through the program of the day.

The best guide for a festival day. The newspaper is published bilingually (Romanian and English), with a circulation of 1,000 copies/day, and it is distributed free of charge in all the festival venues and in the Cluj-Napoca partner locations (hotels, restaurants, cafes, stores, etc.). On a daily basis, the public and the guests enjoy the latest information about the festival, recommendations, reviews and interviews. A selection of articles can also be read on [aperitiff.tiff.ro](http://aperitiff.tiff.ro), the online version of the newspaper, updated throughout the year.





# APERITIF

70

BANCA BTI FRANZSIANU

## Dineu cu vecinii de sus



Comedia spaniolă *Dineu cu vecinii de sus* (*The People's Choice*), realizată de Cesc Gay, deosechide cea de a 20 a ediție TIE cu o poveste saș urmasă în care două cupluri vecine explorează complexitatea relațiilor moderne.





# TIFF UNLIMITED

During the two years since its launch, the festival's streaming platform, TIFF Unlimited (**unlimited.tiff.ro**), became an important alternative for film lovers in Romania. The constantly updated catalogue includes over 200 independent titles, important films of renowned filmmakers such as Lars von Trier, Xavier Dolan, Claude Chabrol, Roy Andersson, Ulrich Seidl, Abbas Kiarostami, as well as films awarded at Transilvania IFF or at other festivals.

Starting with the autumn of 2021, TIFF Unlimited has series available, too, exclusively in Romania: ***Six Empty Seats*** and ***Dead Mountain: the Dyatlov Pass Incident***, both from Russia and awarded at relevant events. During the festival, TIFF Unlimited broadcasted live the InspiraTIFF interviews and the discussions of the Romanian film teams in the TIFF Talks series. Also here, one can also view the recording of the electrifying show of dancer Sergei Polunin in Banffy Castle in Bontida, *Sergei Polunin: Up, Close and Personal*.

The users are in for surprises, periodically: partnerships with festivals, collections of interviews, free of charge premieres, theatre shows and live galas. The platform is available with a monthly or yearly subscription, online and in the iOS and Android applications (mobile and TV), exclusively on Romanian territory. A selection of Romanian films and the Transilvania IFF own productions can be viewed free of charge from abroad as well.

A reason for memorable meetings and a source of inspiration, the **InspiraTIFF** series of interviews offered cinema buffs the occasion to see their beloved Romanian actors and directors at Casa TIFF. During the festival, Nae Caranfil, Florin Piersic jr., Medeea Marinescu, Cezara Dafinescu and Adrian Titieni told stories about their beginnings and their careers and answered questions from the audience.

InspiraTIFF started as a bigger project aiming to reunite relevant personalities and voices in culture, technology, education, medicine, entrepreneurship, marketing and other key sectors, voices to discuss the struggles and challenges of actual times, offering inspiration, guidance and possible answers. Discussions were broadcasted live on the TIFF Unlimited platform and can be viewed free of charge worldwide.



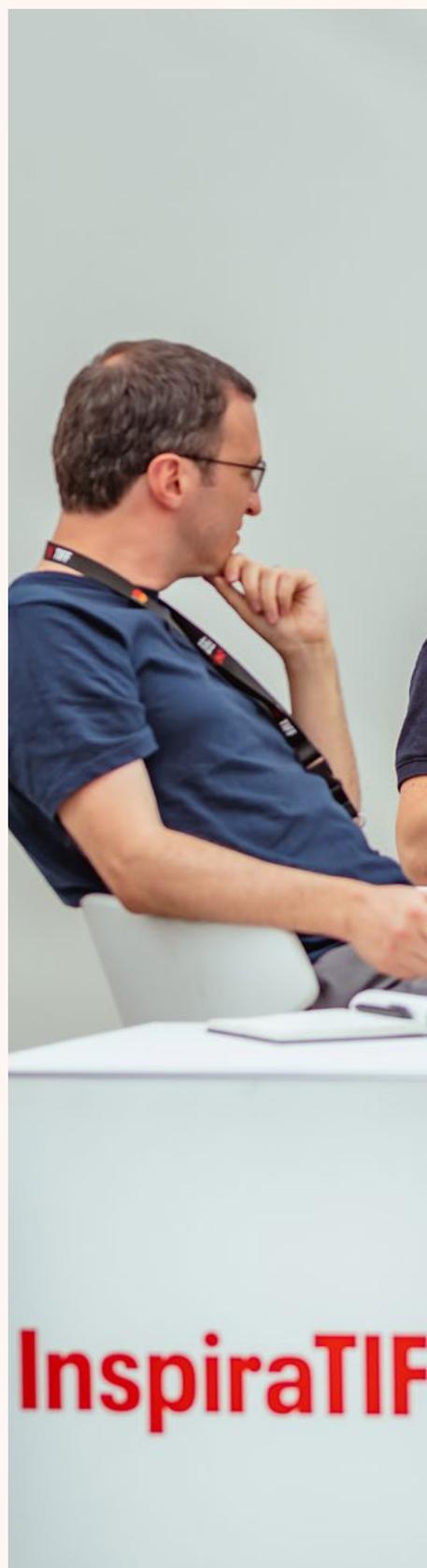
# TIFF TALKS

A concept by which the festival connects cinema with those interested in the back stage of the film production, **TIFF Talks** brings to the centre of attention the teams of the latest Romanian films, at Casa TIFF.

With a record number of 45 Romanian films in the program, Transilvania IFF was again for its 20<sup>th</sup> edition the meeting point of the Romanian film industry. Extended for the entire period of the festival, the Romanian Days section meant 13 world premieres, Q&A sessions, launches and daily meetings with the film teams, during TIFF Talks.

Film critic Ionut Mares mediated discussions with directors, actors or producers of the films *Perfect strangers*, *Father Moves Mountains*, *#dogpoopgirl*, *Unidentified*, *Otto the Barbarian*, *Poppy Field*, *No Rest for the Old Lady*, *Occasional Spies*, *The Windseeker* or *Wild Romania*.

Among the guests were directors Radu Muntean, Oana Giurgiu, Andrei Gruzniczki, Bogdan George Apetri, Daniel Sandu, Andrei Hutuleac and actors Maria Popistasu, Ioana Flora, Ilona Brezoianu, Alex Bogdan, Valeriu Andriuta, Judith State, Iulian Postelnicu. The discussions were broadcasted live on the TIFF Unlimited platform and are accessible free of charge worldwide.





## EducaTIFF

**EducaTIFF**, the media & literacy program for young audiences reached its 12th edition and included screenings of children films, workshops on animation and on topics such as bullying, as well as a conference with education professionals and opinion leaders in the audiovisual sector. **The Film and Media Education Conference** raised the topic of the utility of implementing an optional school curriculum, as well as the development of education

through cinema, as a way of learning. Romanian children need audiovisual education – this is the message that started the event initiated by the EducaTIFF program in partnership with European Film Factory.

Ever since 2009, under the EducaTIFF umbrella, the first and the largest educational program of its kind in Romania, Transilvania IFF develops projects for over 3,000 students, parents, and educators each year.



## Let's Go Digital!

# +280

participants from  
2005 on

14 teenagers aged 14 to 18 were selected for the 19th edition of the **Let's Go Digital!** (LGD) film workshop. For 10 days, they had access to professional equipment and they were guided by professionals in the Romanian cinematography in the shooting and edition processes, passing, in an intensive manner, through each step of a production, in order to direct short feature films.

The workshop provides teenagers the chance to explore the world of film, with the emphasis on practical exercises, on creativity and on exploring as many roles and skills possible that are necessary for a profession in the cinematographic industry.



# TIFF INDUSTRY

In 2021, the section dedicated to the film industry **was substantial, with eight separate programs:** Transilvania Pitch Stop, Transilvania Talent Lab, First Cut Lab Cluj, Full Moon Script Contest, Drama Room, InfiniTIFF, Alex. Leo Serban Scholarship and 10 for FILM.

Thus, Transilvania IFF continues to support the community of filmmakers in Romania, to provide to first and second time directors and to script writers the visibility and the chance to meet potential partners, and to stimulate new directions for the Romanian cinema.

## **Transilvania Pitch Stop (TPS)**

10 feature film projects from Romania, Turkey, Russia, the Republic of Moldova, Serbia and Ukraine in various stages of development and funding were selected for the 8th edition of the Transilvania Pitch Stop, being shown to professionals on the 29th of July. In 2021, TPS redefined its format, fusing the development workshop dedicated to projects from Romania and Moldova with the co-production platform.

Since the launch of the program, in 2014, over 70 projects were selected within Transilvania Pitch Stop (for both the co-production platform and the workshop), and some of them received awards in Venice, Berlin, Locarno or San Sebastian.

## **Transilvania Talent Lab (TTL)**

The only training program specialized in cinema

management in Romania provided to the professionals in charge of the activity of cinema theatres in the country, as well as in the region, the chance to evaluate, rethink and perfect the activity subsequent to the reopening of the cinemas, during the pandemic. The participants met with distributors and took part in the Innovation Days Lab Workshop, organized by Europa Cinemas.

## **Full Moon Script Contest**

At its first edition, the competition is dedicated to horror, fantasy, thriller and black comedy scripts, long features, or pilot episode of a series or miniseries. Transilvania IFF aims to encourage the writing of such scripts, providing the authors the visibility and the chance to meet potential partners.

## **Drama Room**

The program established in 2021 is part of the



festival's effort to stimulate the production of series and miniseries in Romania and in the region and it is dedicated to the directors, scriptwriters and producers interested to develop such projects. For its first edition, 15 participants received mentorship from the international experts Marike Muselaers and Gabor Krigler for their projects and had access to case studies.

#### **First Cut Lab Cluj**

An independent initiative aimed at long feature films in post-production, First Cut Lab took place in Romania for the first time at Transilvania IFF. Three projects directed by Vlad Petri (*Between Revolutions*), Paul Negoescu (*Men of Deeds*) and Alexandra Gulea (*Maia was the Queen of the Night*) received personalized consultancy from international experts, in order to maximize the commercial and festival potential.

#### **InfiniTIFF**

The section dedicated to the future of audiovisual content was reconfigured in 2021, becoming an incubator dedicated to creative projects. The entrepreneurs in the creative industries or in IT and the cultural operators took part in an experimental program conceived for those who wish to develop cultural projects via new media (VR, AR, XR, interactive screenings).

#### **Alex. Leo Șerban Scholarship**

Established in memoriam of the film critic Alex. Leo Șerban, it is open to filmmakers at their first or second feature film, as well as to young journalists and film critics, with the maximum age of 35 years. Feature film projects- fiction or documentary - in development or pre-production and cinema-centered editorial projects are eligible.

# 10 FOR FILM

10 talented theatre actors were presented to the industry during **the 10<sup>th</sup> edition of the 10 for FILM program.** A launching pad dedicated to artists who stood out on Romanian theatre stages, but haven't had the chance yet to stand out on the big screen, the program promotes new faces in Romanian cinema.

# 100

actors were so far selected in this program



The 10 selected actors were: **Daniel Besleaga, Romanița Ionescu, Alex Calangiu, Blanca Doba, Diana Fufezan, Alexandru Liviu Ionescu, Zita Ema Moldovan, Matei Rotaru, Theodora Sandu and Armine Vosganian.**

They took part in events and benefited of presentation materials – photo and video – and of meetings with industry professionals.

So far, 100 actors were selected in the 10 for FILM program. Many of them subsequently launched their careers in film, obtaining roles in feature films and in TV series. Among them, Maria Obretin, Rares Andrici, Vlad Balan, Nicoleta Lefter, Elena Porea, Csaba Ciugulitu, Cristian Balint, Carmen Florescu, Silvana Mihai, Ana Covalciuc, Eduard Trifa and Lucian Pavel.



# AWARDS

**Transilvania Trophy**, in the amount of 10,000 euro

## THE WHALER BOY

directed by **Philipp Yuryev**

**Best Directing Award**, in amount of 3,500 euro - **Eugen Jebeleanu**, for *Poppy Field/ Câmp de maci*

**Special Mention of the Jury - *The Flood Won't Come***, directed by Marat Sargsyan

**Best Performance Award**, in amount of 1,000 euro, offered by Conceptual Lab by Theo Nissim - **Petra Martínez**, for *That Was Life*

**Special Jury Award**, in amount of 1,500 euro, offered by HBO - **Pebbles**, directed by P.S. Vinothraj

**The Audience Award**, offered by Mastercard - *Poppy Field/Câmp de maci*, directed by Eugen Jebeleanu

**FIPRESCI Prize**, offered by The International Federation of Film Critics for a film in the Romanian Days section - *Unidentified*, directed by Bogdan George Apetri

**The Audience Award**, offered by MasterCard - *Poppy Field/ Câmp de maci* by Eugen Jebeleanu

**The Audience Award** for the most popular Romanian film, in amount of 1,500 euro, offered by Dacin Sara - *Wild Romania*, directed by Dan Dinu, Cosmin Dumitrache

**Excellence Award**, offered by Mercedes-Benz - director Nae Caranfil

**Lifetime Achievement Award**, offered by Cemacon - actress Cezara Dafinescu

**The Special Transilvania 20 Award** - film critic Dan Făinaru

**Romanian Days Award for Best Feature Film**, in amount of 10,000 euro (in post-production services) offered by Cinelab Romania – **Otto The Barbarian**, directed by Ruxandra Ghițescu

**Romanian Days Award for Best Debut**, in amount of 1,000 euro, offered by Banca Transilvania – **#dogpoopgirl**, directed by Andrei Huțuleac

**Romanian Days Award for Best Short Film**, in amount of 5,000 euro (camera & electric & grip equipment services), offered by Cutare-Film – **When Night Meets Dawn**, directed by Andreea Borțun

Special Mention of the Short Film Jury in the Romanian Days – **Cradle**, by Paul Mureșan

#### TIFF Programs Awards

**Transilvania Pitch Stop Awards**  
**The Chainsaw Europe Award** – 25,000 euro in post-production services – **The Talentless**, directed by Radivoje Bukvić, produced by Jovana Jovičić – Prikaz Film (Serbia)

**The Transilvania Pitch Stop Development Award**, in amount of 7,000 euro, offered by Avanpost Media & TIFF – **The Poor Dove**, directed by Călin Laur, produced by Ștefan Nahaba – Racketa Production (Republic of Moldova)

**The Moldova National Film Center Award**, offered within the Transilvania Pitch Stop program, in amount of 1,500 euro – **Sasha**, directed by Vladimir Beck, produced by Katerina Mikhaylova, Vasily Klepatsky, Ruben Dishdisherian – Vega Film, Mars Media Entertainment (Russia)

**The CoCo Award**, offered by Connecting Cottbus Co-Production Market – **The Ways We Look at the Sun**, directed by Ioana Țurcan, produced by Ana Maria Pîrvan – Studioset Production (Romania)

#### Full Moon Script Contest

**Best script for a feature film**, in amount of 1,500 euro – **A Girl Alone in the Night**, by Sorana Borhină and Rodica Domișteanu

**Best pilot script for series/ miniseries**, in amount of 1,500 euro – **The Bălea Lac Case/ Dark Histories**, by Alex Țibu and Șerban Racovițeanu

#### Other Awards

**Alex. Leo Șerban Scholarship**, in amount of 2,500 euro, offered in partnership with Conceptual Lab by Theo Nissim – **A Flower is Not a Flower**, debut feature film and short story by Cristian Pascariu

**Alex. Leo Șerban Scholarship Special Mention**, in amount of 500 euro – **Films in Frame** print magazine

**Alex. Leo Șerban Scholarship Special Mention**, in amount of 1,000 euro, offered in partnership with Conceptual Lab by Theo Nissim to a young Romanian actor in a short or feature film that premiered in 2020 or 2021 – **Ioana Bugarin** for *Mia Misses Her Revenge* and *Otto the Barbarian*

**The Young Francophone Jury Prize** – offered by TV5 Monde, RFI Romania, Institut Français – **Teddy**, directed by Ludovic Boukherma, Zoran Boukherma

#### Local Competition

**Local Competition Award**, in amount of 1,500 euro, offered by Banca Transilvania and post-production services, in amount of 15,000 euro, offered by Numa Film – **Să ne jucăm în continuare**, by Farkas Ágnes-Anna

**Special Mention in the Local Competition**, in amount of 7,000 de euro (in post-production services), offered by Numa Film – **Apel Nou**, by Lucian Barbu

**Special Mention** offered by Fabrica de Pensule, in amount of 300 de euro – **re:adapt 25:36**, by Ioana Hogman

# TIFF IN THE COMMUNITY

For almost 20 years now, Transilvania IFF and the city of Cluj-Napoca have been growing together. As a culmination of this symbiotic relationship, in 2021, Cluj-Napoca has joined the UNESCO Creative Cities Network, as City of Film, highlighting the major influence that the festival brand has had on the city in the past two decades.

The first major cultural event in the city opened the way for other big projects, influenced generations of youngsters who learned the ins and outs of organizing such an event as volunteers, and modelled mentalities by EducaTIFF and by the selection of challenging films and multicultural initiatives. It boosted tourism and the development of local businesses in the city center, brought value to symbolic places such as the Bánffy Castle in Bontida. Long term, the team aims to transform Cluj in a real City of Film, by investing constantly in the community and by using local resources, for the most sustainable future possible.

In conformity with a study carried out by the Business Department of the Babes-Bolyiai University, Cluj citizens believe, among others, that TIFF:

- | **develops the cultural life of the town**
- | **attracts investments**
- | **generates income for the local budget**

## Local Competition

Dedicated exclusively to the filmmakers in Cluj County, the competition continues to discover and encourage local talents, offering them a launching pad.

## Hungarian Day

New films in a dedicated section, concerts and an already traditional gulyas party bring the Hungarian community and culture to the forefront, for each edition.

## Family Week-end

Children and parents have their place for playing and relaxing during the festival weekends. Ever since 2021, it's a new space, Cetatuie Open Air.



## Film Food

Very popular with Cluj citizens, the concept of film followed by a dinner cooked by a chef emphasizes the culinary art and the gastronomic talents Cluj has.

## Casa TIFF

The heart of the festival is open throughout the year, in downtown Cluj. The perfect place to socialize, Casa TIFF hosts periodical events.



# STEPS TOWARDS SUSTAINABILITY

Environmental problems, social responsibility, ethical behavior and social inclusion are topics that TIFF approaches every year through its films and initiatives. Sustainability is one of the priorities of the team, and the following editions will bring even more measures in this sense.





### **A textbook of good practices**

For 2022, a textbook of sustainability good practices will be drafted for the team, volunteers and partners, in order to reduce the impact on the environment during the festival – from power consumption to recycling and reuse of recipients.

The biodegradable recipients at social events, containers for selective recycling in locations accompanied by awareness messages are just a few of the measures planned.

### **Online tickets**

The audience is encouraged to buy tickets online and by the TIFF Official App, by reducing

massively the physical points of sale ever since 2020, when a record was reached: only 4% of the tickets were purchased at a physical sale point.

### **Digital brochures**

The number of printed materials will be reduced at a constant pace – one of the first measures being those of printing the catalogue of the festival in fewer copies and of promoting its digital version.

### **Electric cars**

The mobility partner of the festival, Mercedes-Benz, endowed half of TIFF 2021 fleet with fully electric cars, as well as with plug-in hybrids, and their number will increase.

# PLANS FOR 2022

## DOCUMENTARIES HAVE THEIR OWN COMPETITION!

Starting with 2022, the *What's Up, Doc?* section becomes competitive and is open to directors at their first or second feature documentary in their career.

## A CENTURY OF NOSFERATU

100 years since the launch of one of the most influential films in history, by F. W. Murnau. Screening-event *Nosferatu* (1922), with the live accompaniment of an orchestra, is planned.

# FOCUS ISRAEL

a collection of recent Israeli productions, accompanied to Cluj by their filmmakers.

# FOCUS POLAND

the best Polish films of recent years and relevant guests.

# COMING UP NEXT

the section dedicated to series continues with a selection of less known series and miniseries, which deserve to be discovered by the public.

# TIFF CAMP

an intensive laboratory, dedicated during its first stage to teenagers with a passion for film and organized during the summer, in Transilvania.



# OTHER TIFF PROJECTS





# TIFF SIBIU

The first event organized by Transilvania IFF outside of Cluj, in 2007, when Sibiu was declared European Capital of Culture, reached its 15<sup>th</sup> edition.

**TIFF Sibiu** took place between the **5<sup>th</sup> and the 8<sup>th</sup> of August** in five locations in the city and in its surroundings: Piața Mică, Astra Museum (open air), the overground of Promenada Mall parking lot (open air), CineGold and the Ion Besoiu Cultural Center.

The program included **35 films**, some of them being accompanied in Sibiu by their filmmakers. Among the guests were directors David Martin de los Santos, Radu Muntean, Daniel Sandu, Andrei Hutuleac, Octavian Strunila, Dan Dinu and Cosmin Dumitrache, actors Bogdan Fărcaș and Ovidiu Crișan.

The children enjoyed film from the EducaTIFF selection, adequate for the entire family: fantasy animations, adventure films and documentaries.

Details: [sibiu.tiff.ro](http://sibiu.tiff.ro)





# TIFF ORADEA



The fourth edition of TIFF Oradea took place between the 17<sup>th</sup> and the 19<sup>th</sup> of September 2021 – there were three days full of cinematographic surprises and meetings with current Romanian directors and actors.



The filmmakers received an enthusiastic welcome from the large audiences in Unirii Square, at the Baroque Palace, the Regina Maria Theatre and the State Philharmonic.

Two Romanian documentaries were among the most popular films of the edition: *Occasional Spies* and *Wild Romania*. The animation workshops included for the first time in the EducaTIFF program excited the children, who learned, for two days, how to model and animate characters created by them. Also, very appreciated were the cine-concerts presented at the Sion Synagogue. Created especially for TIFF Oradea, *The Lodger* cine-concert, with the original music signed by the Oradea artist Dubase, and the Romanian archive short collection of *De haz, de nechez*, accompanied live by Simona Strungaru and Sebastian Burneci, were to subsequently travel through other cities in the country.

Details: [oradea.tiff.ro](http://oradea.tiff.ro)

# TIFF UNLIMITED CARAVAN

Every summer, from June to September, independent films have their route around the country. The TIFF Unlimited Caravan, a large project of the festival team, takes a selection of awarded films, as well as Romanian and European box office hits, to parks, public squares, amphitheatres and summer gardens in over ten cities.



In 2021, for the 12th edition of the project, the huge screen of the Caravan reached 12 towns, among which Braşov, Râşnov, Satu Mare, Iaşi, Timişoara, Târgu-Mureş, Târgu Lăpuş and Tăşnad.

The audience enjoyed a varied selection which included comedies, dramas, thrillers and documentaries. In some towns, the spectators could participate in the Transilvania IFF 2021 grand opening. On the 23rd of July, *The People Upstairs* has been screened simultaneously in Cluj and in other 20 cities.

Established in 2009, the TIFF Caravan meant to compensate for the lack of cinema theatres and limited access to current films in Romanian cities.



# THE WHITE NIGHT OF ROMANIAN FILM

Over 40 Romanian films were screened in one single night, on **the 24<sup>th</sup> of September**, within the event that celebrates the local cinema, starting with **2010: the White Night of Romanian Film.**

Love stories, family stories, awarded dramas, comedies, thrillers and documentaries were screened in 15 locations in Bucharest and Cluj-Napoca, some in the presence of their teams.

In Bucharest, screenings took place in the Garden of the National Museum of Romanian Literature, at Elvire Popesco Cinema (indoor and open air), the Peasant Museum Cinema, the National Theatre Amphitheatre – Open Air, the Union Cinemateca, Hollywood Multiplex - Bucuresti Mall, Happy Cinema - Liberty Mall, the National

University of Theatre and Film, CREART Garden, Unteatru – Open Air, J'ai Bistrot, the Alhambra Garden, Mercato Kultur and Deschis Gastrobar.

In Cluj-Napoca, film lovers viewed Romanian films at Victoria Cinema.

At its 12th edition and conceived on the model of similar platforms such as the White Night of Museums or the White Night of Galleries, the event became a very efficient annual campaign for the promotion of Romanian films.

INSTITUT  
FRANÇAIS  
BUCUREȘTI

NOAPTEA ALBĂ A  
**FILMULUI**  
ROMÂNESC  
BUTYKA & SA

24 SEPTEMBRE 2021

LA BURDULIȘTE LUNĂ - CINEMA CLUJ NAPOCA  
LA MĂCULEA (BIBANCI) - CINEMA CLUJ NAPOCA  
LA CĂMINUL ÎN LIPSCA (MĂCULEA) - CINEMA CLUJ NAPOCA  
LA SALA CINEMA (CĂMINUL ÎN LIPSCA) - CINEMA CLUJ NAPOCA  
LA CĂMINUL ÎN LIPSCA (MĂCULEA) - CINEMA CLUJ NAPOCA  
LA BURDULIȘTE LUNĂ (BIBANCI) - CINEMA CLUJ NAPOCA

# CINEMA UNDER THE MOONLIGHT



After a first edition in a charming space on Calea Victoriei, Bucharest film lovers were able to enjoy films in open air for the second year, in another place filled with history in the center of the city.

Handpicked films were screened during seven weeks, between the 3rd of September and the 17th of October, in the garden of the National Museum of Romanian Literature (8 Nicolae Cretulescu Str.).

The audience watched on the big screen in the garden of the museum recent films which gathered awards in big festivals, titles which officially opened and closed Transilvania IFF 2021, the ones which received the Audience Award and a few of the most looked forward to Romanian premieres.



PRESENTED BY



CULTURAL PROJECT SUPPORTED BY



MINISTERUL CULTURII



PRIMĂRIA ȘI CONSILIUL LOCAL  
CLUJ-NAPOCA



VISIT CLUJ  
Be Heart of Transylvania



INSTITUTUL  
CULTURAL  
ROMÂN



Co-funded by the  
Creative Europe MEDIA Programme  
of the European Union



GUVERNUL ROMÂNIEI  
DEPARTAMENTUL PENTRU  
RELĂȚII INTERNETICE  
Diversitatea Reunește Identități

IN PARTNERSHIP WITH



unesco  
Comisia Națională a  
României pentru UNESCO



MAIN PARTNER



mastercard

OFFICIAL CAR



OFFICIAL COFFEE



OFFICIAL INSURANCE



Asigurări



TOGETHER FORWARD



REGINA MARIA  
ȘTIINȚA ÎNTR-UN LUMEA



TRANSGAZ  
MAESTRIA ENERGIEI



CĂMINUL DE ARDEȘ  
ȘTIINȚA ȘI



CONCEPTUALAB  
by Theo Nissim



AQUA  
CARPATICĂ



DOMENIILE  
SĂMBUREȘTI



Original Gerovital  
by Prof. Dr. A. Galan



YONDER  
APPLICATION INNOVATION



ECO GARDEN  
CONCEPT



OFFICIAL LOGISTICS PARTNER



OFFICIAL CARRIER



DIGITAL PARTNER



FESTIVAL SOFTWARE



TECHNOLOGICAL PARTNER



HOSPITALITY PARTNER



by CoSoSys



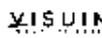
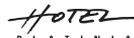
Lună și bec!



Tranzacții de peste 120 de milioane  
pe an în valoarea de peste 10 milioane de lei.

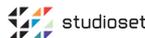


BY WYNDHAM  
CLUJ





Kingdom of the Netherlands



RECOMMENDED BY



WITH THE SUPPORT OF



MEDIA PARTNERS



LOCAL MEDIA PARTNERS



# SEE YOU AT OUR 21<sup>ST</sup> EDITION

JUNE 17—26, 2022

**Contact**

Str. Popa Soare  
Nr. 52, Sector 2,  
București, Romania

T: +40 213 266 480  
E: [info@tiff.ro](mailto:info@tiff.ro)