



Cinema at IFAS

The Film Department of the French Institute

Cinema is a principle focus for the artistic aims of the french Institute. Its objective is to establish long-term partnerships in order to promote the creation and diffusion of South African films in France and to reinforce the presence of French films in South Africa.

IFAS's aims can be defined as follows :

- ***Artist Exchanges***

There could be an opportunity for the Institute to invite a South African artist to France for a festival, a conference, a study, etc. This year, Mr William Kentridge has been invited to the Annecy International Animation Film Festival with the support of IFAS. IFAS also encourages French professionals to visit South Africa for similar events. In 1995, Mrs Claire Denis, a famous film director, has been invited by IFAS to undertake a film project which is taking place in South Africa.

- ***Studies on cinema in France***

IFAS can advise a candidate on setting up their file and obtaining a bursary from the French government in order to attend a French school for training in the cinema profession. There are opportunities in the Ecole nationale supérieure Louis Lumière and the FEMIS, provided the French language is mastered.

- ***Production Aid***

The "Fonds Sud" Cinema is a fund of the French Ministry of Foreign Affairs to help foreign film directors who originate from developing countries. The subsidy is granted to a film project according to financial and artistic criteria. A French producer must be involved in the project and it must have an important cultural identity.

The subsidy is limited to 1 Million French Francs (R 740 000) and is on average about FF 500 000 (R 370 000).

IFAS is at the disposal of South African film producers to give advice with regard to this procedure and in looking for French partners.

- ***Festivals and exceptional events***

IFAS supports the presence of French films in South African festivals, either by means of a subsidy to them in exchange for a French programme of quality, or by offering them administrative help in the invitation of artists and obtaining copies.

This year, the *French Film Festival* of Johannesburg and the *Out-In Africa Film Festival* will be its partners.

Furthermore, as the cinema is celebrating its centenary, IFAS will be initiating an important event commemorating the birth of the cinematograph. The climax will be an open air show in November, recreating the atmosphere of silent movies at the beginning of the century.

- ***Documentation, Information and Distribution Centre***

IFAS will soon have a complete specialised library on France and French-speaking Africa, with a film department which will be at the disposal of interested South Africans. IFAS also has, via the cinemathèque of the French Ministry of Foreign Affairs, a wide-ranging choice of well known French films which can be distributed on a non-commercial basis.

Finally, Alexandre de Clermont-Tonnerre, the person responsible for the film department, is at the disposal of the public and professionals to answer any queries of general interest, or with regard to the audiovisual policy of the Institute.