

MATANEL FOUNDATION

ACTIVITY REPORT

Program: BJIFF 19th

Year: 2018

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program: **Brussels Jewish International Film Festival**

Year of activity: **2018**

Name of the report's writer: **Béatrice Godlewicz**

Function of the report's writer: **Director**

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Number of active participants in the program: **800**

Estimated number of impacted participants: **2000**

Give the actually state of the program (where the program stands at the date of the activity report, no more than ten lines):

BJIFF festival finished on October 7. As usually we need at least one month to have a complete record of the Festival. We got positive feed-backs and we are thankful for all our collaborators and dear supportive audience. We managed to propose to the Brussels public an outstanding choice of Israeli new films, which will not be screened anymore in Belgium. We had the well-known Director Nurith Aviv with her documentary 'Signer'. Her movie was followed by a Q&R very interesting on sign languages in Israel and all what is done about deaf people.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

We had a very hard time this year as close to our Festival, one theater where we wanted to organize 3 screenings closed surprisingly. We had to find other theaters to hosting our Festival during the same period of time. The fact we had an Israeli Festival and not a Jewish seemed to be an issue. We had an article about it in an Israeli Newspaper. We had almost 800 people coming for 7 screenings. (One theater has less than 100 places)

We had a drink opening for the festival in a local bar which was fantastic in social terms! Beyond that Imaj continues to promote movies all around the year on culture and Jewish history, undiscovered and rare films and cinematographic heritage

treasures which are on display at our festivals, previews-screenings, seminars, debates etc.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

According to our previous Festival, we had the same number of public. We managed one very good partnership with Dancecenter so we had more non-Jewish people for Mr Gaga which is one of our goal, to enlarge our public but not only based on the Jewish Community. Because of our main problem before the Festival which was to find 2 new theaters we lost time to invite more Directors.

We had many good points:

-Good movies very well appreciate by the public, opening and closing events with wine and sandwiches and music who where good moment for our public, Nurith Aviv's venue, partnership with Dancecenter, Radio Judaica and Regards for promotion support.

Those points are very appropriate to be maintained in the future. We need to reinforce the promotion : radio, Tv ,newspapers... We had Radio Judaica and Regards which is already helpful toward the Jewish Community but it's not enough to enlarge our public.

Provisional guide lines for the advancement of the program in the next year:

The next BJIFF will be in 2020. As most of our previous Festival, the focus will be on Jewish themes.

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (as **PDF documents**)

Please join photos – as **photos** – and any link or any other document connected to the program which will seem to you relevant – as **PDF document**.

Selected photos in pdf.