

Film i Skåne and the city of Ystad proudly presents:

Mixed Reality Scandinavia

film i skåne



Ystads kommun



LONDON

Mixed Reality Scandinavia

Where film meets reality

Mixed reality is a collaboration between Film i Skåne, Film London and the City of Ystad, to share knowledge on fiction tourism and destination development. Our aim is to discuss the best practice available in the field by inviting the most skilled speakers and focusing on areas like new technology and changes in local and regional policies. With good examples of strategies and efforts where literature, film and other fiction create product and destination development, we deepen our knowledge and expand our opportunities.

Hosts	2
Program	4
Speakers	7
Venues	10



Welcome to Ystad

Since the success of the Wallander films in the early 2000s, the city of Ystad got known as one of the best Swedish cities for film tourism. Walking through the narrow streets, you can find and enjoy the classic Wallander cakes made by the local bakeries while trying to spot all the locations of the films. Walk a little further to the old military base, and you will find the Ystad Studios Visitor Center, where you can step into Wallander's office, as well as many other classic sets from Swedish film and tv.

Words from the hosts

It feels fantastic to announce another edition of Mixed Reality Scandinavia on 5-6 September 2023. We are really looking forward to meeting all the lecturers and participants in Ystad in the autumn.

In my travels as a newly employed film commissioner back in 2008, I realised that many of my international colleagues worked with fiction tourism in different ways. At the same time, I met a great interest in Ystad municipality's work with fiction tourism and was asked by Ystad to keep my eyes open for inspiring activities elsewhere in the world.

In a conversation with the then municipal council in Ystad municipality, we came up with an idea to create a meeting place in Ystad with presentations and discussions about fiction tourism in focus.

The first Mixed Reality Scandinavia conference was held at Ystad Saltsjöbad in September 2009 and has since been held in Malmö, Karlskrona and London in addition to Ystad. Nowadays, the event takes place in close collaboration with Film London and we will alternate hosting so that the conference takes place every two years in London and Ystad.

Mikael Svensson

Head of Southern Sweden
Film Commission



Marie Holmström

Head of Tourism Ystad





Welcome to Scandinavia

Program

Day one | 5 September

11.00

Registration opens at Fritiden

12.00

Lunch at Fritiden

13:00

Opening words

Andrea Reuter | Producer & moderator, ATContent

Mikael Svensson | Head of Southern Sweden Film Commission

Marie Holmström | Head of Tourism Ystad



13:15

Screen Tourism: How valuable is it?

Olsberg SPI is an international creative industries consultancy that specialises in the global screen sector. They have been studying evidence of the value of screen tourism.

Eleanor Jubb | Olsberg SPI



14.00

Break: Coffee

14.15

How Has the Thin Blue Line Affected Malmö and the Hospitality Industry?

The interactive map "in the footsteps of the Thin Blue Line" is a collaboration between the city of Malmö, Destinationssamverkan and the hotel group in Malmö, which will let visitors and Malmö residents discover the city through the lens of the TV series Thin Blue Line.



Jens Lyckman | CEO Clarion Malmö Live

Karin Tingstedt | Project Manager Hospitality, Malmö City

14.45

Catching the Big Fish

Among many projects, 'The Woman Who Fell In Love With An Island' was a unique collaboration between London Wildlife Trust's Walthamstow Wetlands and The William Morris Gallery. It reimaged the landscape and transported the magic of Moomin author Tove Jansson's island to Walthamstow, London. Hear about this project and more.



Alison Williams | Co-founder of Acaill and Skye

15.30

Break: Swedish fika

15.45

Screen Tourism on War History in Northern Norway

The screen tourism project connected to the Norwegian blockbuster *NARVIK*, aims to attract tourists, based on historical events from World War II in the Narvik-region. Hear the story behind the success.



Michelle B. Opshaug | Project Manager at The Narvik War & Peace Centre



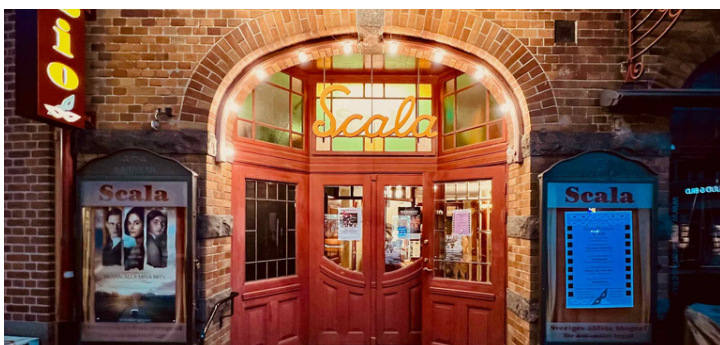
Hilde Korsæth | Head of Northern Norway Film Commission

16.30

Hotel check in at Fritiden

17.30

VIP pre-screening gathering at Scala Cinema
Introduction by producer Ann Lundberg and screenwriter Erik Ahrnbom.



18.15

VIP screening of *Hålla Samman*

Hålla Samman is an Ystad-produced tv series by SVT and Anagram AB. The show is a warm drama comedy about two sisters and their families in a small town in Sweden. We will have the privilege to see a VIP premiere screening of its first two episodes.



20.00

Dinner at Continental du Sud



Day two | 6 September

8.00

Breakfast (for hotel guests)
Coffee available for all guests from 8.45

9.00

Set in Scotland: The importance of Screen Tourism for Scotland's Visitor Economy

NOTE: This will be a streamed presentation

Find out how VisitScotland is capitalising on screen opportunities, whether for inspiring consumers or supporting growth for tourism businesses.



Jenni Steele | Film and Creative Industries Manager, VisitScotland

9.45

StoryTourist: Turning destinations into playgrounds for your imagination

The StoryTourist app is turning fiction and documentary stories into self guided, geo-location based games for tourists and locals. Johanna Forsman will share her experiences of working with major IPs.



Johanna Forsman | Storytourist

11.30

Our Castle is Your Castle

The National Property Board offers access to Sweden's historical sites, castles and lighthouses, spectacular nature and forgotten forts. Locations to tell true or fictive stories and what we all can gain from them.



Martina Hedvall | Business developer, National Property Board

10.15

Break: Swedish fika

10.45

Wild Isles – The Programme and the Campaign

The National Trust used a wildlife series to start a campaign of public awareness and action towards helping repair the state of the UK's wildlife and environment. It seeks to reach politicians, the business community and the public.



Harvey Edgington | Senior Filming and Locations Manager, National Trust

12.00

Wrap up

Summary and reflection on what we have heard.



Andrea Reuter | Producer & moderator, ATContent

12.30

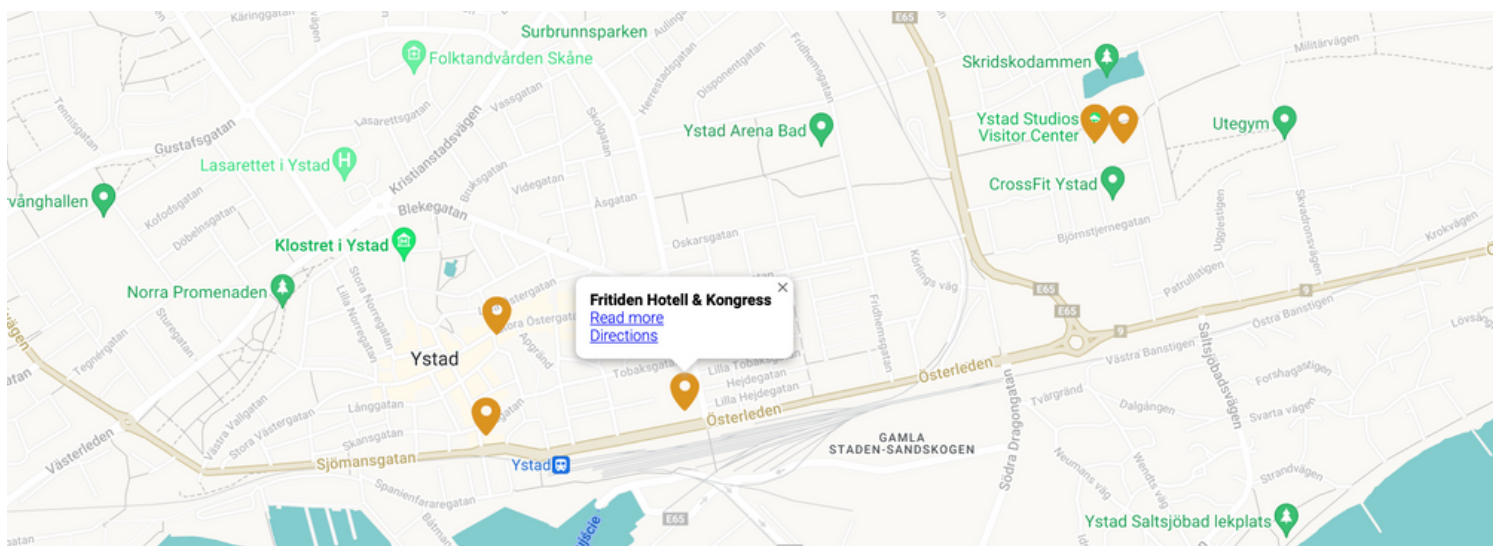
Final meal at Fritiden

14.00

Thank you for this year's conference!

PS. if you still in Ystad:

A joint visit to Ystad Studios Visitor Center



Get to know your speakers

Andrea Reuter | Producer & moderator, ATContent



After twenty years in Stockholm, Andrea is back in Helsinki to work for ATContent which produces events and online content often related to Tove Jansson's cultural legacy. Previously, she produced the award-winning film TOVE about Tove Jansson for Helsinki-filmi. With a master's in cinema studies, Andrea is a sought-after moderator in Europe for film and TV drama events. She has interviewed notable figures like Francis Ford Coppola, Uma Thurman, and Alejandro González Iñárritu.

Eleanor Jubb | Olsberg SPI



Eleanor is an experienced strategy consultant, economist and creative industries expert. She has a background in economic development and has a track record of working with policy makers, not for profit organisations and the private sector to evaluate the impact of creative industry policies and programmes. For Olsberg SPI, Eleanor leads on strategic research projects, including many of SPI's sector economic impact studies and incentive evaluations.

Karin Tingstedt | Project Manager Hospitality, Malmö City



Karin Tingstedt, project manager for the hospitality industry in the city of Malmö, has mainly been active in the entertainment industry and worked for many years with marketing and communication through her company. Her heart beats for Malmö and she wants to do everything for her city which can increase the attractiveness for both Malmö residents and visitors.

Jens Lyckman | CEO Clarion Malmö Live



Born and raised in the city of Malmö, his belief, as a hotelier, has always been that the strength of our destination comes from the attractiveness of the city. Jens Lyckman is the CEO of the largest hotel property in southern Sweden and vice chairman of Destinationssamverkan (Destination cooperation) in Malmö.

Alison Williams | Co-founder of Acaill and Skye



Alison Williams, a Tove Jansson fangirl, is a freelance content producer, curator, and co-founder of Acaill and Skye. She works for PRS Foundation, supporting new music creators like Little Simz. Her previous experiences include production development management at Film London and marketing management for the London Borough of Waltham Forest. She has a passion for conservation, wildlife, film, and music and works on artist-led projects and content.

Michelle B. Opshaug | Project Manager at The Narvik War & Peace Centre



Michelle Opshaug works at the Narvik War and Peace Centre, one of Norway's seven centres for Peace and Human Rights. She is managing the screen tourism project, developed along with the Norwegian movie NARVIK (Kampen om Narvik). The film reflects world history from WW II in Narvik; a small town in Northern Norway. It premiered in December and has already become a blockbuster in Norway and internationally.

Michelle is accompanied by **Hilde Korsæth**, head of Northern Norway Film Commission

Jenni Steele | Film and Creative Industries Manager, VisitScotland



Jenni Steele brings over 20 years' experience in tourism, PR, event planning, and corporate communications. Over the last 15 years, she has developed screen tourism activity and lead campaigns with studios like Sony Pictures International, Lionsgate, Studio Canal and Disney Pixar. Recent collaborations include Netflix's *The Outlaw King*, Universal Pictures' *Mary Queen of Scots*, and Sony Pictures Television's *Outlander* series promotion. She ensures screen tourism is promoted positively within Scotland, for the businesses to reap the benefits of this growing trend.

Johanna Forsman | Storytourist



Johanna Forsman, is an author and co-founder and CEO of Swedish media/tourism startup StoryTourist.

Harvey Edgington | Senior Filming and Locations Manager, National Trust



Harvey Edgington, London's first full-time Film Officer, was involved in finding locations for films such as Patriot Games and Four Weddings and a Funeral. In 2003, he set up the National Trust Filming and Locations Office, working on productions such as Bridgerton, Game of Thrones, Harry Potter and Wolf Hall. He has spoken about his work at industry events in France, Spain, Sweden, Korea, Poland and the UK.

Martina Hedvall | Business developer, National Property Board



With years of experience in content creating for business events and creative leadership, Martina took on a newly designed role at the National Property board in 2022. This role was requested to enable the use of Sweden's historical sites as locations for events or filming. A function was developed and has in a short time made a big difference on how creative industries gets access to these special sites and how making these sites available to new uses creates values for its visitors.





The venues

This year's **conference** will be held in Ystad at Fritiden Hotell & Kongress.

Adress: Österleden 19, 271 42 Ystad
Website: www.hotellfritiden.se



The **dinner** will be served at Continental du Sud

Address: Hamngatan 13, 271 43 Ystad
Website: <https://hotellcontinental.se>

The **VIP screening** will be showed at Biografteatern Scala.

Address: Stora Östergatan 12, 271 34 Ystad
Website: <https://bioscala.se>



Enjoy Mixed Reality Scandinavia

Arranged by Film i Skåne, Film London and the City of Ystad.

Hosts: Mikael Svensson and Marie Holmström

Project manager: Alice Thies-Lagergren

Website: Johanna Svensson

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film i skåne



