

CARL
INTERNATIONAL
FILM
FESTIVAL
MIXED REALITY
PROGRAM

CIFF.SE

KARLSKRONA

12.00

LUNCH

13.15

OPENING SPEECH

13.30

WORK IN PROGRESS: BRON – FROM NORDIC NOIR TO TOURIST MAGNET

The Swedish-Danish TV-hit *Bron* has become an international success and is about to air its fourth and final season. The City of Malmö is launching a large-scale project to turn the crime drama into a tourism magnet.

Dick Fredholm
Head of Communications | City of Malmö
dick.fredholm@malmo.se



14.15

SHARING GOOD PRACTICES: EUROSCREEN

EuroScreen is a project designed to capitalise on the major economic and cultural opportunities presented through screen tourism. The initial project ran between 2012 and 2014, joining forces of nine different organizations in the EU in order to share good practices.

Daniela Kirchner
Chief Operating Officer | Film London
daniela.kirchner@filmlondon.org.uk



14.45

CASE STUDY: WALLANDER AND YSTAD

The hugely popular detective series *Wallander* has put the city of Ystad on the global map. The Swedish company *Yellow Bird* has produced both the original series as well as the British version featuring Kenneth Branagh.

Daniel Gylling
Producer | Yellow Bird
daniel.gylling@yellowbird.se



15.15

COFFEE BREAK

15.35

CASE STUDY: FILMBYIN IN SMÅLAND

Filmbyn in Småland is dedicated to the legacy of the films of Astrid Lindgren. Here you can experience scenes from classical children's films such as *Emil in Lönneberga* and *Pippi Longstocking*. Project Manager Robert Glader will discuss turning cultural heritage into a successful business.

Robert Glader
Project Manager
robert.glader@emilkraften.se



16.00

CASE STUDY: THE MILLENNIUM TRILOGY

The Millennium-films have generated over one billion Swedish kronor in income for the city of Stockholm. Mia Uddgren, film commissioner at Filmregion Stockholm-Mälardalen and location manager on the shoot of the American film *The Girl With the Dragon Tattoo*, will talk about how to work with large scale international productions and how to incorporate this successful example into a future strategy.

Mia Uddgren
Film commissioner | Filmregion Stockholm-Mälardalen
Location Manager | *The Girl With the Dragon Tattoo*
mia.uddgren@frsm.se



16.30

FROM BOLLYWOOD TO GOTLAND

International movie productions range far wider than only Hollywood. Newly established full service production company *The Line* has managed to attract large scale movie productions from both Bollywood and the Emirates to the small island of Gotland. What is the key to their success? And what are the effects on tourism?

Caroline Ortmark
CEO
caroline@theline.se



SEPTEMBER 9

09.00

COFFEE

09.15

FILM TOURISM FROM THE EYE OF THE TOURIST

Maria Månsson is a lecturer and researcher from the department of strategic communication at Lund University, Sweden. She has been researching film tourism for over 10 years. She will guide the audience starting with a broad research approach, and ending up in a more specific perspective of the individual tourist.

Maria Månsson
Lecturer and researcher | Lund University
maria.mansson@isk.lu.se



10.00

GAME OF THRONES IN NORTHERN IRELAND

The hugely popular series *Game of Thrones*, which is currently airing its seventh season, has attracted a large crowd of fans to Northern Ireland to see the many film locations. Rosemary Lightbody, Experience Development Manager, Tourism Northern Ireland will share ideas about how to work with a global brand.

Rosemary Lightbody
Experience Development Manager |
Tourism Northern Ireland
r.lightbody@tourismni.com



10.45

BOHUS FÄSTNING – MAKING A CULTURAL HERITAGE MORE ACCESSIBLE THROUGH A HACKATHON

In an attempt to find new ways of giving life to a historical past through VR, filmmakers, archaeologists, programmers and many more joined forces in a 48 hour hackathon devoted to Bohus Fortress.

Ingrid Thornell
Film commissioner | Kultur i Väst
ingrid.thornell@kulturivast.se



11.00

FUTURE FILM TOURISM WITH AR

How can Augmented Reality be incorporated in the future film tourism experiences? What are the benefits? And will the technology be available for everyone?

Fredrik Andrén
10X Labs
andren.fredrik@gmail.com



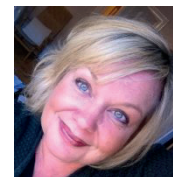
11.20

DEVELOPING STRATEGIES FOR THE FUTURE DESTINATION TOURISM

What are the next steps in Swedish destination tourism? And what strategies can municipalities employ to develop as well as promote their fiction based tourism programmes.

Participants:

Annamari Thorell
Destinationsarenan
at@destinationsarenan.se



Maria Månsson
Lecturer and researcher | Lund University
maria.mansson@isk.lu.se



Petra Rundqvist
Film strategist | Municipality of Ystad
petra.rundqvist@ystad.se



12.05–12.15

WRAP-UP

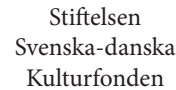
Moderating the programme
Andrea Reuter
Film critic | Television host



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