



The HISPASAT 4K Festival fills the Círculo de Bellas Artes art centre with talent and UHD technology

- The awards ceremony and 4K projection of the winning short films of the Hispasat 4K International Festival will take place on 19 October at 7:00 pm at the Círculo de Bellas Artes arts centre in Madrid.
- On the same day, a preview of *The Maus*, Yayo Herrero's new film shot and post-produced in 4K, will take place at 12:00 pm. Throughout the day, two round table discussions will be held on the challenges and opportunities created by the arrival of UHD.

Madrid, 16 October 2017.- The awards ceremony and 4K projection of the winning short films of the third edition of the Hispasat 4K Festival will be held on Thursday 19 October at 7:00 pm in the Cine Estudio hall of the Círculo de Bellas Artes art centre in Madrid. Likewise, a 4K digitalized copy of the 1915 classic *Clarita y Peladilla en el Football* by Benito Perojo will premiere. The contest is one of the first in the world to exclusively feature short films shot and post-produced in 4K.

Throughout the day, the focus of the Círculo de Bellas Artes programming will be on Ultra High Definition (UHD) 4K technology, which provides four times the number of pixels of conventional High Definition, thus achieving better image sharpness and colourimetry. At 12:00 pm, the anticipated preview of *The Maus*, the first feature film of Yayo Herrero, winner of last year's Award for Best Director granted by Cine365 Film, will take place. After the screening, a discussion will be held under the slogan "The challenges of filming in 4K", in which the film's crew will participate.

Over the course of the afternoon, two round table discussions will be held on the different matters involved in the use of this new technology. At 4:30 pm, the session "Post-production and digitalisation in 4K" will be held in the Valle-Inclán room and will involve the participation of representatives from Filmoteca Española, RTVE, Dolby and SGO. At 5:30 pm, "Diffusion and distribution of content in 4K" will be addressed with the presence of representatives from leading television operators and film exhibitors.

All activities will be free until full capacity is reached.



The sixteen short film finalists, selected from the 127 that participated in the contest, will compete for the following prizes in these categories:

- CINE365 FILM AWARD FOR BEST DIRECTOR: Opportunity to direct a feature film.
- HISPASAT AWARD FOR BEST SHORT FILM: €4,000.
- DOLBY/ADHOC AWARD FOR BEST SOUND: €1,000 + Dolby Atmos mastering.
- FUJIFILM/SGO AWARD FOR BEST CINEMATOGRAPHY: €1,000 + professional photo camera.
- RTVE AWARD FOR BEST SHORT FILM FROM A FILM ACADEMY: €1,000 + short film aired on the programme "Versión Española" + TV interview with the Director.
- ATRESERIES AWARD FOR BEST SHORT FILM FOR TV: €1,000 + film aired and promoted on the Atreseries channel, including an interview with the Director.

The finalists are:

- **ÁNGEL CAÍDO**, by Fran Parra (Spain, 2017, 17'00")
- **APOLO 81**, by Óscar Bernàcer (Spain, 2015, 11'45")
- **BARAKA**, by Néstor Ruiz Medina (Spain, 2016, 22'06")
- **BEHIND**, by Ángel Gómez (Spain, 2016, 15'00")
- **COLD STORAGE**, by Thomas Freundlich (Finland, 2016, 08'46")
- **CONSERVAS**, by Mireia Pozo (Spain, 2017, 15'37")
- **EJECUTOR**, by Javier Arriaga (Spain, 2017, 09'23")
- **GRAFFITI**, by Lluís Quílez Sala (Spain, 2016, 25')
- **INSUFICIENTE**, by Álex Montoya (Spain, 2017, 04'21")
- **LA SIERRA**, by Guillermo Alcalá-Santaella (Spain, 2017, 14'58")
- **LAS VACAS DE WISCONSIN**, by Sara Traba (Spain, 2016, 15'00")
- **LES BONES NENES**, by Clara Roquet (Spain, 2017, 16'47")
- **NORMAL**, by Chiqui Carabante (Spain, 2016, 17'21")
- **PALABRAS DE CAMELO**, by Juan Antonio Moreno Amador (Spain, 2016, 20'00")
- **SESGO**, by Marc Font (Spain, 2017, 15'30")
- **SIBERIA**, by Óscar Burgos (Spain, 2016, 11'12")

The jury responsible for determining the winners of this third edition is made up of Actress Marian Álvarez (Golden Leopard for Best Actress at the Locarno Festival for her role in *Lo mejor de mí*, Silver Shell at the San Sebastián Film Festival for her role in *La herida*), Director and Playwright Juan Cavestany (*Esa sensación*, *Gente en sitios*, *Dispongo de barcos*, 2008 Max Award for Best Author for the Spanish Language Script of *Urtain*), Actress Nathalie Poza (*El otro lado de la cama*, *Julieta*, Silver Biznaga for Best Leading Actress in the latest edition of the Malaga Film Festival for *No quiero decir adiós*), Jesús Ulled Nadal (Director of CINE365 Film), Guillermo Niño (Senior Manager of Broadcast, OTT and Home Video at Dolby Laboratories), Edith Martínez Odriozola (Director of the Department of Culture and Society



at TVE), Miguel Ángel Doncel (CEO of SGO), Santiago Sanz (Business Manager of Optical Devices at Fujifilm Spain), Javier Valdés (founding partner of Ad Hoc Studios) and Luis León Luri (Department of programming and content management at Atresmedia). Ignacio Sanchis (Business Director at HISPASAT) is the president of the jury.

HISPASAT, the Spanish satellite communications operator and leader in distribution of content in Spanish and Portuguese, organised this international short film festival to inspire the creation and display of audiovisual content recorded in 4K, the latest technological revolution in the audiovisual sector, in order to make it available as soon as possible to film and television viewers.

The contest is sponsored by the production house Cine365 Film, leading companies in the film production sector such as Dolby Laboratories, SGO, Fujifilm and the sound studio Ad Hoc Studios, as well as RTVE, the television channel leading the way in innovation in this technological field in Spain, and Atreseries, which given its role as distributor of audiovisual content, have joined the initiative this year.

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