

CONNECTING COTTBUS 10.—11. NOV 2016

EAST WEST CO-PRODUCTION MARKET
AT THE FILMFESTIVAL COTTBUS

connecting cottbus announces relaunch for its 2016 edition

Leading East-West co-production market to present new initiatives, venues and branding during Berlinale

Berlin, February 11, 2016 – connecting cottbus, whose 18. edition will take place later this year on November 10 and 11 in the context of the FilmFestival Cottbus, continues to expand. This year, it will further consolidate its position as one of the leading East-West co-production markets through a number of new initiatives.

Foremost among these is the **#FEEDback (Film Eastern Europe Dialogue)** think tank investigating ways to let more content cross more borders in Eastern Europe. After working sessions in Cluj (Romania) in June 2015; Cottbus (Germany) in November 2015; Trieste (Italy) in January 2016, #FEEDback will now present a first concrete initiative to be implemented in participating countries throughout Eastern Europe at the Berlinale **on Sunday, February 14 at 6pm at the EFM Producer's Hub.**

The project is a network of online video platforms, each one established in a country of the region and supported by its national film agency, carrying every available, significant film that constitutes the country's past and future cinema heritage. Access to this new online library will be through video-on-demand (VOD) in both subscription (SVOD) and transactional (TVOD) models.

"We are very excited about the results of #FEEDback. The team has formulated first concrete and actionable steps that will help to strengthen audiences in Eastern Europe," says Rebekka Garrido, coco director. "We are addressing a vast and diverse region with an immensely rich cinematic heritage, and in helping to tie its countries closer together, #FEEDback could become a driving force in ensuring it flourishes even in difficult times for the film industry."

Coco will also present its new visual identity, using motifs related to Cottbus's most famous son, Prince Pückler, world-traveler, cosmopolitan and garden designer whose extraordinary creations like the pyramid in Branitzer Park are to be found in the city of Cottbus.

On the practical side, coco will expand into a new and attractive central venue in the middle of Cottbus. The "Stadthaus" will offer more and better spaces for meetings, networking and discussing potential collaborations, enhancing the experience of coco participants.

Last not least, coco will also expand other projects and initiatives such as the highly successful **cocoLab**, an individual mentoring program for coco's pitchers that was launched over the course of the past year.

pool production GmbH
Friedrich-Ebert-Straße 18
D-03044 Cottbus

www.connecting-cottbus.de
info@connecting-cottbus.de

Geschäftsführung
Jörg Ackermann, Doreen Goethe,
Andreas Stein
HRB 7033 CB
Steuernummer 056 | 108 | 05274
UST-ID-Nr DE 233520435

