

# Sponsorship

May 09 -- 12 2024

2nd  
**Chinese Film  
Festival  
Hamburg**

# 目 录

## Content

电影周简介 Overview	3
主办方介绍 Initiator	4
合办方介绍 Collaborator	7
影响力 Influence	8
项目时间安排 Project Timeline Diagram	12
观众组成 Audience Profile	13
展映方案 Film Program	15
德国支持机构 Support institutions	24
学术顾问 Academic and Curatorial Adviser	28
合作机构 Collaborators	33
预算 Budget	36
赞助商权益 Sponsorship	37

# 电影节简介 Filmfestival Overview

汉堡华语电影节现已迎来第二届，这个电影节由非营利组织“中国媒体和电影艺术协会”(Chinese Film and Media Art Association)组织，该协会由影像创作者盛涵琪和艺术家朱志超于2022年创立，它不仅仅是一场活动，更是一个充满活力的平台，照亮了中国独立电影制作中新兴的才华，提供了对中国电影艺术的真实刻画。

我们的电影节证明了电影类型的多样性，从错综复杂的叙事到有影响力的短片，引人入胜的纪录片，富有想象力的动画和大胆的实验作品。我们自豪地成为一座文化桥梁，连接了中国和德国，促进了跨文化对话，丰富了汉堡的多样性。

在我们的第一届电影节中，即2023年1月10日至15日的“Chinese Film+”，我们的活动受到了热烈的回应，常常座无虚席，观众包括中国人和非中国人、电影评论家以及汉堡及其周边地区的创作者。许多电影在我们的电影节上首次在德国上映，我们甚至有幸为当地观众带来了两部世界首映。

加入我们，踏上这段激动人心的电影之旅，成为中国和德国之间这一卓越的文化交流的一部分。

The Chinese Film Festival Hamburg, now in its second edition, is a mesmerising celebration of contemporary Chinese art house cinema. Organised by the non-profit "Chinesische Medien- und Filmkunst e.V" (Chinese Film and Media Art Association), founded in 2022 by filmmaker Hanqi Sheng and artist Zhichao Zhu, this festival goes beyond being just an event.

It's a vibrant platform that shines a spotlight on emerging talents in Chinese independent filmmaking, offering an authentic portrayal of China's cinematic artistry.

Our festival is a testament to the diversity of cinematic genres, from intricate narratives to impactful shorts, revealing documentaries, imaginative animations, and bold experimental works. We take pride in being a cultural bridge that connects

China and Germany, fostering intercultural dialogue and enriching Hamburg's diversity.

In our first film festival, which took place from January 10th to 15th, 2023, under the name of "Chinese Film+." Our Events at Chinese Film+ were met with enthusiastic responses, often selling out to both Chinese and non-Chinese audiences, film critics, and creators in Hamburg and its surrounding areas. Many of the films had their German premiere at our festival, and we even had the privilege of bringing two world premieres to our local audiences.

Join us for this exciting cinematic journey and be part of this remarkable cultural exchange between China and Germany.

## 主办方介绍 Initiator

汉堡华语电影与媒体艺术协会

Chinesische Medien- und Filmkunst e.V.

汉堡华语电影与媒体艺术协会,是一个非盈利性质的协会。它的主要目的在于促进中德间独立电影和媒体艺术创作的交流。

协会一方面为华语独立电影人和艺术家提供了一个推广和展示作品的平台。让更多海外人士,尤其让德国汉堡本地的观众了解面向立体的华语影像品。海外观众的观影反馈和交流也帮助了创作者们的艺术思考。

另一方面,协会致力于促进两国文化间的交流,让不同国家和文化背景的人们可以在电影和媒体艺术的交流中增加彼此间的文化认知,促进多元文化的发展。

最后,协会鼓励热爱影像及相关艺术形式的成员的自我发展,注重团队合作。注重影像专业从业人员对于影像作为媒介的探索和实践。致力于搭建影像创作的合作交流平台及专业协作网络。

Chinesische Medien- und Filmkunst e.V. is a non-profit organization dedicated to fostering the exchange of independent Chinese and German cinema and media art.

We provide a platform for Chinese independent filmmakers and artists to showcase their work, allowing local Hamburg audiences to gain insights into Chinese visual arts. Additionally, feedback from international audiences contributes to the artistic development of our creators.

Furthermore, we are committed to promoting cultural exchange between China and Germany, advancing the development of multiculturalism, and enhancing cultural awareness among people from diverse backgrounds through film and media art.

If you are interested in becoming our sponsor, your support will help facilitate this cultural exchange and artistic development. We welcome your participation.

## 发起人介绍 Founders of Chinesische Medien- und Filmkunst e.V.



朱志超 Zhichao Zhu

朱志超是一位视觉艺术家，电影导演和高校教师，生于中国江苏省，现居上海与德国汉堡。他目前是德国汉堡美术学院博士候选人，也是汉堡河岸放映项目的发起人、策划人。近年来，他在世界各地频繁参展，其电影作品曾入选包括多伦多REEL亚洲国际电影节、奥地利林茨电影节等在内的多个国际影展并获奖。此外，他还是第14届希腊雅典普罗科卡洛国际短片电影节的评委。

Zhichao Zhu is a filmmaker and visual artist based in Shanghai and Hamburg. After graduating from UMPRUM with an M.A in Prague, he became a registered university lecturer in Shanghai. His works were exhibited internationally, and the films directed by him have been selected and awarded in many international film festivals including Toronto Reel Asian Int'l Film Festival. Currently, he is a Ph.D. candidate at the University of Fine Arts Hamburg and a curator of Riparian Showcase Hamburg. He also served as a jury member in the 14th Psarokokalo Int'l Short Film Festival in Athens, Greece.



盛涵琪 Hanqi Sheng

盛涵琪是一位电影导演，制片人及策展人，生活、工作于德国汉堡。2016年毕业于中国美术学院，影视专业硕士学位。学习期间，她获得了艺术院校联盟奖学金(Art School Alliance Scholarship)。2016年至2021年，她在汉堡美术学院(HFBK Hamburg)跟随奥斯卡金像奖获得者Pepe Danquart教授学习纪录片制作，并在2021年获得其第二个硕士学位。她参与制作的影片在多个国际电影节上放映并获奖，包括瑞士尼翁真实电影节、莱比锡动画及纪录片电影节的等等；并在意大利30\_\_\_\_70纪录片节获得评委会最佳电影奖。

Hanqi Sheng is a filmmaker, producer and curator based in Hamburg. In 2016, she completed her second master's degree in Film and Television at the China Academy of Art. During her studies, she was granted the Art School Alliance Scholarship. From 2016-2021, she studied documentary filmmaking with the Oscar winner Prof. Pepe Danquart at the University of Fine Art Hamburg (HFBK Hamburg) for her second master study. The films she worked on have been screened and awarded at international film festivals, including Visions du Réel International Film Festival Nyon; DOK Leipzig; 30\_\_\_\_70 Doc Festival Italy, etc.

## 影响力 Influence

前期活动已积累一定量的关注度，每一场放映均有国内一线独立电影导演及艺术家参与映后谈。每场放映均有稳定增长的观众群体，线上讲座单场报名人数 100+，活动总阅读量5W+，合作德国媒体10+。

放映活动在地反馈良好，映后组织影迷交流活动，粉丝社群活跃度高并不断发展。走专业化、国际化、多元化路线，覆盖汉堡各大高校，使得我们已成为汉堡在地独特的中国声音。

2023河岸影像周放映影片场次多次爆满，汉堡本地以及周边地区华裔及非华裔观众、影评人、电影创作者们对展映影片反响十分积极且强烈。许多电影都是首次在德国境内放映，电影节更为本地观众带来了2部世界首映的影片。

拥有众多来自学术界、电影界、文化界的顶级资源支持及合作伙伴，包括汉堡美术学院实验电影教授Robert Bramkamp, HFBK纪录片教授奥斯卡金像奖获得者Pepe Danquart, 中国美术学院副教授、西湖国际纪录片大会学术委员会副主任周佳鹂, 英国研究机构华语独立影像资料馆 (CIFA)等等，及国内外众多知名电影节、媒体平台等。

The previous screenings have already accumulated a certain amount of attention, and each screening has had a post-screening discussion with top-tier Chinese independent film directors and artists. Each screening has a steadily growing audience, with 100+ registrants for a single online lecture, 5W+ total readers, and 10+ cooperating German media.

The screenings have good local feedback, we organize networking activities for fans after the screenings, and the fan community is highly active and growing. We are specialized, internationalized, and diversified, with more than 50% of foreign audiences, covering major universities in Hamburg, making us a unique local Chinese voice in Hamburg.

The screenings of films at the 2023 Chinese Film+ have repeatedly sold out, with enthusiastic and strong responses from both local Hamburg residents and audiences from the surrounding areas, including Chinese and non-Chinese attendees, film critics, and filmmakers. Many of the films were shown in Germany

for the first time, and the film festival even featured two world premieres for the local audience.

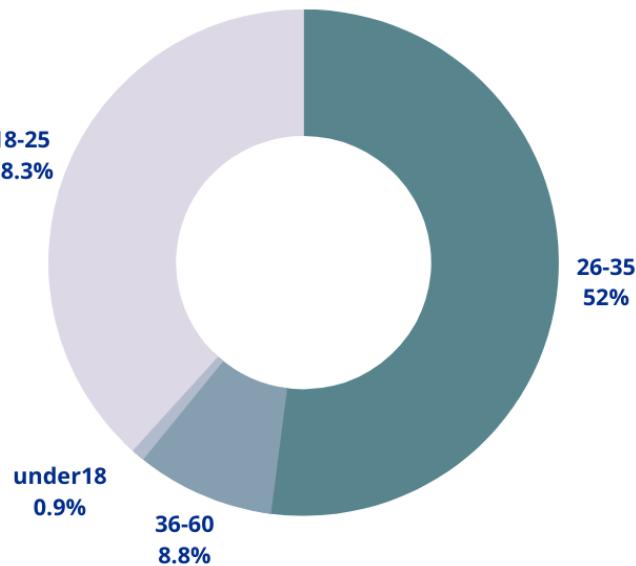
We have many top resources and partners from the academic, film, and cultural fields, such as Robert Bramkamp, professor of experimental film at the Hamburg Academy of Fine Arts, Pepe Danquart, the Oscar-winning professor of documentary film at HFBK, Jiali Zhou, associate professor at the China Academy of Art and deputy director of the academic committee of the West Lake International Documentary Festival, and the Chinese Independent Film Archive (CIFA), a British research institution. Independent Film Archive (CIFA), as well as many famous film festivals and media platforms at home and abroad.



# 观众组成 Audience Profile

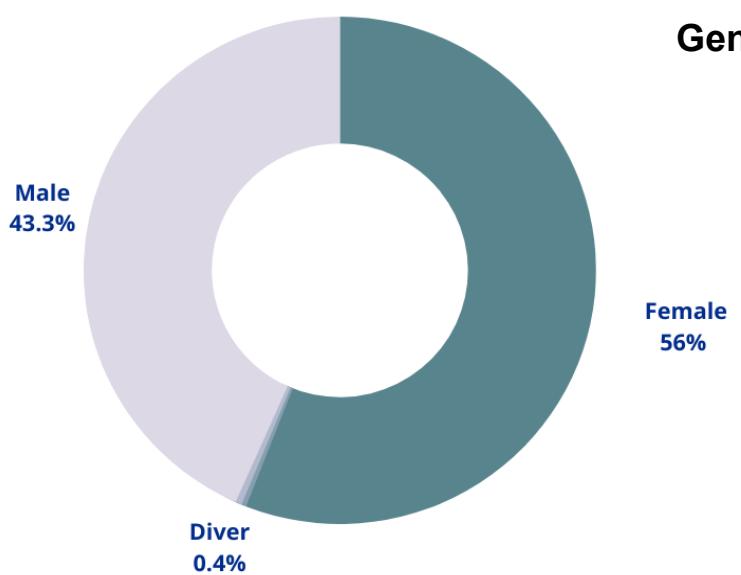
观众年龄分布

**Audiences Age**



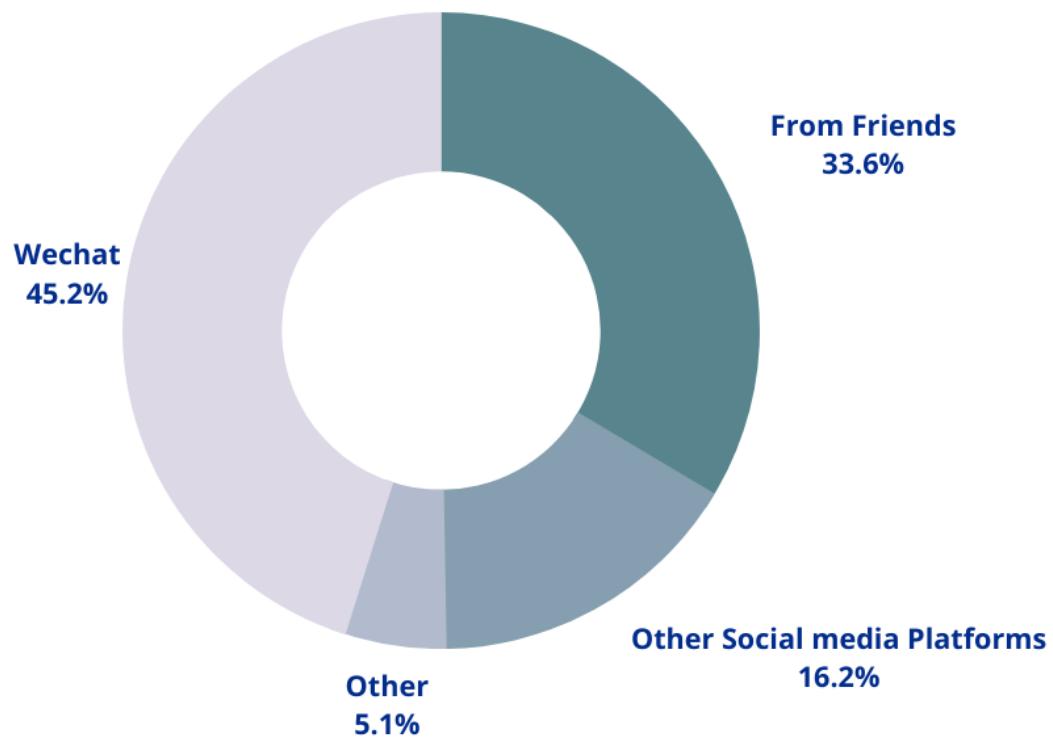
观众性别分布

**Gender**



获知河岸放映的渠道

From where have you heard about us ?



## 德国支持机构 Support institutions

**H F B K**

Hochschule für bildende  
Künste Hamburg

Chinese Independent Film Archive



CATHAYPLAY

## 学术顾问 Academic and Curatorial Adviser

河岸放映周在专业性和学术性方面的探索也受到了多位业内专业电影学者，从业人员的支持，包括奥斯卡金像奖得主Pepe Danquart；汉堡美术大学(HFBK)的实验电影教授Robert Bramkamp；中国美术学院影视与动画艺术学院副教授，西湖国际纪录片大会学术委员会副主任周佳鹂；以及曾任华东师范大学副教授兼实验影像工作室主任，荷兰一分钟基金会(上海)策展人江宏庆。

Riparian Showcase exploration of professionalism and academia has also been supported by a number of professional film scholars and practitioners in the industry, including Academy Award winner Pepe Danquart; Robert Bramkamp, Professor of Experimental Film at the University of Fine Arts in Hamburg (HFBK); Zhou Jiaoriao, Associate Professor at the School of Film, Television and Animation Arts of China Academy of Fine Arts and Deputy Director of the Academic Committee of the Xihu International Documentary Film Conference; and Jiang Hongqing, former Associate Professor at the East China Normal University, and curator of the Holland One Minute Foundation (Shanghai).



# 合作媒体 (部分)

## Media Partners

感谢以下媒体及协会的支持：



# 赞助方式 Sponsorship Options

## 1. 为电影节商业赞助

Commercial Sponsorship for the Film Festival

## 2. 为电影节或非营利组织无偿捐赠

Donations for Film Festival or Nonprofit Organization

# 赞助商权益 Sponsorship

## 首席赞助商 赞助金额:€5000

### Chief Sponsorship

#### 回报权益

商家视觉形象及相关信息在影展中全程展示(影展手册, 海报, 动态视觉以及平台推广等)

商家产品相关宣传

媒体报道展示提及

影展软文策划宣传

提供活动现场广告位(Roll-up 易拉宝)

在开幕酒会的背景板中展示Logo

影展Q&A及Panel Talk的主持背景荧幕呈现

开幕式致辞特别提及和开幕式VIP 席位预留(5张 )

Display of business visual identity and related information throughout the film festival

(Festival handbook, posters, dynamic visuals, and platform promotions, etc.)

Promotion of products related to the business

Mention in media coverage of the festival

Film festival content planning and promotion

Provision of on-site advertising space (Roll-up banners)

Logo displayed on the backdrop at the opening reception

Special mention in the opening ceremony address and reservation of VIP seats (5)

**金牌赞助金额 :€3000**

**Gold Sponsorship**

**回报权益**

商家视觉形象及相关信息在影展中展示(影展手册, 海报, 动态视觉以及平台推广等)

在开幕酒会的背景板中展示Logo

影展Q&A及Panel Talk的主持背景荧幕呈现

开幕式致辞特别提及和开幕式VIP 席位预留(5张)

活动现场广告位(Roll-up 易拉宝)

商家软文植入影展推文

Display of business visual identity and related information throughout the film festival (Festival handbook, posters, dynamic visuals, and platform promotions, etc.)

Logo displayed on the backdrop at the opening reception

Presentation of the business during film festival Q&A and Panel Talk sessions

Special mention in the opening ceremony address and reservation of VIP seats (5)

On-site advertising space (Roll-up banners)

Inclusion of business content in festival promotional tweets

**官方合作伙伴 :€1000**

**Official Partners**

**回报权益**

商家视觉形象在影展中全程展示(影展手册, 海报, 动态视觉以及平台推广等)

影展Q&A及Panel Talk的主持背景荧幕呈现

开幕式致辞特别提及和开幕式VIP 席位预留(2张 )

影展推文提及

Display of business visual identity throughout the film festival (Festival handbook, posters, dynamic visuals, and platform promotions, etc.)

Presentation of the business during film festival Q&A and Panel Talk sessions

Special mention in the opening ceremony address and reservation of VIP seats (2)

Inclusion in festival promotional tweets

## 官方供应商

Official Suppliers

提供开幕式酒会的餐食 / 酒水 / 饮料或提供影展所需其他物料

Providing catering, beverages, or other necessary materials for the opening reception

## 回报权益

商家视觉形象在影展中呈现(影展手册及网络平台推广)

Display of business visual identity at the film festival (Festival handbook and online platform promotions)

## 媒体伙伴

Media Partner

合作方式:

转发活动信息

汉堡本地媒体:每场放映 1-3 free tickets

外延媒体报道的提及

海报、影展手册及主要传播平台的logo呈现

Collaboration includes sharing event information

For local Hamburg media, 1-3 free tickets per screening

Mention in extended media coverage

Logo presentation on posters, festival handbook, and major communication platforms

## 其他(艺术家个人)

Other (Individual Artists)

自成立以来,一直致力于创造跨文化交流的新空间。本次电影节也将公开征集中国 / 亚洲艺术家发起的艺术和文化活动(如研讨会、表演、DJ等),这些活动可以成为电影节特别项目的一部分。电影节将提供协调和宣传方面的必要协助。

Since our establishment, we have been committed to creating new spaces for cross-cultural exchange. We are also open to proposals for artistic and cultural activities initiated by Chinese/Asian artists (e.g., workshops, performances) as part of the special projects of the film festival. We will provide necessary assistance in coordination and promotion for these activities.

