

Press Release

Inaugural edition of Doha Film Institute's Qumra gains extensive support from the Qatari business and cultural community

Doha, Qatar – 4 March, 2015: The inaugural edition of Qumra, a new event by the Doha Film Institute dedicated to the development of emerging filmmakers from Qatar and around the world, has received extensive support from the Qatari business, educational and cultural community and key international film media outlets.

Several leading business entities, cultural organisations and educational entities have stepped forward to partner with Qumra, which will be held from March 6 to 11, 2015.

Doha Film Institute CEO, Fatma Al Remaihi said: “The partnership that the business, cultural community and other stakeholders in Qatar has extended to Qumra plays an integral role in hosting a quality event for our participants - both the emerging talents and industry veterans who will share their insights on filmmaking and help to pave the way for a strong culture of filmmaking in the country.”

She added: “We are delighted that several of our partners have consistently associated with our events, and see true value in supporting the Doha Film Institute's initiatives that engage the filmmaking community and the public. Their patronage enables us to make a difference and we are thankful to them for their ongoing support.”

Reinforcing its commitment to promoting the Qatari cultural scene, **Katara Cultural Village** is the ‘Cultural Partner’ of Qumra, serving as a vibrant venue of the event.

Supported by **Al Jazeera Perfumes**, Qumra has on board **SONY** and **Fifty One East** as ‘Official Electronics Partners’ while **MAC Cosmetics** is the ‘Official Makeup Sponsor.’ **St. Regis Doha** is the ‘Official Hotel Partner.’ Other supporters of Qumra include: **Northwestern University in Qatar**, **Sarajevo Film Festival** and the **Translation & Interpreting Institute**.

The event is promoted by ‘Official Media Partners,’ **Al Jazeera Media Network**, **Festival Scope**, **I Love Qatar** and **Screen International**.

Qumra will showcase a programme of public screenings featuring films by the Qumra Masters who represent some of the leading names in world cinema – Gael García Bernal, Leila Hatami, Cristian Mungiu, Abderrahmane Sissako and Danis Tanović - alongside new voices in cinema selected from films supported by the Institute's grants and co-financing programmes.

More than 100 delegates from all facets of the film industry will participate in the industry programme including representatives from leading international film festivals, funding bodies, sales, production and distribution companies along with development specialists and script consultants. The industry professionals will be connected to filmmakers linked to 29 projects at various stages of production in a series of bespoke mentorship labs and meetings designed to propel their projects to the next stage.

-ENDS-

About Qumra:

Qumra is an initiative that seeks to provide mentorship, nurturing and hands-on development for filmmakers from Qatar and around the world, alongside a series of screenings for Doha audiences featuring films by international masters and recipients of support from the Institute.

* The Arabic term 'qumra' is popularly said to be the origin of the word 'camera', and to have been used by the scientist, astronomer and mathematician Alhazen (Ibn al-Haytham, 965-c.1040 CE), whose work in optics laid out the principles of the camera obscura.

About Doha Film Institute:

Doha Film Institute is an independent, not-for-profit cultural organisation. It supports the growth of the local film community through cultivating film appreciation, enhancing industry knowledge and contributing to the development of sustainable creative industries in Qatar. The Institute's platforms include funding and production of local, regional and international films; skills-sharing and mentorship programmes; film screenings; the Ajyal Youth Film Festival; and Qumra. With culture, community, learning and entertainment at its foundation, the Institute is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy.

Doha Film Institute

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