

Interview - Diana ELBAUM (Producer and EP2C program director)

Questions by Eric BORNSTEIN
www.kolnoan.co.il

Could you tell me in short how the EP2C was born, and why is it important?

EP2C was born a couple of years ago after our postproduction managers reproached us, producers, for not understanding post-production.

What they really meant was that due to the scattered financial aspects of any given production, not only the postproduction workflow becomes incoherent but also much more expensive. This became even truer with the digital era.

We came to the conclusion, that most producers loose money on the post-production process, and that digital changes are so dramatic and fast that really no one can keep track about anything anymore. In addition, today in Europe at least, more and more regional funds, tax shelters are available, so what seems like an Eldorado can actually turn into a complete nightmare if the post-production issues are overlooked or left for a later stage.

Besides the producers, Ep2c addresses itself also to post-production managers (around 30% of the participants). EP2C is aiming to create the first database of post-production supervisors in order to facilitate the knowhow and exchange of information all across Europe and, thanks to Media Mundus; all across the world in the future.

How can the EP2C help the Israeli film industry?

EP2C can help any producer because the program is aimed to highlight and change our focus on the issues of post-production. And with knowledge comes better choices, therefore better results. Israeli producers, like us Belgian as matter of fact and many others, need to co-finance, and co-produce their films. With this come the issues (just to name a few) of what do we delegate to the foreign producer? How do we split the work between the co-producers in order to leave the best part to the creative process? How a producer who leaves thousand of kilometers can still retain his/her creative input on the post-production process? Is the communication identical between the technicians, lab, studios etc.... Those are some issues we tackle during the week long seminar. On top of that, we also look in a very detailed fashion at the technical aspect of the image and sound, the legal issues, the deliveries and negotiation with distributors, sales agent, the 3-D issues etc.....

What are the most important subjects that you teach in the EP2C?

We don't teach at EP2C, we share information and we exchange views between the participants and the professional consultants of the program. This is a very important factor of success. We all have faced problems, the real issue is how we solved it and the program is about that.

And all subjects are important, from budgeting to scheduling, to the sound and the VFX, no issues are left untouched.

EP2C @ Jerusalem International Film Festival

Dates: July 14th

To get more information, please contact:

Ofra Eiber

igudan@netvision.net.il

+972-3-5606229