

## A NEW FESTIVAL FOR CULTURAL CONTENT IN CINEMAS

- \* THE FIRST EDITION OF MALLORCA ARTS ON SCREEN (MAS) WILL BE HELD 2<sup>nd</sup> – 7<sup>th</sup> APRIL 2018
- \* FESTIVAL AND PROFESSIONAL CONFERENCE TO CELEBRATE AND GATHER TOGETHER THE INDUSTRY OF PRODUCTION AND DISTRIBUTION OF CULTURAL EVENTS IN CINEMAS.
- \* FOUR AWARDS CATEGORIES: OPERA, THEATRE, MUSEUM AND DANCE, PLUS AN“OUT OF COMPETITION ” SECTION AND A SPECIAL “EUROPEAN CULTURAL HERITAGE” AWARD



**Good news for the Cultural Industries**, and for all their supporters: this year will see the **first edition of Mallorca Arts on Screen (MAS)**, a Festival and a professional Conference focused on the broadcast of live or recorded Art content to cinemas in Europe and worldwide .

The evolution of technology and industries has favoured the new way Opera, Dance and Theatre - or programs devoted to Museum collections exhibitions and history's prominent artists - reach massive and global audiences. Cultural institutions such as Barcelona's Liceu, the Opera de Paris, Moscow's Bolshoi, la Comédie Française, offer audiences a simultaneous and exciting experience: the same show actually performed on a unique stage is taken to silver screens in hundreds of cities in different countries. The world's leading Museums and greatest art masterpieces are today being presented in glorious high definition with astounding detail to audiences at their local cinema .

The MAS Festival & Conference came to life powered by the will to become the global reference point in screening and prize giving to the best of these event cinema content program, as well as gathering artists, professionals and companies involved in their production and distribution.



## TWO EVENTS, SAME PLACE AND PURPOSE

Mallorca Arts on Screen will consist of two separate yet connected events:

**A Festival, from April 2nd to 7<sup>th</sup>.** 5 days of public screenings in cinemas and cultural venues across Majorca; competition and awards for titles selected by an official jury, as well as public vote, in four categories: theatre, opera, dance and museum exhibition. In addition an “Out of Contest” parallel section and a special “European Cultural Heritage Year 2018” prize to acknowledge the the work or the artist best representing the values, richness and uniqueness of European cultural diversity.

**A Professional Conference, on April 6th and 7th,** a meeting point for artists, professionals and companies involved. The conference will include presentations of upcoming 2018-2019 season’s programs from international event cinema distributors, professional development sessions, new technology exhibitions and international networking opportunities for new deals and productions. The Conference will also host the MAS Awards presentation.

The MAS conference is enthusiastically supported by national cinema associations in various countries, who recognize the importance “Arts on Screen” events represent for their members. Among the first ones to date are Germany’s AG Kino, ANEC in Italy, FECE in Spain, Hungary’s Mozisok Országos Szövetsége and Art Mozi Egyesület, with more coming in every day.

## MAJORCA: THE PERFECT VENUE

The island of Majorca and the city of Palma - both spaces with an outstanding international prestige and cultural activity - are perfect venues for a program that is to become a reference point in the growing industry of cultural content in cinemas.

During one week, visitors will be able to enjoy the best opera, theatre, dance and museum film productions shown in cinemas in the year 2017, while professionals and producers find the perfect framework to conceive and develop new agreements, productions and projects.

### **More information**

Visit [www.mallorcaartsonscreen.com](http://www.mallorcaartsonscreen.com) for more info, calendar, program and register forms.

Youtube MAS trailer: <https://www.youtube.com/watch?v=6F4r6DLgJy8>

Sponsors interested in supporting Mallorca Arts on Screen please contact [info@mallorcaartsonscreen.com](mailto:info@mallorcaartsonscreen.com)

