

International Film Festival Rotterdam and Rotterdam, I Love You enter into partnership

Rotterdam, 6 October 2016 — International Film Festival Rotterdam (IFFR) has entered into a partnership with the international film project and urban movement Rotterdam, I Love You. The parties will join forces in the creative development of the project, which aims to stimulate the film sector in Rotterdam and strengthen Rotterdam's position internationally as a city of film.

Rotterdam, I Love You is the next instalment in the ‘Cities of Love’ series of films, in which a selection of filmmakers bring an ode to various world cities. Previous successful films in the series include Paris, je t'aime (2006) and New York, I Love You (2009). Rotterdam is the next city to be placed in the international spotlight. The project consists of an international feature film in which global stars and directors tell eleven different stories, as well as an urban movement that will organise cultural activities for all inhabitants of Rotterdam. The aim of the project is to promote diversity and sustainability, to encourage the pride ‘Rotterdammers’ feel for their city and to show the real Rotterdam to the world.

International Film Festival Rotterdam is one of the biggest cultural events in the Netherlands and one of the biggest audience-oriented film festivals in the world. During IFFR, its highly diverse film programme, the presence of a large festival audience (305,000 visits in 2016) and more than 2,000 Dutch and international film professionals (directors, film producers, journalists) transform Rotterdam into an exciting city of film.

IFFR and Rotterdam, I Love You will act jointly in the creative development of the project through masterclasses and workshops during IFFR’s co-production market CineMart. In addition, IFFR will play a key role during the Story Conference in early 2017, at which the eleven filmmakers involved will present their film stories.

Festival director Bero Beyer on this collaboration: “IFFR is a festival with an international orientation and its feet planted firmly in Rotterdam. As are the aspirations and ambitions of Rotterdam, I Love You. It will be an exciting, inspirational process leading up to a feature film we are delighted to be working on. Along with the team, the filmmakers and finally the audience, worldwide and here in Rotterdam”.

The initiators and producers of Rotterdam, I Love You, Matt Jaems and Joeri Pruys, agree. Jaems: “This is a natural match. Both parties are working to stimulate the film sector in Rotterdam and feel great love for this city.” Pruys:

"Rotterdam partners such as IFFR are indispensable in telling the story of the city."

Rotterdam, I Love You will show the real Rotterdam, in all its rough beauty, to the world. The film is being produced by Matt Jaems and Joeri Pruys with September Film Productions and producer Jeroen Beker. Rotterdam, I Love You will shoot in the summer of 2017 and screen in cinemas worldwide in 2018.

The 46th IFFR takes place from 25 January to 5 February 2017, at various locations throughout the city.

- End of press release –