

# THE AMERICAN PAVILION 2025 SCHEDULE



## WEDNESDAY, MAY 14

### 11:00 AM INDUSTRY IN FOCUS: PR PROS

As the media landscape shifts, so does the art of film publicity. Seasoned publicists pull back the curtain on how they craft narratives, build buzz, and navigate press strategy, offering candid insight into a side of filmmaking that's crucial as it is often misunderstood.

**Emma Griffiths**, President / EG PR

**RJ Millard**, President, Obscure Pictures

**Hilda Somarriba**, VP, 42West

Moderated by **Sylvia Desrochers**, EVP, MPRM Communications

### 1:00 PM INDUSTRY IN FOCUS: MARKETING MAGICIANS

As the film industry evolves, smart marketing remains a cornerstone of success. Industry leaders share essential strategies—from festival positioning and theatrical rollouts to digital campaigns and grassroots outreach—that help films break through and find their audience.

**Karina Gerechtman**, VP International Marketing & Publicity, Anton

**Kenny Gravillis**, Chief Creator Director, Gravillis Inc.

**Julie LaBassiere**, Chief Strategy Officer, DDA

**Mounia Wissinger**, SVP Global Marketing & Publicity, Protagonist Pictures

Moderated by **Stewart Clarke**, SVP of International Content, Deadline

### 6:00-8:00PM MEMBER COCKTAIL PARTY

Open to all American Pavilion Members. Presented by savannah college of art and design SCAD.

## THURSDAY, MAY 15

### CALIFORNIA DAY AT THE AMERICAN PAVILION

Presented by Visit California, California Film Commission, California Wine Commission, Love Beverly Hills, Marina del Rey Tourism Board, Santa Monica Travel and Tourism, and Visit West Hollywood.

### 11:45AM INDIEWIRE: FUTURE OF FILMMAKING The Future of International Distribution: MUBI in Focus

*Presented by United for Business*

Coming off a successful year that began with the launch of "The Substance" at the Cannes Film Festival, MUBI is riding high as the most promising international streaming entity with a global cinephile reach. The company recently hired veteran distribution executive Arianna Bocco, who ran acquisitions at IFC Films for nearly 20 years, as its SVP of Global Distribution. Bocco will share her insights on the increasing value of international territories in distribution strategy and how the landscape has changed.

**Arianna Bocco**, SVP of Global Distribution, MUBI

Moderated by **Anne Thompson**, Editor at Large, IndieWire

### 12:30PM FILMING IN CALIFORNIA: THE OPPORTUNITIES AND THE MISCONCEPTIONS

*Presented by Visit California*

This conversation will unpack persistent myths about filming in California, while spotlighting success stories and under utilized opportunities throughout the state. Panelists will offer insights into California's robust incentives, infrastructure, and creative ecosystem—underscoring why it remains a premier destination for film and television production.

**Colleen Bell**, Executive Director, California Film Commission

**Jeff Morris**, Chief Marketing Officer, West Hollywood Travel + Tourism Board

**Janet Zaldúa**, CEO, Marina del Rey Tourism Board

**Robert Bibeault**, Chief Marketing Officer, Beverly Hills Conference & Visitors Bureau

**Michal Zebede**, Writer, Producer and Director, "The Humbling" and "Part of Five"

Moderated by **Dana Harris-Bridson**, Editor-in-Chief, IndieWire

### 2:00PM FILMING ACROSS DECADES: INSIGHTS FROM SEASONED STORYTELLERS

*Presented by Visit California*

A conversation with experienced producers and filmmakers reflecting on their careers, lessons learned, and the evolving landscape of film production. Panelists will also share their perspectives on shooting in California and the value of sustaining a vibrant production community in the state.

**Jon Kilik**, Independent Feature Film Producer

**Jonathan King**, President, Closer Media

**Ray Maiello**, Co-Founder, Radiant Media Studios

Moderated by **Aaron Couch**, The Hollywood Reporter

### 6:00-8:00PM CALIFORNIA DAY RECEPTION

Open to all American Pavilion Members.

## FRIDAY, MAY 16

### 11:00AM INDIEWIRE: FUTURE OF FILMMAKING The Future of International Production

*Presented by United for Business*

As production faces increasing budgetary challenges in the U.S., more and more projects are migrating abroad. We will hear from veteran producers and financiers about how to navigate the opportunities and challenges of international co-productions.

**Emily Korteweg**, Producer, Splitsville

**Andrew Hevia**, Head of North American Production, Fabula

**Jason Michael Berman**, President, Mandalay Pictures

**Caroline von Kuhn**, Executive Director, Oxbelly

Moderated by **Dana Harris-Bridson**, Editor-in-Chief, IndieWire

### 12:30PM INDUSTRY IN FOCUS: INDEPENDENT FILM FINANCE

From tried-and-true methods to emerging models, industry leaders share what's working now, the challenges they're navigating, and new approaches shaping the future of film financing.

**Jonathan Bross**, Managing Partner, Ashland Hill Media Finance

**Lia Buman**, Principal & Co-Founder, Tango

**Grégoire Gensollen**, COO, Tucker Tooley Entertainment

**Marc Iserlis**, Head of Film, Republic

**James Pugh**, Chief Operations of Officer, Protagonist Pictures

Moderated by **Harris Tulchin**, Producer, Attorney, and Author, Harris Tulchin & Associates

### 2:00PM INDUSTRY IN FOCUS: U.S. DISTRIBUTION

Explore the evolving distribution landscape for independent films in the U.S.—from traditional theatrical releases to digital platforms, hybrid models, and new kinds of partnerships. Industry experts share what's working, how they've adapted, and how they're preparing for an unpredictable future.

**Howard Cohen**, Co-President, Roadside Attractions

**Dr. Alicia Kozma**, Director, Indiana University Cinema, Board of Directors, Art House Convergence

**Lisa Schwartz**, Chief Distribution and Revenue Officer, Kino Lorber

**Scott Shooman**, Head of IFC Entertainment Group

Moderated by **Matt Donnoelly**, Variety

### 4:00PM WARTIME UKRAINIAN CINEMA: PROSPECTS AND CHALLENGES *Presented in Partnership with The Ukrainian Pavilion*

This event will feature presentations, video materials, and discussions with Ukrainian and international film experts. Topics will include wartime co-productions, distribution analytics, institutional support, and the challenges of filming under fire. Speakers will share real-life experiences, present new projects, and explore opportunities for collaboration to support and promote Ukrainian cinema during the ongoing war.

**Enrico Vanucci**, Deputy Head, Euroimage Fund

**Andriy Nohin**, Head of NGO "UKRKINOFEST" and CEO, UnitedContentHUB

**Michel Plazanet**, Deputy Director of European and International Affairs, CNC

**Pylpy Iliienko**, Chairman, Ukrainian Film Academy

**Akhtem Seitablaiev**, Director, Producer, Actor, and Serviceman, AFU

Moderated by **Andriy Khalkhachi**, President, Kyiv International Film Festival "Molodist"

### 4:00PM SNEAK PEEK OF: HANGING BY A WIRE *Hosted by Everwonder Studio & Mindhouse, American Pavilion Terrace*

Exclusive preview of "Hanging By A Wire," from acclaimed director Mohammed Ali Naqvi. This cinematic thrill ride tells the story of a daring rescue that captivated the world. Mo will share the behind-the-scenes process of transforming a real-life survival story into an edge-of-your-seat experience.

RSVP to amanda.spain@everwonder.studio

## SATURDAY, MAY 17

### 11:00 AM INDUSTRY IN FOCUS: BUILD YOUR AUDIENCE, OWN YOUR FUTURE

As the independent film landscape evolves, more filmmakers are finding that taking charge of their audience engagement, and often their own distribution, is key to long-term success. This conversation explores real-world strategies for connecting with viewers and building a sustainable career in today's industry.

**Ted Hope**, producer, Double Hope Films

**Lela Meadow-Conner**, CEO, Mamafilm / Co-Founder, The Popcorn List / President, Art House Convergence

**Richard Rudola**, Filmmaker, "Cow Heavy And Floral" and Co-Founder, Meals About Motherhood

Moderated by **Sylvia Desrochers**, EVP, MPRM Communications

### 12:30PM INDUSTRY IN FOCUS: DOCUMENTARIES

This annual conversation brings together acclaimed filmmakers and industry leaders to examine the current state of documentary storytelling—how these vital films are being developed, financed, and distributed, and how audiences are engaging with them in an increasingly uncertain landscape.

**Vanessa Hope**, Director and Producer, Double Hope Films

**Catherine Quantschnigg**, Producer and Sales, Noah Media Group

**Joe Tufano**, VP of Distribution, Submarine Entertainment

Moderated by **Matt Carey**, Documentary Editor, Deadline, Doc Talk Podcast

### 1:30PM INDUSTRY IN FOCUS: DEVELOPMENT TO PRODUCTION

From first pitch to festival premiere, the path from development to production is anything but linear. In this candid conversation, seasoned producers and executives share how they build a slate, choose the right projects, and navigate the creative and strategic challenges of getting films made—and made well.

**Steven Adams**, Manager and Producer, Alta Global Media

**Kara Durrett**, President and Head of Film, Pinky Promise

**Ryan Heller**, EVP Film and Documentary, Topic Solutions

**Lizzie Shapiro**, Producer, The Space Program

Moderated by **Mia Galuppo**, The Hollywood Reporter

### 2:30PM INDIEWIRE: FUTURE OF FILMMAKING KEYNOTE CHAT: RICHARD LINKLATER

*Presented by United for Business*

Moderated by **Eric Kohn**, Artistic Director, Southampton Playhouse

### 3:30PM HOUSE PARTY: GOLD HOUSE FIRESIDE CHAT: LUCKY LU'S LLOYD LEE CHOI & NINA YANG BONGIOVI

A fireside chat about independent film, first-time feature directing, and producing projects with unique perspectives with Cannes 2025 Directors Fortnight film **Lucky Lu's Lloyd Lee Choi** and producer **Nina Yang Bongiovi**.

Introduction by **Christine Yi**, VP, Gold House

## SUNDAY, MAY 18

### 11:00AM INDIEWIRE: FUTURE OF FILMMAKING HOW TO SURVIVE AND THRIVE IN THE AGE OF AI

*Presented by United for Business*

The acceleration of artificial intelligence in recent years has led to rampant fears across the entertainment industry, some more founded than others. However, AI isn't going away—and its progress relates to broader changes to the future of storytelling as a whole. On this panel, we'll hear from creatives and executives about how to make the most of a new era defined by dramatic technological change.

**Edward Saatchi**, CEO, Fable Studios

**Seth Piezas**, Executive Director, Colabi Foundation

**Kiira Benzing**, Founder, Double Eye Studios

**Paul Trillo**, Partner, Asteria Film Co.

**Liz Rosenthal**, Venice Immersive

Moderated by **Eric Kohn**, Artistic Director, Southampton Playhouse

### 12:30PM HOUSE PARTY: ARAB FILM & MEDIA INSTITUTE AFMI PRESENTS WOMEN LEADING CHANGE THROUGH STORYTELLING

Celebrate the contributions of trailblazing women filmmakers who boldly champion global voices through their dynamic work. Our panelists will share the barriers they have overcome, how they challenged industry norms, and what it takes to open doors for future generations of storytellers.

**Cherien Dabis**, Director, Actress, and Screenwriter

**Nia DaCosta**, Director and Screenwriter

**Iman Zawahry**, Director and Film Programs Director at ISF

Moderated by **Hanna Flint**, Film critic, Writer, and Author

### 2:00PM HOUSE PARTY: THE IMPACT LOUNGE REACHING THE RIGHT EYES: FINDING AND GROWING AUDIENCES FOR IMPACT FILMS

How do you connect a meaningful film to the right audience? This panel explores innovative strategies—social media campaigns, membership guilds, direct-to-theater tech, and global platforms—that are reshaping impact film distribution. Learn from industry leaders how to build buzz and reach the people who want to see your film most.

**Jared Geesey**, Chief Distribution Officer, Angel Studios

**Justine Barda**, Founder and Directory, Telescope Films

**Selina Ringel**, Filmmaker and Actor, Two Hands Productions

**Owen Williams**, Producer and Founder, Harpoon Media

Moderated by **Heather Mason**, Founder, The Impact Lounge

### 3:00PM IN CONVERSATION: MICHAEL ANGELO COVINO

Acclaimed filmmaker Michael Angelo Covino joins us for an intimate conversation about his journey from indie shorts to Cannes success with 2019's "The Climb" and this year's "Splitville." From directing and acting to producing, we'll discuss his collaborative creative process and the bold, emotionally honest storytelling that defines his work.

Moderated by **Eric Kohn**, Artistic Director, Southampton Playhouse

### 4:00PM HOUSE PARTY: EASTERSEALS REIMAGINING HOLLYWOOD: A NEW LENSE ON DISABILITY

A deep dive into the state of disability inclusion in entertainment—progress, wins, and the path ahead—focused on advancing authentic representation on and off screen. A collaborative effort between industry and community driving inclusive change.

**Nic Novicki**, Actor, Writer, Producer, and Founder of the Easterseals Disability Film Challenge

**Nancy Weintraub**, Chief Advancement Officer, Easterseals Southern California

Moderated by **Keith Simanton**, Managing Editor, IMDbPro

### 5:00PM IN CONVERSATION: LAKEITH STANFIELD

Academy Award nominee Lakeith Stanfield joins us for an intimate conversation on the heels of the Cannes world premiere of "Die, My Love." Known for his riveting performances in "Judas and the Black Messiah," "Get Out," "Sorry to Bother You," and "Atlanta," Stanfield has carved out a singular space in film and television as one of the most dynamic and versatile talents of his generation.

Moderated by **David Canfield**, Vanity Fair

## MONDAY, MAY 19

### 11:00 AM HOUSE PARTY: GLOBAL STORYTELLING

Stories grounded in cultural and geographic specificity often have the widest reach. This conversation explores how filmmakers create work that resonates globally by embracing their roots, along with the creative potential and challenges of telling culturally nuanced stories across borders.

**Sopé Dirisú**, Actor "My Father's Shadow", Cannes Film Festival Official Selection

**Richard Lorber**, Chairman, Kino Lorber

**Fawzia Mirza**, Writer and Director "The Queen of My Dreams"

**Frida Torresblanco**, Producer, Hangtime Pictures

Moderated by **Nancy Tartaglione**, Deadline

### 12:30 PM HOUSE PARTY: WHY THESE STORIES MATTER - REPRESENTATION IN HOLLYWOOD

Authentic, inclusive storytelling remains essential. This conversation looks at why representation in Hollywood still matters, the progress made, the challenges ahead, and how industry leaders can help shape a more equitable narrative landscape.

**Andria Wilson Mirza**, Senior Consultant, Entertainment / GLAAD

**Heather Rae**, Producer, Mountain Daughter Media

**Daphne Schmon**, Founder and Executive Director, Breaking Through the Lens

Moderated by **Angelique Jackson**, Senior Entertainment Writer, Variety

### 2:00PM IN CONVERSATION: VICKY KRIEPS

Acclaimed actress Vicky Krieps (Phantom Thread, Corsage) joins us to discuss her latest role in "Love Me Tender," premiering at Cannes 2025. Known for her nuanced performances and fearless role choices, Krieps will share insights into her artistic journey, the challenges of portraying complex characters, and her approach to storytelling across diverse cinematic landscapes.

Moderated by **Keith Simanton**, Managing Editor, IMDbPro

### 3:30PM IN CONVERSATION: CHARLIE POLINGER & LUCY MCKENDRICK

Director and writer Charlie Polinger and producer Lucy McKendrick join us to discuss their impressive new Cannes-premiering feature "The Plague." Together, they'll unpack the creative process behind the film, the urgent themes that drove its making, and how their collaboration signals the arrival of two distinct new voices in independent cinema.

Moderated by **Ryan Lattanzio**, Executive Editor, IndieWire

### 4:45PM HOUSE PARTY: CRESCENT COLLECTIVE NEW WAVE PAKISTAN: TELLING GLOBAL STORIES, ROOTED AT HOME

*Sponsored by ENGLISH BISCUIT MANUFACTURERS (PVT) LTD*

A powerful conversation with ground breaking filmmakers who are challenging expectations, navigating censorship, and telling deeply human stories that transcend borders. From intimate indies to high-stakes thrillers, discover how Pakistan's new wave is claiming space on the world stage—and what it takes to get there.

**Mohammed Ali Naqvi**, Producer and Director The

Accused; Founder, Crescent Collective

**Aleem Bukhari**, Director Karmash – Official Selection 57th Directors' Fortnight

**Irfan Noor King**, Actor and Producer Karmash

**Saim Sadiq**, Writer and Director Joyland – 2022 Un Certain Regard Jury Prize

**Fawzia Mirza**, Writer and Director The Queen of My Dreams

**Hammad Khan**, Writer and Director Longbarn

### 6:00-8:00PM HOUSE PARTY RECEPTION

Open to all American Pavilion Members.

## TUESDAY, MAY 20

### 12:00PM INDIEWIRE'S "SCREEN TALK" PODCAST

IndieWire's weekly Screen Talk podcast has delved into the biggest questions facing the film industry for years. For this special live episode, join Screen Talk hosts Anne Thompson and Ryan Lattanzio, along with special guest NEON's CEO Tom Quinn, for a spirited discussion about festival buzz, awards season, and the future of cinema itself.

**Anne Thompson**, Editor at Large, IndieWire

**Ryan Lattanzio**, Executive Editor, IndieWire

**Tom Quinn**, CEO, NEON

### 1:00PM IN CONVERSATION: SPIKE LEE

Join legendary filmmaker Spike Lee for a candid conversation about his storied career and "Highest 2 Lowest," his bold new film from A24 and Apple Original Films premiering at Cannes 2025.

Moderated by **Darrien Michele Gipson**, Executive Director, SAGindie

### 3:30-6:00PM EMERGING FILMMAKER SHOWCASE LGBTQ+ SCREENINGS

*Presented by Gold House*

### 9:00PM-1:00 AM QUEER NIGHT

An LGBTQ+ dance party open to all Festival and Marché badge holders.

## WEDNESDAY, MAY 21

### 11:00AM INDUSTRY IN FOCUS: SHORT FILMS

Short films play a vital role in the film ecosystem—as creative calling cards, festival breakouts, and platforms for bold ideas. This conversation looks at how shorts can launch careers, build momentum, and offer unique opportunities for experimentation and storytelling.

**Joecar Hanna**, Filmmaker, Talk Me / La Cinef, Cannes FF

**Sandra Lipski**, Founder and Festival Director, Evolution Mallorca International Film Festival

**Joanne Moore**, J.D. / Dean of the School of Film & Television / Loyola Marymount University

**Kaitlyn Mikayla**, Filmmaker, Ragamuffin / Sundance Film Festival

Moderated by **Scott Macaulay**, Co-Founder and Editor-In-Chief, Filmmaker Magazine

### 12:00PM IN CONVERSATION: EUGENE JARECKI

Award-winning documentarian Eugene Jarecki (Why We Fight, The House I Live In) returns to Cannes with the world premiere of "The Six Billion Dollar Man," a gripping exploration of the Julian Assange saga. Jarecki discusses the film's provocative themes and his ongoing pursuit of truth through cinema.

Moderated by **Scott Roxborough**, The Hollywood Reporter

### 1:00PM INDIEWIRE CRITIC'S PANEL

Join IndieWire's Chief Film Critic David Ehrlich and a panel of leading international film critics for a no-holds-barred conversation about the best and worst of Cannes 2025, the state of the film industry at large, and the realities of writing about it for a living. The conversation will be followed by an audience Q&A session.

**David Ehrlich**, Reviews Editor and Chief Film Critic, IndieWire

**Guilherme Jacobs**, Omelete

**Robert Daniels**, RogerEbert.com

**Sophie Monks Kaufman**, Freelance

### 3:00-5:30PM EMERGING FILMMAKER SHOWCASE EMERGING FILMMAKER STUDENT SCREENINGS

*Presented by Gold House*

### 5:30-7:30PM EMERGING FILMMAKER SHOWCASE

*Presented by Gold House*

## THURSDAY, MAY 22

### 12:30PM IN CONVERSATION: KEVIN SMITH

Writer, director, and indie icon Kevin Smith returns to the Croisette to celebrate "Dogma: Resurrected – A 25th Anniversary Celebration," screening in this year's Cannes Classics. Smith reflects on the film's legacy, its provocative themes, and his journey from the 1999 Festival de Cannes to becoming a singular voice in modern cinema.

Moderated by **Nancy Tartaglione**, Deadline

### 2:00PM IN CONVERSATION: EVA VICTOR

Writer, director, and star Eva Victor joins us for an intimate conversation about Sorry, Baby, her sharp and tender feature debut, which won the Screenwriting Award at Sundance and now makes its international premiere as the Closing Night selection of Cannes' Quinzaine des Cinéastes. Victor reflects on crafting a deeply personal story, juggling multiple creative roles, and finding humor and humanity in modern relationships.

Moderated by **Angelique Jacksone**, Variety

*\*Programming subject to change without notice.*

*\* Seating for panels and conversations is on a first come first serve basis and is not guaranteed. Day passes will only be granted admission if there is room.*



THE ASYLUM

