



PRESS RELEASE
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MENTORING EMERGING TALENT: QUÉBEC CINÉMA SETS UP A NEW TALENT LAB THANKS TO SUPPORT FROM NETFLIX

Montréal, Tuesday, December 13, 2018 – Québec Cinéma is proud to announce a three-year partnership with Netflix to set up a Talent Lab, a brand-new program created expressly to mentor and coach emerging artists and professionals by outstanding world-renowned experts. This unique learning opportunity is designed to both challenge and help the next generation of Québec filmmakers in their career path.

Intended to take place during the Rendez-vous Québec Cinéma, the very first of three editions of the Talent Lab will take place in February 2020. A call for entries will be held to select a group of handpicked young professionals, who will have the chance to develop and refine their skills through mentoring sessions, conferences, discussions and master classes given by Quebec and internationally renowned film industry professionals. Considering its values of equality and diversity, Québec Cinéma will encourage the participation of women and members of Native as well as francophone communities from across Canada.

“Training and mentoring emerging talent has been a part of our mission since our beginnings. This partnership with Netflix allows us to do more in that regard by providing our future filmmakers with real-life experiences and the opportunity to learn from the best minds in the industry,” says Ségolène Roederer, Executive Director at Québec Cinéma.

By creating this unique Talent Lab in partnership with Netflix, Québec Cinéma will allow participants to access concrete tools that will enable them to learn about every aspect of the industry—from creative to marketing strategy and everything in between.

This partnership is part of Netflix's \$25 million commitment to invest in local cultural organizations and events to support new and diverse Canadian talent, including women, francophone and indigenous creators.

“Netflix is delighted to partner with Québec Cinéma to develop a mentorship program created specifically to support emerging artists from here,” said Funa Maduka, Director of International Original Films, Production and Acquisition, at Netflix. “We are always on the lookout for the best stories, which is why we are happy to invest in programs such as the Talent Lab, to support emerging filmmakers who will go on to create stories for Canada and the rest of the world.”

For all the latest news on Québec Cinéma's activities: [#QcCinéma](#)
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ABOUT QUÉBEC CINÉMA

Québec Cinéma's mission is to showcase Québec's films and their makers through promotional and educational activities. Access and audience awareness are core concerns for the organization, which organizes an engaging school-based program, the Lab Québec Cinéma. The organization also produces the three main showcases for Québec's films: the Rendez-vous, the Tournée and the Gala Québec Cinéma, reaching more than two million people around the world every year.

ABOUT THE RENDEZ-VOUS QUÉBEC CINÉMA

The Rendez-vous Québec Cinéma is the only festival dedicated exclusively to Québec's films. For 37 years, it has presented the widest possible range of cinematic genres and approaches, with works by new and established filmmakers. Featuring an annual program of more than 300 films, including some 100 premieres, along with an extensive line-up of free activities, for 11 days the festival is the ultimate celebration of Québec's films, with plenty of opportunities for audiences and filmmakers to meet.

ABOUT NETFLIX

Netflix is the world's leading internet entertainment service with 130 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

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SOURCE

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