

September
06-10

L'HIFF 

LOVE & HOPE INTERNATIONAL
FILM FESTIVAL

Barcelona (L'HIFF)



PRESS KIT





Index

01 Festival
History

05 The festival
in numbers

02 Principles
and Goals

06 Public

03 Team

07 Press

04 Service
Offered

08 Contact

01 Festival History

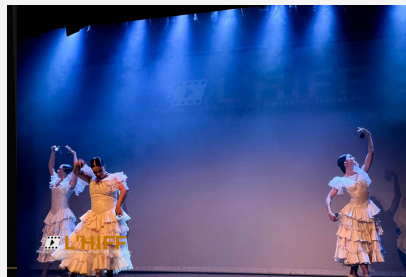
Darwin Reina, director of the festival with a lot of experience in the seventh art scene, begins to travel and participate in different film festivals around the world.

The experience in them makes him discover the need to create an international film festival that meets very specific and necessary needs to fight for equal opportunities.

The project decides to be called "Love and Hope International Film Festival" which gives rise to the feelings of creating films and having faith that one day someone will recognize your way of making art.

01

Love & Hope International Film Festival Barcelona (L'HIFF)



Principles and Goals

INDIE MOVIES

Promote author's audiovisual works that explore new ways of making movies.

SPANISH FILMMAKERS

Encourage the network of contacts so that Spanish filmmakers with a low budget can meet international filmmakers without the need to travel.

FREE REGISTRATION FOR CATALAN CINEMA

Open the doors to Catalan cinema on the international scene, to make the world aware of the potential of Catalan culture.

ANY BUDGET

Support for the professional growth of low-budget filmmakers. Give visibility and facilitate networking.

CONSOLIDATION

The festival aims to have 5 years since the first edition to assert itself as one of the best international festivals in Spain.

NETWORKING

Connect high- and low-sup budget filmmakers to share possible projects in the future.

03 TEAM



MARISA MARTÍ

Assistant
Director



DARWIN REINA

Festival Director



RODRIGO TORRES

Organizer



JÚLIA FALCÓ

Organizer,
Accreditations & Film
Dept.



NAOMI RALUY

Organizer, Film Dept.
Communications &
Press

03 TEAM



MARLENE SCHMIDT

Accreditations &
Film Dept.



ALEJANDRA SÁNCHEZ

Accreditations &
Film Dept.



ANNA MERCADÉ

Digital
Communications
& Press



STEVE WILLBUR

Transportation
Manager



ANASTASIIA KRYSINA

Digital Designer



MAGDA PRATS

Official
Photographer



NATASSIA URUBLEUSKAYA

Marketing & Promotion



DÉBORA ARTIEDA

Organizer and
Press

04

Service Offered

The festival includes 44 prize categories in which the talent of the most outstanding works is recognized. Being an international film festival, not all participants can travel to Barcelona for the indicated dates and that is why the Online mode of projection is offered for those films in which their representative cannot attend in person.

During the dates on which the festival takes place, different activities of interest are organized such as: training by film professionals, interviews with filmmakers and their works, networking for the development of new relationships between filmmakers with different budgets that may give rise to new creations, etc.

The Barcelona spectator who visits the Maldà Cinema from September 6 to 10 will be able to view audiovisual works of all formats and genres, in addition to meeting their creators.



04

Festival Editions

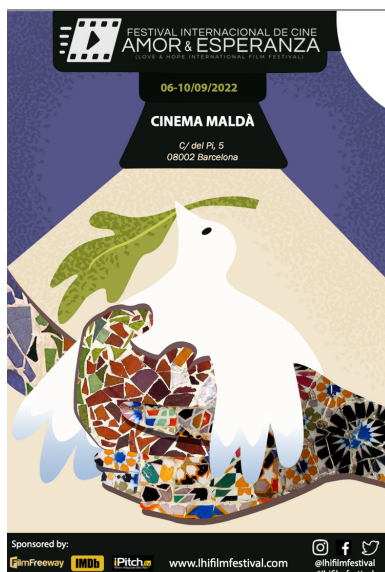


EDITION 1
BARCELONA - SPAIN

EDITION 1
SWEDEN - STOCKHOLM



EDITION 2
BARCELONA - SPAIN



04 Service Offered

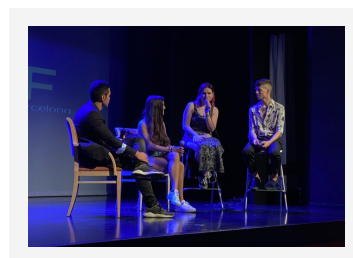
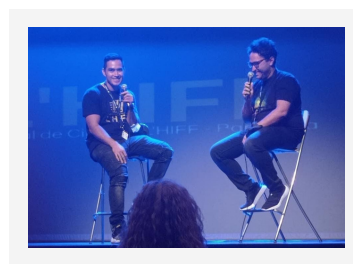
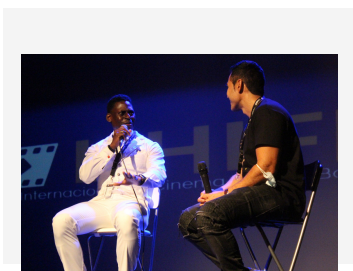
Master class and Q&A

Flora Cheng - Musical composer

Terence Bernie Hines - Hollywood actor

Esteve Rovira - Catalan film director

Jeza Belle - Drag Queen, director and writer



The Festival in numbers

+120

 International
filmmakers

44

Awarded categories

+5.000

Audience

+160

 Interviews + Masterclass
(during and after the
festival)

+100

 International hotel
reservations

200

 Participants at the
award's gala dinner

120

60h / 5 days

 Screenings in movie
theaters

2.500€

 Average spends per
international
filmmaker

The International Love and Hope Film Festival has gradually become a precursor of audiovisual culture in the city of Barcelona. In addition to a producer of synergies and economic generator of the city.

In its third edition, it is a reality in the panorama of film festivals in the city, in addition to having its other version in Sweden (The North Film Festival - Stockholm, Sweden). The festival continues to grow and expand its programming, with the aim of making attendance at the meeting an enriching and highly participatory cultural experience.

To do this, during the days of the festival different activities are carried out such as: screenings, networking, visits to emblematic places in the city, master classes, cocktails parties, awards gala, etc.



1.503 Followers



20.8k Followers



10.085 Followers

Economic Impact

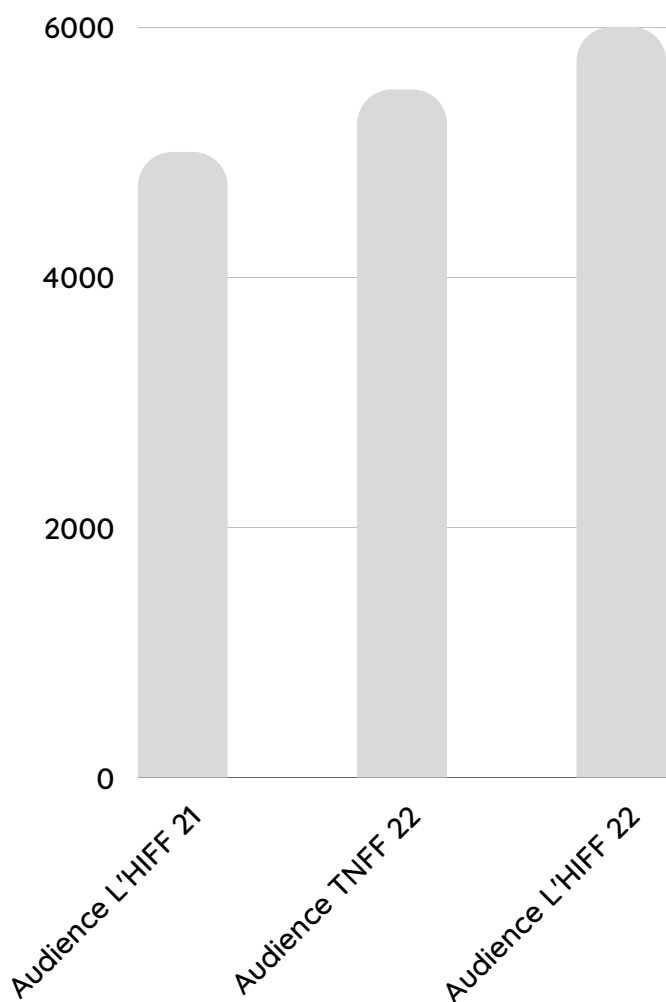
At the started of the festival attendees (approximately 5,000), around 90 percent in the 2021 edition were international, of which 87 percent took the opportunity to visit the city of Barcelona.

Sectors such as the hospitality industry (hotels, bars, restaurants), shops, companies in the service sector and tourist attractions benefit from the dates of the Love & Hope International Film Festival - Barcelona (L'HIFF). The importance of film festivals is a reality in the local industry. Spanish festivals bring economic repercussions to the cities that are celebrated.

Love & Hope International Film Festival - Barcelona (L'HIFF) is committed to this way of generating resources for our region and city, in addition to contributing significantly to its tourist promotion as well as the local companies that participate in it.

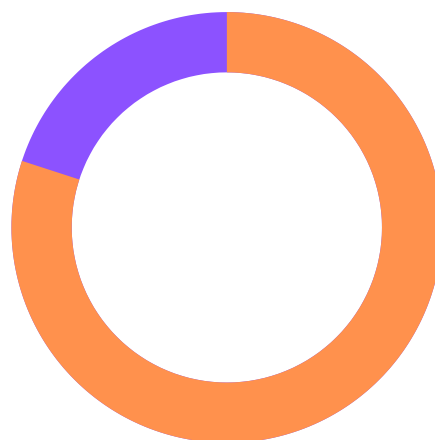
Exercise	Data / results
Hotel sector	<ul style="list-style-type: none">• More than 100 reservations in 2021.• Between 250 and 500 are expected in 2022
Restoration sector	<ul style="list-style-type: none">• Approximately 120 projections.• The Maldà Cinema will screen for 4 and a half days from 10 a.m. to 10 p.m.
Cultural sector	<ul style="list-style-type: none">• More than 200 dinners at the Gala Night

06 Audience



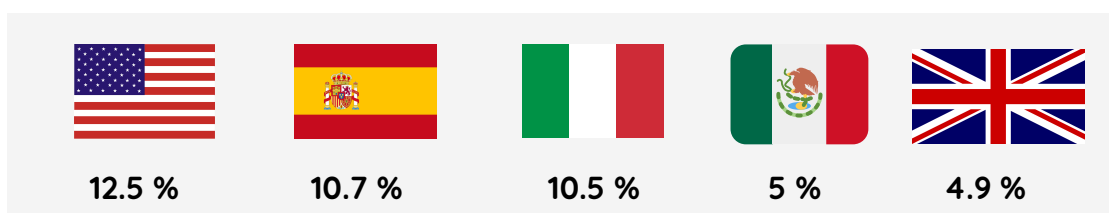
In the first edition of the festival in Barcelona, about 5,000 people participated and remained attentive to the Swedish festival, which for security reasons was held online. The loyalty of the first audience meant that the audience increased at the first edition of the festival in Stockholm. For the second edition of the festival in Barcelona and in relation to the numerous works presented, it is estimated that there will be an audience of approximately 6,500 people both in virtual and face-to-face mode.

In addition, there is the participation of international celebrities who will give great visibility to this second edition.



People between 18-34 years **80%**
People between 35-65+ **38%**

Main provenances:



Mladí slovenskí filmári zvíťazili na festivale v Barcelone

Odniesli si cenu za najlepší krátky LGBT film



Higono A.

L'HIFF 2021

Barcelona International Film Festival

Sep 13, 2021 to Sep 18, 2021

Various locations - please see event's web page Barcelona



Festival de cine L'HIFF en Barcelona

Del 13 al 18 de septiembre se celebra el L'HIFF, Barcelona International Film Festival, el Festival Internacional de Cine Independiente. Se ofrece la proyección de 135 películas - entre ellas 'Las huellas del Samurai' -, y han confirmado su presencia más de 100 directores y cineastas, y entre ellos estarán directores de



prestigio internacionales y protagonistas de algunas de las películas que se presentan.

DEL 13 AL 18 DE SEPTIEMBRE

Nace 'L'HIFF', un nuevo festival de cine independiente en Barcelona

- El evento pretende marcar una nueva cita en el calendario cinéfilo internacional



Fotograma de la película *La citta de Alex*, con Altara Sánchez Gijón (LHFF International Film Festival)

LOLA CATALAN

BARCELONA



El cortometraje Barquitos de Papel, premiado en L'HIFF – Barcelona International Film Festival

Por IB Magazine - septiembre 28, 2021



TRENDING NOW [UFC 272: Things Got Heated between Masvidal and Covington at the Final Press Conference](#)

ENTERTAINMENT CULTURE SPIN

LHIFF- Barcelona International Film Festival, All Gleams And Smiles

Festival director and filmmaker, Darwin Reina envisioned bringing a fresh film festival to Europe that would land opportunities for independent artists to shine

By Divya Dhadf September 22, 2021



07

Reviews about LHIFF

47 Reviews ★★★★★

[Respond to Reviews](#)

Overall Rating



Quality



Value



Communication



Hospitality



Networking



Miguel Castanet

Thank you very much to L'HIFF-Barcelona International Film Festival to Nominated our documentary: La amable euforia de la Danza as Best International Documentary. I will like to congratulate Festival Director: Darwin Reina and his team for their hospitality and professionalism. Great communication. Highly recommend this wonderful festival.



Felicia Mead

I love this festival every single person was extremely friendly especially the host of it he is an awesome guy I would recommend this festival for anyone who's in film

October 2021

[Helpful](#)

Matteo Novelli

Ottima organizzazione! Il direttore Darwin è riuscito a valorizzare tutte le opere in gara.

September 2021

Sonia Machado
Hines

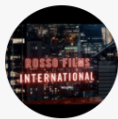
This was one of the most team spirited festivals that I've attended and the attention to the craft of filmmaking was 100% on point.

September 2021

[Helpful](#)

EMEDI Productions

The festival and the gala event were amazing. Lovely people and atmosphere, Darwin and his team made us feel really welcome. Our team enjoyed the trip to Barcelona and all the events surrounding the festival very much and we will definitely apply with our next films as well. Thanks for the experience LHIFF!

Laura Pellegrini &
Stefano Da Frè

Darwin's Festival was WOLRD CLASS. He took care of all the Filmmakers & made it feel at home in Barcelona. This festival has excellent programming & I would highly recommend it. All the best, Stefano Da Fre Filmmaker

September 2021

[Helpful](#)

08 Contact

Social Media



INSTAGRAM:
[@lhifilmfestival](https://www.instagram.com/lhifilmfestival)



WEBSITE:
www.lhifilmfestival.com



TWITTER:
[@lhifilmfestival](https://twitter.com/lhifilmfestival)



E-MAIL:
info@lhifilmfestival.com



FACEBOOK:
Love & Hope International Film Festival - Barcelona



YOUTUBE:
LH INTERNATIONAL FILM FESTIVAL



September
06-10

L'HIFF 

Love & Hope
International Film Festival
Barcelona (L'HIFF)

2022