



ZERO FILM FESTIVAL

2010 FESTIVAL REPORT

INTRODUCTION

For the past three years the Zero Film Festival, the first and only festival exclusive to self-financed filmmakers, has united the global independent film community with over 20 days of festivities, bringing 100+ of the world's best self-financed films and rapidly rising bands to discerning audiences in New York and Los Angeles.

3rd Annual Zero Film Festival expanded the festival experience to Miami Beach with four days of sold-out beachside screenings during the world's largest art fair, Art Basel Miami.



THE AUDIENCE IN NUMBERS

10,000 estimated total attendance

4,000 tickets for the screenings

5,000 attendees at live musical
performances and DJ sets

250 filmmakers cast and crew

35 journalists

The majority of our audience is individuals aged 20-35, mainly professionals in creative fields such as entertainment, design, fashion, communications and marketing.

Most attendees came from New York, Los Angeles and Miami, but we also enjoyed a significant amount of international visitors.



HISTORY

2007

Founding of the Zero Film Festival.
Los Angeles -
attendance 100, film entries invite only

2008

Los Angeles, West Coast Tour -
attendance 1,000, film entries 500

2009

Addition of New York.
Los Angeles, North American Tour -
attendance 6,000, film entries 700

2010

Addition of Miami. New York, Los Angeles,
North American Tour: Addition of Toronto -
attendance 10,000, film entries 1,000

2011

Projected: London + Europe,
New York, Los Angeles, Toronto,
Miami, North American Tour



PREVIOUS AND CURRENT PARTNERS

We value and cherish our partners who have helped us share our films from the beginning:

Whole Foods

Yelp

EuroChannel

Sheraton Hotels

The Standard Hotel

French Consulate

Mint- Cars on Demand

Pabst Blue Ribbon

Brooklyn Brewery

Barefoot Wine & Bubbly

Nutroaster's Studios

Urban Outfitters



PROGRAM

1,000 Films entered from five continents

115 films selected

20 days of events

5 live musical performances

8 bands participating

8 venues

3 cities

10 art installations



UNIQUE EVENTS

“Made for Zero” program - where we challenge established filmmakers to create a unique work with zero budget specifically for the Zero Film Festival. This year we screened work by Laurel Nakadate and Jonathan Caouette featuring a performance by Chloe Sevigny.

Building to Building Projections in Downtown Los Angeles.

Opening Night Parties - Feature length and short films, installations, unique build-outs and conceptual designs, Q and A sessions, live performances from the best rising independent label bands, and late night DJ - spinning dance parties



MUSIC

Live music performances - School of Seven Bells, Sherlock's Daughter (Australia), Asobi Seksu, Bear in Heaven, Fawnhawk, Voxhaul Broadcast, Nite Jewel and Oberhofer.

We have previously hosted musical events from such world-renowned independent bands as Fleet Foxes, Local Natives, Devendra Bahnhardt and Warpaint.



VENUES

Nutroaster Studios

7,200 Square Foot Studio Warehouse -
Converted

Invisible Dog Art Center

One of Brooklyn's Pre-Eminent
Art Centers - has featured work by
Michel Gondry

The Standard Hotel

One of Los Angeles' Exclusive
Entertainment Locations

The Raleigh Hotel

Legendary Hotel on South Beach Miami

The Silent Theater

Los Angeles' Most Respected Art
House Cinema

Urban Outfitters Space 15Twenty

Outdoor Screening Area in the Heart
of Hollywood





STAFF

5 Staff Members

10 Freelance consultants -
graphics, designers, architects

30 Volunteers -
photographers, filmmakers, technicians,
bartenders and general help

MEDIA PARTNERS

Our media partners helped via ticket-giveaways, interviews, event listings, mailing list usage, editorial, social network references, free product giveaways and advertising space.

2010 MEDIA PARTNERS:

EuroChannel

Yelp

KXLU Radio - Los Angeles

KEXP Radio - New York + Seattle

LA Record Magazine

Citizen LA

Flavorpill

New York + Los Angeles

ONLINE

50,000 Unique On-Line Visitors
from October - December 2010

30,000 Unique Visitors
for On-Line Festival Program

Facebook -
2,500 Friends, 2,050 Followers

Twitter -
1,750 Followers

Myspace -
5,000 Friends



PRINT MATERIALS

Programs

Daily Programs

ON-SCREEN COMMUNICATION

Partner Logo Reel and artistic
commercials before each
screening and live performance.

PRESS REVIEWS: THE L MAGAZINE

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FILM / MUSIC **The Zero Film Festival: Free Booze, Live Music, Actual DIY Films**
 Posted by [Mark Asch](#) on Tue, Nov 9, 2010 at 4:22 PM

Beginning this Friday, and continuing through next Friday, the Zero Film Festival, an annual touring showcase of self-financed films, holds screenings of shorts and features in Brooklyn, including opening and closing night parties at Bushwick's Nutroaster Studios, peppered with installations, free booze, DJ sets, and performances by the likes of Asobi Seksu, Band You Need to Hear Oberhafer and School of Seven Bells. The rest of the shorts and features programs, at Boerum Hill's Invisible Dog Art Center, will also feature "visually enhanced" band sets, and will be free on weeknights. As for the films themselves, we emailed with festival founder Richard Hooban, to talk about them (and to look at one of the festival trailers).



What makes this film festival different from all other film festivals?

The most distinguishing characteristic of Zero Film Festival is that it is the first and only festival exclusive to self-financed filmmakers. With cheap digital technology, the production side of filmmaking was essentially set free, but distribution and festivals still are able to hold a monopoly and bottleneck filmmakers without the proper connections and budgets. Zero just levels out the playing field.

Because of the unique nature of the festival, we have seen a great response from filmmakers, and are fortunate to be able to show films from five continents, all made with the same level of ingenuity and passion. A

Zero Film Festival holds annual events in New York, Los Angeles and Miami, acting as an effective "network" festival. We also have free booze for all attendees, and I think this fact alone makes Zero different.

What's the submission process like? There must be a balance, I imagine, between being democratic about offering opportunities and curating a selection that holds interest...

We don't use the term submit or submission. At Zero it is an honor to receive films we are able to consider for programming. Filmmakers are drawn to the festival, so we have a large pool to program from. A which makes my job a lot easier. The snag lies with feature films. A It takes a lot of patience to wait for the right film to come along, but they are there.

Are there any ZFF alums you can point to as success stories? Exposure for their films, or creative partnerships fostered?

Most of our feature filmmakers have gone on to small theatrical runs or some form of distribution. My favorite success story is the filmmaker Lovisa Inzerro, who went from 8mm films around Brooklyn to shooting a financed feature on location in Bangkok. There is something in the community, where even if successes appear to be small, value can be found in finding new creative partners. I've seen alumni come back with a

PHOTO GALLERIES

 **The Fashionable Restander: Coco and Broozy**

 **ACT 4 with Active Child**

 **Inside the Artist's Studio: Megan Pflug**

 **Hipsters Throughout History: The Definitive List**

AUTHOR ARCHIVES Ads by Google

Army of Shadows: Design for Dying
 A note on Jean-Pierre Melville's French Resistance noir-epic, revived for a week beginning tomorrow.
 by Mark Asch

City to Double Recreation Fees for Public Parks
 A quiet new proposal would hike many permit fees.
 by Mark Asch

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MOST COMMENTED ON

Oh Man, Get Ready to Cringe Your Way Through The Dismemberment Plan's Fallon Performance
 by Mike Coskin

Oscarbation: True Grit, Minus the Truth. And

LISTICLES

PRESS REVIEWS: SENTIMENTALIST



PRESS REVIEWS: NYLON



Zero Film Festival 2010: One Hell of a Kick-Off



If the turnout for the kick-off gala for the Zero Film Festival 2010, held last Saturday night at Bushwick's Nutroaster Studios, was any indication, the festival is Brooklyn's cultural smash hit this week. Founder/managing director Richard Hooban thanked the packed house on opening night for coming, adding, "congratulations for hearing about it, since this festival is as underground as it gets."

The week-long festival is unique among film festivals since it's the only one dedicated to independent, self-financed filmmakers, but the bulk of the short films chosen was, to put it bluntly, tops. Among the many standouts were D.C.-based director Eric Cheever's "Last Historias Mas Sexy Del Mundo #2", a technicolor string of sexy stories entirely dubbed in Spanish. It's a 60's to 70's-styled, yet fully mod, character-driven celebration of pseudo pom and rock and roll, with girls flashing vibrant Mary Quant lashes, sex-minded fellas with long sidebums and tight trousers, and even a segment featuring The Raveonettes. Spanish director Angel Tirado's dark and menacing "Deriva" was the night's finale, closing the gala's film portion off with an eerie twist.



Brooklyn locals Oberhofer smashed away any remaining particles of darkness with their non-stop, climaxes-to-the-max, mathy set that at times reminded us of UK's Foals. We congratulated singer/guitarist Brad Oberhofer after the show and complimented his teal shirt, which led to this off the wall chat: Me: "Teal is one of my favorite colors." Kim: "Human flesh is

back to zero

November 17th, 2010 [Tweet](#)



And trust us, that's a good thing. You've probably already heard about the Zero Film Festival's massive opening night party in last Friday's NYLON Daily.

But now, the organization is winding down their NYC run in a huge way. As part of their closing night event on Saturday, they're showing even more indie flicks (including the trippy *At Flowers in Times*, starring Chloe Sevigny), plus concerts and DJ sets by School of Seven Bells and Bear in Heaven.

Can't wait that long? They're also hosting FREE screenings and activities mid-week.

[Learn more here!](#)

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