

Symposium Cultural Festival Studies

03.-05.05.2017



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Tanja C. Krainhöfer, media economists, is a researcher in media economics and a consultant for strategic development in the cultural and creative industries. She studied communications at the Department of Communication Studies and Media Research at the University of Munich and graduated in media economics and film-producing at the University of Television and Film Munich. Today, her focus lies on explorative and descriptive research, specialising in film festivals. This includes diversity studies of individual as well as co-operative film festivals, quantitative market and competition analysis and in particular the analysis of factors of success as part of her doctorate thesis at the KU Eichstätt. Under the heading filmfestival-studien.de she initiated an alliance of independent researcher with the focus on national and international film festival circuit.

The Berlinale - an unrestricted window? Examining the Diversity of the Berlin International Film Festival (1980-2016).

It is beyond dispute that such major competitive film festivals as Cannes, Venice, or, significantly, Berlin, should be regarded as critical steering mechanisms in the film industry (cf. De Valck et al., 2016), as their curatorial strategies ultimately decide which films are exposed to public attention on the local and global screen. Moreover, it is especially the programming policy of such A-film festivals that plays a substantial role in defining film culture, by cultivating notions of quality, taste, and significance.

Yet film festivals like the Berlinale not only screen films, while exercising the numerous and often competitive functions (cf. Wong, 2011). At the same time, they are a major cultural instrument for local, regional and national policy, in order to effectively face the challenges of the present. The Berlinale seems aware of its responsibility as one of the world's leading film venues and the largest festival in terms of audience. But is this mission statement valid in view of the diverging interests?

De Valck, M., Kredell, B., & Loist, S. (Eds.) (2016). *Film Festivals: History, Theory, Method, Practice*. London: Routledge.

Wong, C. H.-Y. (2011): *Film Festivals: Culture, People and Power on the Global Screen*. New Brunswick: Rutgers University Press.