

# INTERVIEWS

HOME ABOUT US AFI SILVER AVALON COMING SOON CONTESTS DVDS FEATURES  
FLASHBACKS INTERVIEWS NEWS REVIEWS REVIEW A-Z SHOWTIMES TRAILERS VENUES



This month marks the debut of the Festival of New Spanish Cinema, a film series showcasing the best of new film from Spain. The festival is hosted by the AFI Silver Theatre and runs through December 1st. While many people and organizations have lent a hand in its creation, there is one person that deserves the lion's share of credit... festival organizer Marta Sanchez.

After establishing a successful career in independent film distribution with [20th Century Fox Home Entertainment](#) and [Women Make Movies](#), Marta founded [Pragda](#) in 2005. The company's mission is to bring Spanish film to American audiences. And what better place to do that than the nation's capital? Marta graduated from the prestigious [Complutense University of Madrid](#) and earned a Business of Entertainment Certificate from [New York University](#) in 1999.

How can you not love a woman who named Pragda after a German film studio (Prana Film) which produced 1922's [Nosferatu](#), a film that resulted in the studio declaring bankruptcy (to avoid a lawsuit from [Bram Stoker's](#) widow.) We caught up with Marta in Barcelona and asked her 5 Questions...

**DC Film:** Congratulations on presenting your Festival of New Spanish Cinema to Washington, DC and AFI's Silver Theatre. You've opened in many cities; How easy/difficult was it to add DC to your list?

**Sanchez:** *The festival was born 3 years ago and we went to five cities. We have been growing, and this year we felt ready to premiere the films in DC. We wanted to be strong and we wanted to make sure we were offering the best of us to DC audiences. Washington audiences have a tradition of enjoying and valuing films. They're very demanding (in a good way!) and we needed to make sure our first effort would be as great as possible. We felt very strongly about working with AFI Silver, and we found a perfect formula. We knew we were ready and here we are! Audiences are enjoying it a lot!*

# INTERVIEWS

HOME ABOUT US AFI SILVER AVALON COMING SOON CONTESTS DVDS FEATURES  
FLASHBACKS INTERVIEWS NEWS REVIEWS REVIEW A-Z SHOWTIMES TRAILERS VENUES

**DC Film:** Can you tell us a little bit about Pragda? Do you work on bringing films to other countries aside from Canada and the U.S.? What US city is next on your radar?

**Sanchez:** *Pragda is an independent cultural initiative created with the mission of promoting Spanish rare films in diverse environments with the help of technology and alternative channels. We are very active in North America. We were born here and it is our primary interest. Over the past 4 years, other venues over the world have approached us. So now Pragda's programs travel to the most prestigious venues all over, including Museum of Modern Art (New York), Harvard Film Archives (Boston), The Film Society of Lincoln Center (New York), BFI Southbank (London), Istanbul Modern, THE DEUTSCHE KINEMATHEK (Berlin) etc. Our curating mission is to deconstruct Spanish film legacy in order to free it from its conflicting image as well as creating risky film series to challenge audiences, always with the support of reputable venues around the world. Our next stop is Film Society of Lincoln Center in New York, with a program of short films of the most promising new Spanish filmmakers working today.*

**DC Film:** The Avalon Theatre in Washington, DC offers monthly films from France, Greece & the Czech Republic; They're well-attended. Is there any chance that Spain could be added to the mix?

**Sanchez:** *So far we are very happy with AFI Silver Theater for our Festival of New Spanish Cinema. But of course we think we will work with Avalon Theater very soon with other programming. We love Avalon!*

**DC Film:** How does the film selection process work for each city? Obviously, some movies are shown at each stop. Do you involve the host theater in the selections?

**Sanchez:** *We take our selection very seriously. We want to show the landscape of the different visions, Spanish filmmakers have now. Not only big budgeted films, but also independent, narrative, experimental, documentary, comedy, drama... all the films have something in common and it is the quality of the works. Movie theaters trust our judgements because we have a good programming reputation. In most occasions, theater programmers know the films already due to their reputation or the fact that they're multi-award winners.*

**DC Film:** Personal question time... It's a question I like to ask everyone: Desert island. One film (and a TV/DVD with an endless power supply) What movie would you have?

**Sanchez:** *Furtivos (Poachers) by Jose Luis Borau*