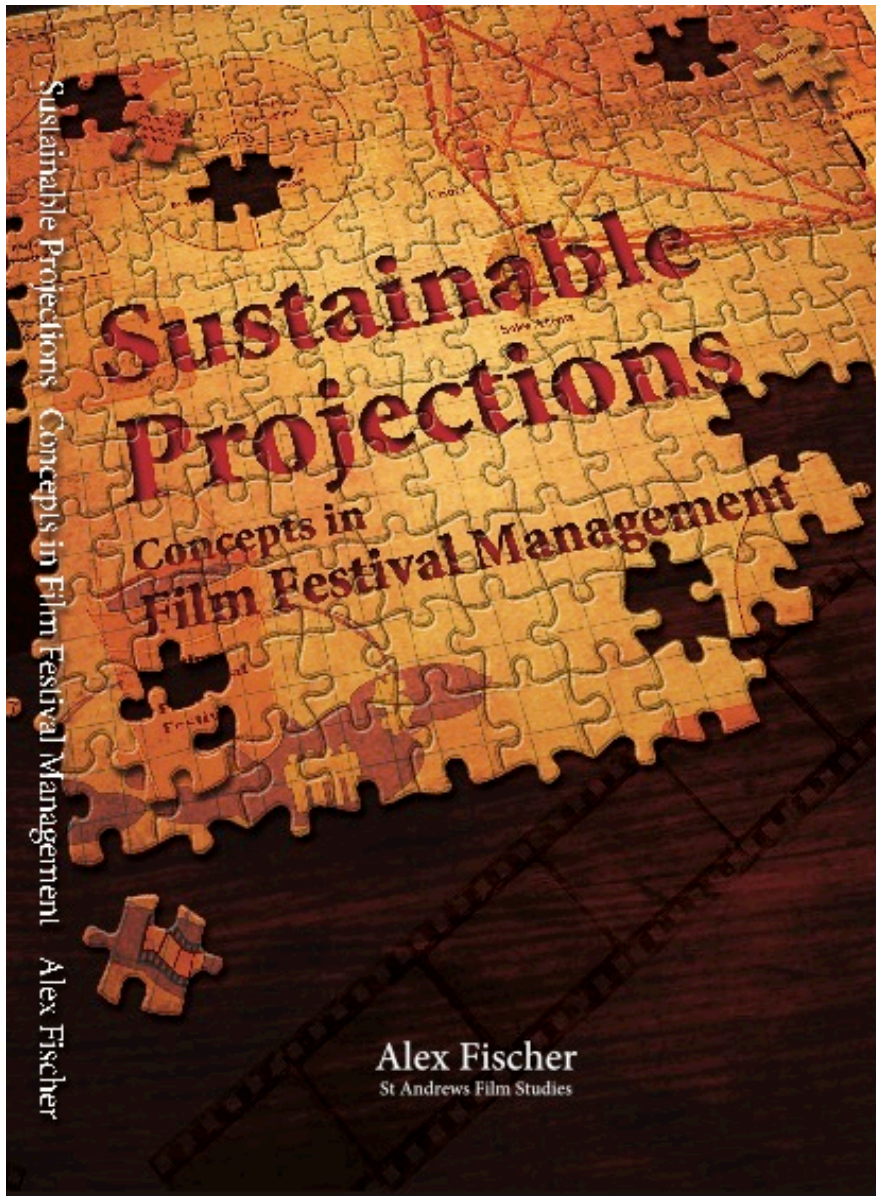


Alex Fischer

# Sustainable Projections: Concepts in Film Festival Management



*Sustainable Projections: Concepts in Film Festival Management* offers an original take on the precarious, intuitive business of film festivals. Alex Fischer explores issues of social connectivity and puts the Open Systems Theory into use, making a host of practical recommendations on the way.

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“Alex Fisher’s book offers a highly accessible insight into the chaotic world of film festival management. His theoretically informed approach will enlighten even those familiar with this muddy business. This is not another ‘how to’ guide for festival organization, for as it rightfully argues festivals come in many shapes and sizes, and take place under diverging circumstances. Instead, the book presents clear concepts and frameworks that will be of great use to anyone wanting to understand the ways film festivals are operated. It is a must-read for those seeking a professional career on the fest circuit.”

Marijke de Valck (University of Amsterdam)

“This is an impressive volume, systematic and exhaustive, applying systems theory to the unwieldy object of the film festival phenomenon. Fischer frees the reader from the delusion that festivals are any kind of ‘natural’ phenomenon, as his research traces the organizational structures, status aspirations, and monetary underpinnings of these obviously constructed events.”

B. Ruby Rich (University of California, Santa Cruz)

“Informed by his own successful endeavours in the precarious world of film festivals, Alex Fischer engages head on with the common misunderstandings, underestimations and simplistic notions that surround the concept of film festivals and with which festival directors are often beleaguered on all sides, including boards and sponsors. He untangles the complexities in an elegant, engaging and accessible way that will both endear him to successful festival organisers the world over and illuminate the world of film festival management to others.”

Anne Démy-Geroe (Director Brisbane International Film Festival, 1991 to 2010)