



IFFR Pro

Introducing: Rotterdam Lab – Creators

To mark the 25th anniversary of the Rotterdam Lab, a new initiative expands its reach: a dedicated strand for **creators**—writers and directors. This track is designed for filmmakers who want to deepen their understanding of the production process, strengthen their creative partnerships, and develop entrepreneurial skills to navigate today's increasingly complex financing and production landscape, where many creators must also self-(co)produce.

While the original Lab empowers producers, this new programme gives creators a full-immersion introduction to the business of film and the inner workings of the audiovisual industry. Participants gain insights into financing, (co)production, sales and distribution, legal frameworks, and revenue streams—knowledge shared by leading experts and practitioners. The aim is to equip creators to collaborate more effectively with producers and build sustainable, long-term creative partnerships. This programme empowers directors to:

- Engage in well-informed conversations with co-producers, financiers, sales agents, and other partners.
- Understand key legal and financial frameworks, including IP rights, chain of title, and the fundamentals of international co-productions.
- Navigate the industry as creative entrepreneurs, especially when taking on hybrid roles as director-producers.
- Develop a shared language with their producers, building stronger, trust-based collaborations.

Creators will attend dedicated plenary sessions and masterclasses, running in parallel and interwoven with the traditional producer-focused Lab. Joint activities—roundtables, workshops, and group sessions with industry guests—will bring the two cohorts together, fostering dialogue and simulating real-world collaboration between artistic and production roles.

Eligibility Profile – Creators

The Creators Lab is designed for filmmakers—primarily directors and writer-directors—who have shown strong artistic potential through standout short films with international circulation or a completed debut feature.

This strand supports creators ready to take the next step toward global visibility, stronger partnerships, and greater agency in the international film industry.

Note: *The Rotterdam Lab is not project-based. However, producers and creators are encouraged to bring a project in active development to make the most of the networking and knowledge-sharing opportunities.*