

# SAFAR 2018 - EVALUATION

المركز  
العربي  
البريطاني  
The  
Arab  
British  
Centre



**SAFAR**

A LITERARY JOURNEY  
THROUGH ARAB CINEMA

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# FULL FILM PROGRAMME

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## **The Search / El Tareeq + Q&A with curator Joseph Fahim**

Hossam El Din Moustafa | Egypt | 1964 | 105 min

## **Stories Of Passers Through + Q&A with director**

EUROPEAN PREMIERE | Koutaiba Al Janabi | Iraq | 2018 | 67 min

## **Poisonous Roses + Q&A with director**

UK PREMIERE | Ahmed Fawzi Saleh | Iraq | 2018 | 67 min

## **Scheherazade's Diary + Q&A with director- 2pm**

Zeina Daccache | Lebanon | 2013 | 80 min

## **In The Land of Tararanni + Q&A with Dr Nezar Andary**

Ferid Boughedir, Hamouda Ben Halima, and Hedi Ben Khalifa | Tunisia | 1973 | 80 min

## **Still Burning + Q&A with director**

UK PREMIERE | Georges Hachem | Lebanon | 2016 | 110 min

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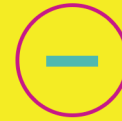
## Short Film Programme + Q&A with Ayten Amin and Ziad Zoghaby

Lili | Marwan Hamed | Egypt | 2001 | 40 min

Her Man | Ayten Amin | Egypt | 2006 | 10 min

I | Ali Al Anssari | Qatar | 2012 | 17 min

A Man in a Cup | Yahya Alabdallah | Jordan | 2006 | 5 min



## Fallen Angels Paradise + Q&A with Dr Nezar Andary

UK PREMIERE | Oussama Fawzi | Egypt | 1999 | 79 min

## Horses of God + Q&A with source text author Mahi Binebine

Nabil Ayouch | Morocco | 2012 | 115 min

## The Land + Q&A with Ahdaf Soueif

WORLD PREMIERE | Youssef Chahine | Egypt | 1969 | 130 min | World Premiere of the Restored Version

## The Dupes + Q&A with Dr Anna Bernard

Tewfik Saleh | Syria | 1973 | 107 min

## Wajib + Q&A with director

Annemarie Jacir | Palestine | 2017 | 96 min

**7**  
premieres

**12**  
guest speakers

**3**  
translated and  
subtitled films



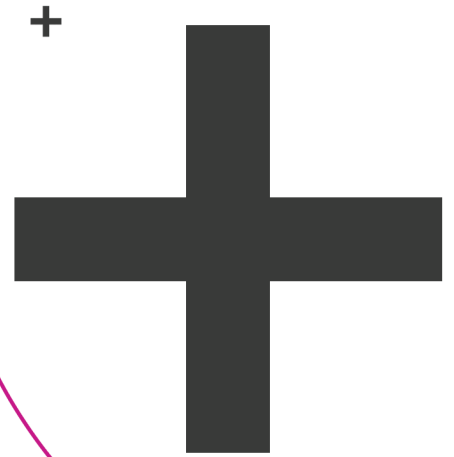
# + THE ARAB BRITISH CENTRE

The Arab British Centre is a UK registered charity whose mission is to promote understanding of the Arab world within Britain. SAFAR Film Festival, its flagship project, is a biennial film festival held in London, and the only film festival solely programming cinema from across the Arab world in the UK.

The fourth edition of SAFAR – titled ‘A Literary Journey Through Arab Cinema’ – was themed around the longstanding relationship of literature and film, inspired by a collaboration with Banipal Magazine of Modern Arab Literature. The festival was curated by Egyptian film critic Joseph Fahim, and screenings took place across three venues: the ICA and, for the first time, the Institut Français and Kings College London.



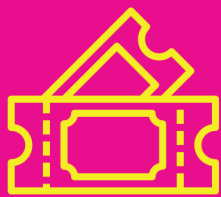
# SAFAR HAS GROWN



SAFAR has grown in popularity, scope, and size since its inception in 2012. Previous editions have included 'A Celebration of Contemporary Arab Cinema' (2016); 'The Festival of Popular Arab Cinema' (2014); and 'A Journey Through Popular Arab Cinema' (2012). The fourth edition's theme of literature and film was set to hone in on a more niche aspect of Arab cinema, whilst broadening the discussion to include two disciplines, and a greater appreciation of arts from the Arab world.



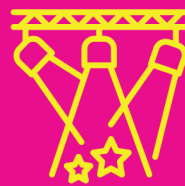
Since the 2016 edition, SAFAR has seen



61% increase in ticket sales



37% increase in festival attendees



25% more screenings



10% more countries represented



- **Satellite Programme**

**SAFAR Development Workshop**

6 film makers

**Opening Reception**

145 attendees

**Free screening of The Dupes at Kings College**

40 attendees

**Banipal Book Club: Men in the Sun/The Dupes**

23 attendees

**Banipal Book Club: Midaq Alley**

14 attendees

- **Film Programme**

**ICA**

766 tickets sold

**Institut Français**

447 tickets sold

- **Total audience number**

1441

# AUDIENCE FIGURES



# AUDIENCE STATS

We carried out extensive surveying across all SAFAR screenings to collect audience data and feedback. The following figures are based on 176 responses to our feedback form.



## Overall Audience Enjoyment

87% rated the festival either excellent or very good; Excellent 61%; Very Good 26%; Good 20%; Poor 1%

## Ethnicity

56% identified as an ethnicity categorised as BAME\*, 41% of whom identified as either Arab or from/with heritage from a country in the Arab world; 44% White British/European/Other

\*Black, Asian or Minority Ethnic

## Gender

68% identified as female; 31% male; 1% other

## Age

51% aged 23-35; 17% aged 36-45; 17% aged 46-64; 13% aged 65+; 2% aged 15-22

## 74% Were New Attendees\*

\*based on either no answer in previous event box or 'no'



# AUDIENCE FEEDBACK

— ×

**“ABC does valuable work in Arab culture,**  
arts and literature. The Centre is a vital part of the Middle East cultural scene.”



**“Please bring back Safar Film Festival**  
for another edition. It's one of the few opportunities I have to see classic and contemporary  
Arab cinema.”

**“As a member of the ICA,**  
**I'm really delighted to have the chance to see films that often go under**  
**the radar.**

This partnership with the ABC is much needed to represent voices from the Arab world. I truly enjoyed all films screened today as they offered a rare glimpse into Arab cinema and key societal issues. Looking forward to the next festival edition!”

**“ABC's commitment to improving the public's understanding of the Arab world is admirable.**  
**Every event is a work of love”**

**“Love seeing classic Egyptian cinema**  
as it connects me to a culture I did not grow up in.”





# SOCIAL MEDIA REACH

**CineScope** @cine\_scope · 16h  
 What a privilege to see a rare screening of the classic of Arab cinema THE DUPES tonight. Gripping, powerful, suffocatingly sun-drenched, political, existential and sadly still so relevant. Thanks to all those involved at the #safarfilmfestival @ArabBritishCent @joseph\_fahim

**Mona Moussa** @Monaldo86 · Sep 14  
 Took a wonderful journey into 60s Cairo at a screening of the Egyptian noir classic El Tareeq, thanks to @ArabBritishCent holding their 4th #SafarFilmFestival at @ICALondon. Excited for the rest of the programme! Fortunate to live in a city which celebrates rich global culture.

**Joseph Fahim** @joseph\_fahim · Sep 2  
 The Safar 2018 program now is complete. Three more titles have been added to our line-up: Férid Boughedir, Hamouda Ben Halima and Hédi Ben Khalifa's Tunisian anthology, 'In the Land of Tararanni,' Ahmed Fawzi Saleh's 'Poisonous Roses,' and Tewfik Saleh's 'The Dupes.'

**mark cousins** @markcousinsfilm  
 Following  
 Replying to @joseph\_fahim  
 Looks brilliant. One of best film seasons I've read about.  
 1:04 PM - 3 Sep 2018 from Venice, Veneto

Scheherazade's Diary Retweeted  
**Hazem Abdel Samad** @Hazem\_as · Sep 13  
 Lebanon's participation in SAFAR Film Festival 2018 - London !! A literary journey through Arab movies. #safarfilmfestival #arabcinema #uk🇬🇧 #lebanon🇱🇧 #london #culturaldiplomacy #lebanesemovies #scheherazadesdiary #stillburning @ArabBritishCent @zeinadaccache



**Kate Crowther** @Kate\_Travels · Sep 17  
 Special to be at the @IFInde tonight for a #SafarFilmFestival screening of Horses of God. It's the story of boys who grew up in the Casablanca slums, partly responsible for the 2003 bombings. Such a sad situation, but author Mahi Binebine gives me hope! #London #film #cinema

**Annemarie Jacir** @AnnemarieJacir · Sep 15  
 Thank you @arabritishcent #safarfilmfestival and @joseph\_fahim What a kickass team

	Followers	Posts	Impressions	Engagement	Avg. Engagement
	2428	26	17483	204	8
	10365	49	106089	2371	48
	10100	135	270601	4083	30
<b>Total</b>	<b>22893</b>	<b>210</b>	<b>394173</b>	<b>6658</b>	<b>32</b>

\*Arab British Centre Social Media Reach over SAFAR season, from July - September 2018

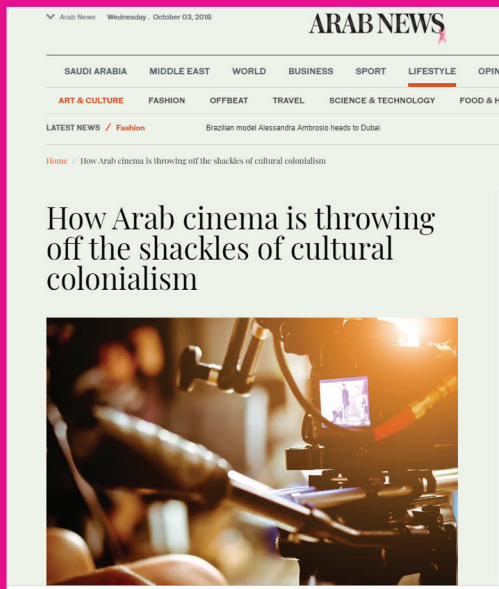
# PRESS REACH

Total print reach: 3,889,860

Total online reach upwards of:  
58,171,895

Additional social media reach:  
1,731,079

Overall total coverage reach  
minimum: 63,792,834



ES GO LONDON

EVENTS AND THINGS TO DO

## SAFAR Film Festival: UK's only festival celebrating Arab cinema to open at the Institute of Contemporary Arts



TLS THE TIMES LITERARY SUPPLEMENT  
The leading international weekly for literary culture

HEARD DAILY PODCAST WHAT'S NEXT SEARCH:

✉ Email

FIRST PERSON OCTOBER 5, 2018

A still from 'Stories of Passers Through' (2017) Credit: Koutaiba Al Janabi

## Literature and the lens

Sarah Jilani takes 'a literary journey through Arab cinema'

SARAH JILANI

MONOCLE

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Schedule Shows Topics About

THE MONOCLE DAILY  
Tuesday 11 September

11 September 2018  
Episode 1782  
01 hour

We look at the upcoming Brazilian election after the country's former leader, Luiz Inácio Lula da Silva, is ejected from the race. Plus: why are Hungary and the EU not seeing eye to eye? We also speak to Palestinian director Annemarie Jacir about her film 'Wajib' and the upcoming Safar Film Festival in London, and hear why Brexit could affect the UK's supply of chocolate.

THE CULTURIST  
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INTERVIEW WITH JOSEPH FAHIM ABOUT SAFAR 2018 AND ARAB FILM HERITAGE

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## Safar: A journey of discovery into Arab cinema's past and present

#Culture

Focused solely on Arab cinema, the UK's 2018 Safar Film Festival offers rarely seen classics and contemporary films from the Middle East



