

“The Market and the Red Carpet. Value transformation, Social networks, and knowledge making in the transnational film markets”

Sten-Kristian Saluveer

10th Winter School of the GSCSA student seminar abstract

The past two decades witnessed a dramatic shift in the independent film industry. The exponential move from national initiatives to global networks can be seen most clearly at the emergence of the film festival - film market trade show spectacle. The emerging discipline of film festival studies has previously analyzed almost exclusively on festivals from the point of characterizations (Peranson, Loist), awards and cultural capital transformation (de Valck & Soeteman), networks (de Valck), and public spaces (Wong). Yet, a few have paid attention to film markets' central role and the cultural and economic value generation processes between the two. Thus this pioneering work peeks behind the curtain of the world's premier festival - market spectacle - the Cannes Marche Du Film - to explore through the lens of cultural science the processes of "novelty building" (Potts, Potts & Hartley), "gatekeeping" (Smits) and knowledge transfer through trade press between the market and the festival.

sten@storytek.eu

[linkedin.com/stensaluveer](https://www.linkedin.com/stensaluveer)