

WHO WE ARE

Shortcutz Amsterdam is a 9-year-old non-profit organization with cultural relevance and impact to the Netherlands (ANBI).

We are 'active' ALL-YEAR ROUND

with weekly FREE programming,

INTERNATIONAL film tour in 30 CITIES around the world

and more than

25 CO-PROGRAMMED ACTIVITIES worldwide.





COMPETITION

All films screened at Shortcutz Amsterdam are viewed by a **JURY TEAM**,

made up of some of the most respected names in the industry, and eligible to compete at the SHORTCUTZ AMSTERDAM ANNUAL AWARDS.

Shortcutz Amsterdam Annual Awards have **SOLD OUT** all its editions!



FOUNDATION SHORTCUTZ AMSTERDAM



JOÃO
CARLOS
RODRIGUES
Creative Director



ALEXA
RODRIGUES
Executive Producer
Host

BOARD MEMBERS



RENE MIOCH
Film Journalist
Emmy Winner
(The Entertainment
Experience)



JEROEN KOOLBERGEN Film Producer (Tirza, Suskind)



JANNEKE VAN DER WIJK Director at

Director at Conservatorium Amsterdam Board Member at Internationaal Theater Amsterdam



MAARTEN TREURNIET

Film Director (The Heineken Kidnapping) Chairman at Dutch Directors Guild



MIRA MENDEL Film Producer

(D'Angelo) Chairman at NBF



OUR GOALS

Shortcutz Amsterdam aims to be THE FILM PLATFORM

for any DUTCH FILM TALENT to start their film career.

For this aim, we are focusing on PROMOTING new Dutch film talent NATIONALLY and INTERNATIONALLY, through our network of over 50 partners around the world

and connecting UP-AND-COMING FILMMAKERS with ESTABLISHED PROFESSIONALS.

OUR INITIATIVES

Weekly Sessionz

MAY-JUN, SEP-NOV '22

- Free Weekly Sessions
- Amsterdam
- Short films screening with the Director's presence for Q&A

International Tour

DEC '22 - JAN '23

• The 7 nominees for best short film of the year are screened in +30 cities around the world where the audience chooses their favourite

Annual Awards Ceremony

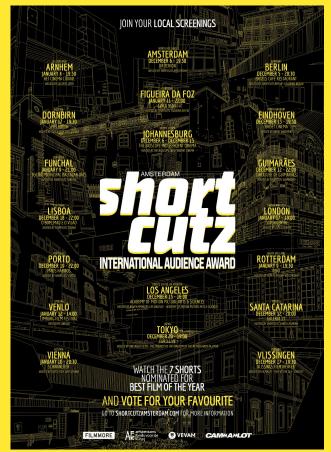
22nd JAN '23

- Amsterdam and Online
- Exciting personalities to deliver a speech
- Awards in 10 different categories
 - + Rutger Hauer Award









shortcutz

OUR AUDIENCE

Our core community is comprised of a diverse range of TRENDSETTERS, FILMMAKERS, MOVIE LOVERS, ART–RELATED PERSONS and INDUSTRY PROFESSIONALS year-round.

Until October last year we've reached year to date a total of 8,8 MILLION IMPRESSIONS.

With MORE THAN 70 ITEMS on the Media and surpassing 800 POSTS ON SOCIAL MEDIA all about Shortcutz Amsterdam.

With 9 YEARS OF SOLD OUT SCREENINGS, our audience craves exclusivity, creativity, and the unique Shortcutz experience.





OUR AUDIENCE

PERSONALITY

Bright, Creative, Intelligent, Engaged

TRENDSETTERS

Filmmakers, Actors, Influencers, Musicians, Techies, Movie Lovers, Art-Related

INCOME

Culture and experience seekers with high disposable income

ONLINE

Tech savvy, Active social media users



AGE: YOUNGER

Skews below 40, with most (nearly 40%) aged 20-35



GENDER: MIXED

An equal spread of male and females



REACH: GLOBAL

Netherlands (54%) plus a varied international audience



Weekly Sessionz

EVERY TUESDAY: MAY, JUN, SEP, OCT, NOV '22

- OPEN & FREE WEEKLY SESSIONS @ the centre of Amsterdam
- 5 MONTHS of weekly sessionz per year
- A HUB FOR FILMMAKERS & ARTISTS in the city
- Short films screenings with the DIRECTOR'S PRESENCE for Q&A
- INSPIRING guests
- NATIONAL & INTERNATIONAL audiences



Annual Awards

EYE FILMMUSEUM (CINEMA 1) - 22nd JANUARY '23

- The gala where the BEST OF NEW DUTCH FILM TALENT is awarded
- Exciting NATIONAL and INTERNATIONAL PERSONALITIES give inspiring speeches to inspire the new generation of Dutch filmmakers
- Awards in 10 DIFFERENT CATEGORIES
- RUTGER HAUER award



International Audience Award

DECEMBER '22 TO JANUARY '23

- The 7 NOMINEES for best short film of the year
- Screenings in +30 CITIES ALL AROUND THE WORLD
- The audience WATCHES AND VOTES for their favorite short film
- Winner is announced at the Shortcutz Annual Awards



Thank you!

João Carlos Rodrigues

Creative Director

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