



## **The Marrakech International Film Festival gathers its professional activities under the new ATLAS PROGRAMS banner and launches the ATLAS DISTRIBUTION MEETINGS, a new event dedicated to distribution.**

**Rabat, September 1<sup>st</sup>, 2025.** The Marrakech International Film Festival announces the creation of **ATLAS PROGRAMS**, a new banner that gathers together all the professional initiatives supported by the Festival Foundation. This unified name reflects the Festival's desire to increase its commitment to Moroccan, Arab, and African cinema by structuring its support and assistance programs for the new generation of Moroccan, Arab, and African filmmakers and producers in a clear and coherent manner.

The ATLAS PROGRAMS cohere around four complementary pillars. The **Atlas Workshops**, launched in 2018, remain its core. This artistic and professional support program is aimed at Moroccan, Arab, and African filmmakers and producers, with the goal of supporting film projects at the two crucial stages of development and post-production. Each year, the heads of projects receive tailored guidance in consultations with professionals from the international industry who can support the future of their films.

Around this central platform, several programs have been created over the years and these are now integrated under the umbrella ATLAS PROGRAMS. This is the case for the **Atlas Station**, launched in 2023, which provides 10 Moroccan professionals—directors or producers—with support aimed at strengthening their skills and opening up their projects to international audiences. Starting in 2025, the program expands to invite five Moroccan directors working on short films that are in the post-production stage. This development aims to support emerging talents who are in the early stages of preparing their first feature films, while at the same time increasing the visibility of Moroccan short films at specialized festivals.

Distribution has also become a priority for the Festival. Through **Atlas Distribution**, the Festival has established a unique initiative in the region that encourages the circulation of Moroccan, Arab, and African films to new audiences. Created in 2023, the Atlas Distribution Awards recognize distributors who are committed to this dynamic each year. As of this upcoming edition, the initiative will be enhanced by the **Atlas Distribution Meetings**, a new event that brings together 60 distribution professionals from the Arab world, Africa, and Europe in Marrakech. Over four days, participating distributors will discover international films presented as part of the Festival and Arab and African films in post-production that are participating in the Atlas Workshops.

Finally, the **Atlas Press** program, launched in 2024, seeks to strengthen the culture of film criticism in Morocco. It consists of two, complementary components. The first provides training for journalists working in Morocco, who benefit from an advanced workshop led by an expert in the field. The second, designed for students, aims to inspire careers in journalism by training a new generation of critics capable of supporting the dynamism of local cinema.

Through the ATLAS PROGRAMS, the Marrakech International Film Festival reaffirms its commitment to providing a structured and evolving platform for professionals in the region, covering the entire chain of creation and distribution, from screenwriting through to criticism.