



KINOREZO

IF YOU'RE A PRO, GET ON-LINE!

KINOREZO IS A SITE DEDICATED TO AUDIOVISUAL AND CINEMA PROFESSIONALS THAT OPENS ITS DOORS IMMEDIATELY FOLLOWING THE FESTIVAL AT CLERMONT-FERRAND. INTERVIEW WITH FOUNDER AND DIRECTOR EMMANUEL BOURCET.

What are Kinorezo's aims?

It's a network, along the lines of social and community networks. It offers the same services as those you'll find at a site like Facebook, except that it's for professionals: you can put your CV on line, or excerpts from your films, photos of your work, if you're a make-up or special-effects artist, or again sounds, if you're a sound engineer. There is a forum, and a news-string, so that you can get the latest news about your area. We have everything.

In concrete terms, how does the site function, and how does it bring professionals together?

To begin with, you must register and fill out a profile sheet, with your work experience and current projects. You can build a list of the people you've worked with, an address book. The site also has a very powerful search engine, which allows you to see that so-and-so has worked with this or that person, and broaden your contacts. That's very important in a domain where people tend to work intermittently, sometimes for brief periods, and where you're constantly looking for work. You can leave for the set in the morning, switch off your phone during the day, then go on-line in the evening to continue your search. A trend chart page allows you to update your information.

What sort of a future do you envision for Kinorezo ?

Kinorezo is made up of two components: the community site and "Kinorezo Live". The latter are "flesh and bone" meetings that we organize among professionals who have never met. We prepare the meetings very carefully, with very precise aims, so that the pros who come can communicate their specific needs to people who share their same interests. The aim of these "Kinorezo Live"s is to speed up the meeting process.



Where and how often do these meetings take place?

Every month we organize a few in Paris, as well as at various festivals. Recently, we were in Angers, and this week we are in Clermont-Ferrand. From 10am to 4pm at the swimming pool we explain to professionals how the meetings work. Those who are interested then register, and the "Live"s take place from 4 to 6pm.

Do certain types of professions get more exposure than others at Kinorezo?

Several hundred people have already registered with us, and they cover the entire audiovisual spectrum: artists, producers, directors who work in cinema, advertising, video, short and long film...

Interview conducted by *David Matarasso*
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