

An open space for our sponsors to showcase their technological advancements aligned with the vision of cinematographers.

**SUNDAY, June 2nd at 5PM** Brussels, **8AM** Los Angeles, **11PM** NYC, **10AM** Colombia

## SPEAKERS



**Evgenia Alexandrova, AFC**, completed her cinematography studies at the French school La Fémis. She works as a cinematographer in both fiction and documentary genres. She has lit Noemie Merlant's "The Balconettes" (Cannes Film Festival 2024), "Mi lubita Mon Amour" (Cannes 2021), and Nara Normande's and Tiao's "Heartless" (Venice Film Festival 2023). Additionally, she contributed to the documentary "Machtat" by Sonia Ben Slama (Cannes 2023). Since January 2023, she has been a member of the French Cinematographer's Association (AFC). Currently, she is preparing for the new feature by Kleber Mondonça Filho.



**Alejandro Mejía (Jano), AMC** is a Mexican-born, Emmy-nominated and award winning cinematographer who recently shot the feature film In The Summers, which won the jury award in the U.S. Dramatic Competition at the 2024 Sundance Film Festival.

He will share his experience using the Arri Alexa 35 in combination with the exclusive Arri Lenses Moviecam and the use of the texture soft nostalgic on this project.

Also the workflow from the camera test and LUT creation to the final color correction.



**Art Adams** has worked as a director of photography for over two decades, focusing on commercials, branded content, visual effects and much more. He also served as a technology consultant for companies including Sony, Canon, Element Labs, Sound Devices and more. He is a longtime contributor for publications such as ProVideo Coalition and DVInfo, in addition to authoring articles for American Cinematographer, Australian Cinematographer, Camera Operator Magazine, Film and Digital Times, and HD Video Pro. As a trainer for the ARRI Academy, he instructed classes on ARRI camera systems including the ALEXA LF.

**Art Adams** as representative of the manufacturer will tell us about the Alexa 35.



**Alfonso Parra, AEC, ADFC**, is a cinematographer with over 40 years of experience, having built his professional career around fiction feature films, documentaries, and TV series. Alongside his extensive work in these areas, he conducts research in cinematographic technology, with a particular focus on cameras and lenses. He collaborates with manufacturers and distributors in this pursuit. Additionally, he is a member of the IMAGO Technical and Master Class committees. He recently conducted exhaustive tests with the ARRI Alexa 35.

**Alfonso Parra** will be our IMAGO Moderator.

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