

IMAGO 30th ANNIVERSARY REPORT

ROME, 23-25 March 2023



Ron Johanson OAM ACS

Special Thanks to Lars Petersson FSF

INTRODUCTION

It has been almost three years to the day since returning from the last in-person gathering of the International Federation of Cinematographers (IMAGO) for an IMAGO Annual General Assembly (IAGA) in Brussels at the start of the global pandemic, which has impacted us all.

2023 is IMAGO's 30th Anniversary and it presented member countries with the opportunity to attend, once again in-person, an IMAGO Annual General Assembly. This year in Rome, a special anniversary celebration in Rome, held in the Eternal City at the legendary Cinecittà Studios, and specifically the iconic Palazzina Fellini.

IMAGO recognised its landmark anniversary in conjunction with the IAGA. The event took place in Rome from 23 to 25 March and, I had the honour to attend and represent Australia on behalf of the Society.



(Caption: Outside the Cinecittà Studio)

Since its foundation in 1992, IMAGO has worked tirelessly to promote and advance the art of cinematography and to protect the rights and interests of its members across the globe. Today, IMAGO is proud to have fifty-one member societies, many of whom were represented in-person at the event in Rome.

The celebration will paid tribute to IMAGO's work and achievements over the last three decades and will honour its founder, the legendary cinematographer Luciano Tovoli ASC AIC, who was recently re-elected as President of the Italian Society of Cinematographers (AIC). IMAGO's founder also oversaw a special roundtable event inside the historic Cinecittà Studio alongside guest cinematographers to discuss the future of cinematography and IMAGO.

We should be very proud of the fact that the Australian Cinematographers Society has been an IMAGO member for over a decade and both Ted Rayment ACS and myself have been able to attend all but one IAGA since Australia became a member country. I am also very proud to have served as an Interim Chair, a Co-President and as a board member.

Statement from current IMAGO President Mustapha Barat ABC

“This month’s event provides the perfect setting to celebrate our federation’s achievements over the last three decades and to unite representatives from our member societies, committees and sponsors in person after a challenging and unpredictable few years. We look forward to honouring IMAGO’s founder Luciano Tovoli ASC AIC and the four founding societies; BSC, BVK, AFC and the AIC as well as recognising the important role the federation has to play in uniting



cinematographers in the decades to come.”
(Delegates from over thirty countries at Cinecitta Studios, Rome 2023)

PHOTO Irene Willis

DAY 1 – AGENDA FOR THE IAGA 2023, ROME

9:00AM – 6:30PM CET, Friday March 24 2023.

- 1. Opening of the IAGA 2023 and welcome speech by Mustapha Barat ABC.**
- 2. Declaration of the IAGA 2023 official office address.**
- 3. Establishment of Delegate and Voting Delegate Lists.** This was followed by the determination of a quorum and an absolute majority.
- 4. Members have to be in good standing by March 23rd to be able to vote.**
- 5. Voting for a member to take the IAGA 2023 minutes.**
(IMAGO Office Administrator, Hannah Phillipson, was elected.)
- 6. Voting for an IAGA 2023 moderator.** Alex Linden from Sweden was elected as Moderator.
- 7. Voting to accept the minutes of the IEGA 2022.** Carried as a fair representation of the proceedings with no questions arising.
- 8. Presentation and Voting of the DFP (Peru) from Associate to Full membership.** Carried unanimously and a warm welcome was issued to the Peruvian Society.
- 9. Presentation and Voting of the AKI (Azerbaijan) from Associate to Full membership.** This was held off as the AKI were not in attendance.
- 10. Presentation of Audited Budget 2022 Closure (FINAUDIT) by Mustapha Barat (2022 Treasurer), Marcela Bourseau (2022 Treasurer Assistant), Eric Guichard (Controller), Philippe Cordey SCS, BVK (Board Representative)**.** Vote for Approval of Audited Budget 2022 was carried.
- 11. Introduction and Confirmation Vote of Marcela Bourseau as a Board-Nominated Treasurer in a Non-Voting Capacity, in accordance with Belgium Law (Certified by FINAUDIT).** Carried with one abstention.
- 12. Presentation of Provisional Draft Budget 2023 by Mustapha Barat (President), Marcela Bourseau (Board-Nominated Non-Voting Treasurer), and Eric Guichard (Financial Controller), Philippe Cordey SCS, BVK via Zoom (Board Representative)**.** Vote for Approval of the Provisional Draft Budget 2023. This was carried by a majority with one abstention.
- 13. Announcement of "Future Conference".** Introduction by Ron Johanson OAM ACS. I proposed to the meeting that the Future Conference should proceed given the stability within IMAGO and the confidence in the Administration. I have on my return prepared a draft of the Agenda, which will be assessed and finalised once all parties are happy. It should be, in my opinion, a two-day in-person event, perhaps in late February, but all dates will be considered and potentially held in tandem with another major event in early 2024. I am very keen to confirm this event as soon as possible, given it has been on hold since before the pandemic.

Once I can release a draft Agenda I will present to the Board so all Societies and stakeholders can become involved in the process. By Stakeholders I refer to the possible sponsors who may be encouraged to assist with funding.

14. Any other Business.

- 1. Prior to the IAGA, but inside the fifteen-day limitation, a letter from the Latvian, Estonian, Lithuanian, Norwegian, Polish, Finnish and Ukrainian societies was received as an Agenda item, and was presented by Ukrainian Society President, Oleksandr Kryshalovych to the assembled delegates. While, it could not be voted on at this IAGA, it proposed that the Russian Society be expelled forthwith from IMAGO due to the conflict in Ukraine.** It must be said that this has been moved previously, but the consensus was that as a large number of Russian Guild of Cinematographers (RGC) members were against the Russian invasion and had said so in writing to the Putin administration, it was felt they should remain. Also, another reason this new motion that they be expelled was not able to be voted on as many of us needed to put the motion to our members given the severity of the action. We are now waiting for documentation in order for Societies to assess the situation again and a vote will take place online in the coming weeks.
- 2. Following the IAGA, I received a letter detailing the interference from Netflix with the Polish Society of Cinematographers (PSC).** I have passed that onto Erika Addis with my opinion that we should sign a letter of support for the PSC as we have done in the past for other countries.

Prior to the meeting closing the IMAGO MISSION DOCUMENT was presented by Steven Fierberg ASC, which was greeted with positivity and enthusiasm such was the feeling in the room after such a valuable day of progress.

THE IMAGO SPIRIT LIVES ON and that was evident given the passionate discussions that took place during the day across a broad range of topics, that encouraged opinions and discussion with great respect towards all concerned.

It is a human failing to disagree, but when a group is able to put aside past differences and respond for the greater good, it is a compelling image.

1. An International Organisation

2. Members:

- a. Promote camaraderie among societies across the world.
- b. Promote unity among cinematographers across the world.
- c. Promote diversity and inclusion among cinematographers.
- d. Provide 'fun' opportunities for cinematographers to meet and socialise.

3. Prestige and Exalting the Art of Cinematography:

- a. Promote the VALUE of cinematography to directors, producers and the public.
- b. Promote authorship where possible
- c. Rights to colour-correction, both initially and if the project is retimed/restored.
- d. Rights to participate in visual effects and world-building in preproduction.
- e. Encourage festivals to include cinematography among their awards.

4. Creativity and Artistry:

- a. Create a 'Salon' like that among painters in Paris in the early twentieth century: a forum for cinematographers, who often work in isolation from each other. A space where we can share our work and ideas. Where we can learn from and inspire each other.

5. Technical:

- a. Explore, evaluate, and develop the tools for making films.
- b. Evaluate and promote best standards for home and theatrical projection.
- c. Communicate these findings to our members, students and the world.

6. Create a better world:

- a. Informational resources for students from every background and region of the world.
- b. Mentor a diverse range of students.
- c. Promote better working conditions.

7. Finances

- a. Make enough money to keep IMAGO functioning.
- b. Sponsors.
- c. Website.
- d. Publications and Books.
- e. Master Classes.

DAY 2

The days proceedings began with an informal welcoming introduction from our IMAGO President, Mustapha Barat ABC. He introduced the first presentation of the day by the Working Conditions Committee.



(Working Conditions presentation at Palazzina Fellini.)

Aputure® FilmLight NANLUX ROSCO SONY

Under the title SICK ART the premis that all is not well regarding both Authorship Rights and Working Conditions is made perfectly clear. Here in Australia we are lucky that our Working Conditions remain favourable, but of course we must remain diligent.

Professor Kurt Brazda AAC noted, ***“The ACS’ Australian study, A WIDER LENS is an important role model for IMAGO activities and the committee’s target is to edit together with all other European umbrella organisations like FERA or ARTSCENICO, a WHITE BOOK on working conditions for European politics with all crucial requests in this issue.”***

“Deteriorating working conditions are a problem everywhere in our industry and I think IMAGO must be a tool helping to improve them. Therefore the working conditions committee wants to be a kind of ‘watch dog’ monitoring working

environments of all our members. That means that we write supporting letters to governments, unions, producers' associations and other stakeholders if our member associations wish it."



(Working Conditions presentation at Palazzina Fellini.)

OBSERVATION: Authorship Rights may never be achieved here in Australia and that is something many other Societies face also. Of course it doesn't prevent the ACS from monitoring and being involved in the conversation.

The other important discussions were from the IMAGO EDUCATION COMMITTEE; Philippe Cordey and Ella Van Den Hove, which I will provide details about soon.

Bojana Andric confirmed the DIVERSITY & INCLUSION COMMITTEE will continue their positive far reaching work with her as the new Committee Chair. She thanked Nina Kellgren BSC and Elen Lotman ESC for their groundbreaking work. The ACS is represented on this committee by Velinda Wardell ACS.

Philippe Ros AFC spoke about the extremely important and proactive work of the Technical Committee.

IMAGO is indeed fortunate that all our Committees, despite the fact they are under funded, work tirelessly for all member countries.



(IMAGO delegates at the Palazzina Fellini.)



(Argyris Theos presentation. for the Authorship Committee)

AUTHORSHIP COMMITTEE – Argyris Theos GSC Chair. An overview of the IMAGO Authorship Committee actions during the previous year.

The AUTHORSHIP COMMITTEE forged relations and cooperation with other International and European Federations of the audio-visual sector. Once a month we are meeting with FERA (the European Directors), ArtScenico (the European Production and Costume Designers), TEMPO (International Editors), EFSI (European Sound) and ECSA (European Composers). We are also holding close relations to EUXXL – Interface Film.



Rosco's DMG DASH

Our lobbying brought us to a relationship with European Parliament Member Alexis Georgoulis. All this was verified on November 2022, when we co-organised a European Authorship meeting, in Madrid. We lobbied to help our Spanish colleagues and currently lobbying to assist Polish authors. During the Madrid meeting, the A.C. managed to restore IMAGO sponsorship from ROSCO.

Rosco representatives Jean de Montgrand and Alexandre Boulay proudly showcasing at *Cinecittà* the latest addition to their popular MIX family of lighting fixtures, the DMG Dash. It's the smallest MIX family member and it's a pocket-size LED with wireless CRMX using MIX technology. No one at Rosco expects the Dash to be part of your extensive pre-light 'campaign plan', but it's invaluable when you need that extra little last-minute light source or highlight.

A range of accessories to the DMG Dash offers a lot of possibilities for use and the wireless control allows for versatility. The unit is weatherproof and battery-powered with a three-hour run time, so there really isn't a whole lot NOT to like about the DMG Dash.



(Steven Fierberg ASC with Rosco representatives (left to right) Jean de Montgrand and Alexandre Boulay.)

SONY PRESENTATION by Sebastian Leske



The 2023 IMAGO IAGA plays out against the spectacular setting of the venerable Cinecittà Studios just south of Rome in Italy. Of vital importance to such an event is, of course, the companies sponsoring it, and Sony are here with a team of representatives to present the RIALTO 2 unit in combination with the VENICE 2 camera. Sony's European Product Manager Sebastian Leske provided an introduction and the latest updates on VENICE 2. It proved to be a thoroughly informing presentation as to

the innovative progress made in many aspects of the VENICE 2 in order to make it even



more user friendly.

(Sony's Sebastian Leske and Florence Quintin at Cinecittà)

Florence Quintin, Campaign Marketing Manager Cinema Sony Europe, and Sebastian Leske, European Product Manager Cinematography, were kind enough to have a word with us about these new additions to the cinematographer's creative tool kit.

It's been heavily publicised how the VENICE 1 and RIALTO 1 were extensively used on *Top Gun Maverick* and *Avatar 2* so these are obviously highly popular tools on major productions, and all the suggestions and wishes offered by crews working with them have come to fruition in these two new Mark2 versions.



SONY presentation

“Everything which everyone was enthusiastic about with the VENICE 1 we have kept”, Florence adds, “James Friend ASC BSC shot the low-light sequences on ‘All Quiet on the Western Front’ with a VENICE 2 and all of ‘The Whale’ was shot with VENICE 2, so it’s a popular camera.”



FilmLight Presentation 'The digital ChromoGen' by Daniele Siragusano

The 'film look' is all present in modern motion pictures. But, why do we like the film look, and how can we evolve from this visual plateau? In this presentation, Daniele Siragusano explained the reasoning and motivation behind FilmLight's novel Look Development Framework, ChromoGen.



(IMAGO sponsor Aputure's Light Dome II's help to illuminate the stage of the iconic Palazzina Fellini)

TRENTENNALE 30th Anniversary Celebration Opening and Tribute to Luciano Tovoli & IMAGO's Founding societies

This special part of the day included a fabulous film produced in honour of the founder of IMAGO, Luciano Tovoli AIC ASC. It concentrated on his early beginnings through to his early Hollywood days. It dealt with his relationship with many directors who were household names in European cinema and how his desire to always achieve the directors vision shone through. He was and remains a unique collaborator and I urge you to study his work as it reveals much about this maestro.



IMAGO ROUNDTABLE HOSTED BY LARS PETERSSON FSF.

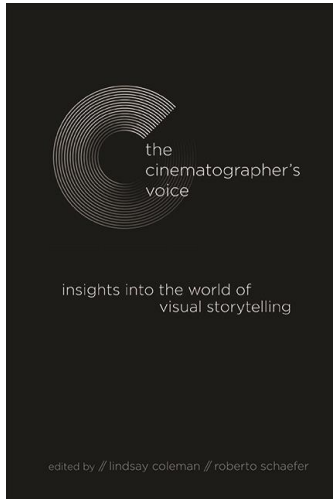
The ACS is represented on this committee by Velinda Wardell. This roundtable event with Bojana Andric SAS, Daniela Cajias AEC, Chris Ross BSC, and Luciano Tovoli AIC, with the participation of teachers and students from Centro Sperimentale di Roma, looked broadly at the future of cinematography in the coming decade and the potential impact for all cinematographers. Mind you, I found none of this conversation at all negative. The take out for me was we need to listen, observe and remain attached if we are to succeed. Those commencing the journey need to remain patient and diligent.



(L-R; Moderator; Lars Petersson FSF, Daniela Cajias AEC, Luciano Tovoli AIC ASC, Chris Ross BSC President and IMAGO Co VP; Bojana Andric from Serbia.)

Insights into the World of Visual Storytelling

Edited by [Lindsay Coleman](#) & [Roberto Schaefer](#)



The Cinematographer's Voice is a unique exploration of contemporary filmmaking and cinematography. The distillation of more than one-hundred interviews with cinematographers from around the world, and the product of a decade's worth of scholarship, the book is not only a collection of interviews with some of the world's leading cinematographers, but also a panoramic sweep of what image-making means in the era of digital cinema.

Frequently, cinematography may seem intimidating as a discipline, the preserve solely of practitioners who have learned, through years of exposure to photographic technology, both the required jargon and background knowledge to comfortably engage with an often-technical field. In our present era of film studies, this is no longer the

case.

The interviews collected here are informative not only on matters of technique, but also on the ways in which practitioners formulate their methodologies, work with directors, and engage with the many logistical hurdles of visual storytelling. The result is an oral history of the past forty years of filmmaking and the cinematography it has produced.



Luciano Tovoli AIC ASC signing a copy of the book *The Cinematographers Voice*, co-written by former ACS member Lindsay Coleman and Roberto Schaefer ASC AIC.
L – R Daniela Cajias AEC, Chris Ross BSC President, Luciano Tovoli AIC ASC, Roberto Schaefer ASC AIC.

SUMMARY

The Spirit of Imago is alive and well.

I believe it remains imperative that we, the ACS as a Society, need to remain an active, participating member of IMAGO in order to be part of a group of cinematographers across a global canvas that can do great things. This in many ways will not be achieved unless we retain our solidarity and above all our global friendship and mutual respect.



(Final Farewell to Tahvo Hirvonen from Finland and Nigel Walters BSC.)

Sincere thanks to Mustapha Barat, our IMAGO President for his wisdom, patience and good grace. Also thanks to Alex Linden FSF for his ongoing commitment to IMAGO and Marcela Bourseau for her work as our Treasurer and Manager of the 30th Anniversary. To members of the IMAGO Board and the AIC a huge vote of thanks.

Ron Johanson OAM ACS
IMAGO Delegate