

مهرجان عمان السينمائي الدولي

Amman International Film Festival

أول فيلم Awal Film



# Spark Series Showcase



**Joel Bassaget**

Short-form Expert and Activist



**Muriel Aboulrouss**

Sparks Series Initiator &  
Programmer



**Anne Santaaria**

Scripted Content Expert &  
Consultant





# Introduction

The Spark Series program, within the Amman Film Industry Days, is our way of empowering filmmakers and awakening them to the transformative power of short-form storytelling. Web series are more than a format —they are an entrepreneurial path, where filmmakers can reveal their talent, their cinematic language, and their evolving voice as artists. This is where visibility begins. This is where stories ignite.

This is where you spark.

— Muriel Aboulrouss



# Muriel Aboulrouss

Cinematographer • Educator • Creative Consultant • Curator

Muriel Aboulrouss is an award-winning cinematographer and the visionary founder of the Intuitive Film Lab, a transformative space where audiovisual artists create from instinct, vulnerability, and truth. Since 1997, she's earned international acclaim for her poetic and emotionally honest cinematography across film, documentaries, and commercials. In 2012, she left the commercial industry to pioneer a deeper, more soulful cinematic language—leading to the creation of the Intuitive Film Lab.

She also co-created Zyara, an award-winning docu-series and social healing project with over 50 international awards, spotlighting raw, human stories across Lebanon.

A passionate educator since 2002, Muriel teaches at film schools and leads intuition-based filmmaking workshops, empowering students to find their authentic cinematic voice.

Today, Muriel works as a freelance creative consultant & co-producer collaborating with artists and institutions who value integrity, authenticity, and artistic rebellion.





# Joel Bassaget - Bio

A screenwriter by profession, I am passionate about short-form film and television. Online, I have accompanied the emergence and subsequent explosion of short-form serials, or "web series." Since then, I have observed, cataloged, and studied this unique movement, and have already published two books on the subject ("Webseries: The New Wave," 2015, and "Short Narrative & Serialized, A Complete Guide to the Web Series Phenomenon," 2018 with Meredith Burkholder). As an associate researcher at the University of Wollongong (Australia), I give lectures, coach writers, and provide consulting services to producers. I am also an activist for short-form films and new writing styles. I host an international forum for creators and direct the Web Series World Cup, which I founded in 2015.





# Anne Santamaria - Bio

Anne is an experienced scripted content expert and consultant with over 25 years in the media and entertainment industry. She has worked with major media players such as TF1, FREMANTLEMEDIA, GAUMONT, and STUDIO TF1 (Newen), consolidating her multicultural and multidisciplinary expertise in linear TV and online streaming platforms across various models: commissioning, development, production, licensing, and format acquisition deals. She now offers consultancy services in original content strategies for broadcasters, international market events, and independent producers. Anne is a regular contributor as an editorial committee member, jury member, and conference speaker at content events worldwide. She created Master Class “The Game of Pitch” and is a trainer consultant specialized within narrative identities. Additionally, Anne has been a dedicated moderator for the CANNESERIES Writers Club for all the 6 editions covering 40 panel interviews with international showrunners and producers, and this year, she has joined the first edition of CANNESERIES Industry (CSI) as Head of the Writers Club and Producers Club.





# It all Starts with a Spark

“A web series is not just a format—it’s a spark.  
It reveals your talent, your cinematic language, and your path as an  
artist.”

— Muriel Aboulrouss



# The Spark Series Schedule

Date	Time	Event		Location
July 8th	10:00 -11:00	Informal Networking Hour		Filmmakers Hub مركز صنّاع الافلام
	11:00 - 1:00	Panel Discussion with Joel Bassaget & Anne Santaaria (Moderated by Muriel Aboulrouss)		
	1:00 -3:00	Lunch Break		
	3:30 - 5:00	Screening and Q&A: International Web Series Selection. Curated by Joel Bassaget & Anne Santaaria		
	6:00 PM	Amman Film Industry days - Pitch Platforms Awards Ceremony حفل توزيع جوائز منصات أيام عمان لصناع الأفلام		Royal Film Commission الهيئة الملكية للأفلام
July 9th	10:00 - 11:00	Informal Networking Hour		Filmmakers Hub مركز صنّاع الافلام
	11:00 - 12:00	Panel Discussion with Muriel Aboulrouss. Moderated by Ahmad El Khatib		
	12:00 - 1:30	Panel Discussion with Selected projects - Moderated by Muriel Aboulrouss		
	1:30 - 3:00	Lunch Break		
	3:00 - 6:00	Screening: Jordanian Showcase - Selected Arab Series	Films: <b>Our Family Life: Abu Sanad’s Family</b> by Cynthia Madanat Sharaiha, <b>Luna Story</b> by Laith Hijjawi, <b>Sardines</b> by Zoulikha Tahar, <b>Unframed</b> by Jean-Claude Boulos, <b>Bodies on the Margins</b> by Maria Ghafary, <b>Taste of Arrival</b> by Sana Almor	



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# Thank you