

# Russian Animated Film 'The Snow Queen' a Hit With Distributors in Cannes

May 19, 2014

**The  Moscow Times**

Russian film producer Wizart Animation has concluded several international distribution deals for its 2012 movie "The Snow Queen" at the 67th Cannes International Film Festival in France.

The film, a \$7 million adaptation of Hans Christian Andersen's fairytale of the same name, will be shown in Chinese cinemas by the end of the year after a deal was struck with the country's Flame Node Entertainment, according to The Hollywood reporter.

Its sequel, "The Snow Queen 2," will makes its cinema debut in China next year, the report said.

"We see great potential for these two films of the franchise on the Chinese market," the general director of Flame Node, Feng Yi, was quoted as saying. "We cannot resist the beautiful scenery, the classic story and the great animation quality, which all appeal to an international audience."

Distribution company Itafilm signed a deal with Voronezh-based Wizart to show "The Snow Queen" in cinemas Slovakia and the Czech Republic, while Suraya bought the rights to show it in Malaysia and the Philippines.

Wizart sold television rights for the film in Canada to Phase 4 Films.

The Cannes Film Festival's main award, the Palme d'Or, will be presented at the event's closing ceremony on Saturday, and Russian-made film "Leviathan" is one of the 18 nominees.

See also:

[Russian Film 'Leviathan' Competes for Cannes Palme d'Or Award](#)

Original url:

<https://www.themoscowtimes.com/2014/05/19/russian-animated-film-the-snow-queen-a-hit-with-distributors-in-cannes-a35561>