

## Carla Mooney

### *Silk Road ON DEMAND*



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Carla Mooney has turned her passion for film into a successful career as a producer, director, and creative entrepreneur.

She has co-founded several production companies, including Cardel Entertainment, and the Silk Road Film Festival (SRFF), which she expanded to create Silk Road ON DEMAND (SR|OD).

The SRFF screens films from countries which were once part of the Silk Road historical network of ancient trade routes. It focuses in particular on Asian, Arab, Persian, Middle Eastern, African and European cinema.

SR | OD is an online platform where users can view features, documentaries, animations and TV shows from these countries. Members can sign up and pay per view and advertisers can buy space on the website.

Inspiration for the SRFF and SR | OD first struck while she was in Iran producing the first Irish-Iranian co-production with Cardel Entertainment. Carla met many Iranian filmmakers who wanted to screen films in Ireland and across Europe.

Wanting to facilitate international contact between filmmakers, Carla and several other filmmakers and directors set up the Silk Road International Film Festival (SRFF) in Dublin in 2012.

Looking for a way to expand the festival's offering, Carla launched SR | OD in October 2016.

Since then, she was invited to Shanghai in June 2017 to sign a Memorandum of Understanding between the Shanghai International Film Festival and the SRFF. The multinational production alliance aims to increase the influence of film in China's 'Belt and Road' initiative.

During her time on ACORNS, Carla got much encouragement from fellow participants and is looking forward to the next stages of her business development.