

## 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 co-founded the Irish production company Cardel Entertainment, and the Silk Road International Film Festival (SRIFF), which she expanded to create Silk Road ON DEMAND (SR|OD).

As well as screening international films, SRIFF screens a special selection of films from the "Silk Road", countries part of the historical network of the Silk Road ancient trade routes. The selection, called Belt and Road includes Asian, Arab, Middle Eastern, African, Mediterranean 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 SRIFF 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 set up the Silk Road International Film Festival (SRIFF) in Dublin in 2012. She then launched SR | OD in October 2016 to expand the festival's offering. Working from her home in Portlarrington, Co Offaly, she then launched SR | OD in October 2016 to expand the festival's offering.

Since taking part in ACORNS, she was invited to Shanghai last year to sign a Memorandum of Understanding between the Shanghai International Film Festival and the SRIFF.

31 film festival institution representatives from 29 countries gathered to sign the memorandum on the establishment of the Belt and Road Film Festival Alliance. The member institutions of the Alliance will take films as a carrier to seek mutual learning and common development in exchanges and cooperation.

*Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.*