



The UK film veteran Lawrence Safir dies at 62

Geneva, August 2009 - ISAN-IA (ISAN International Agency) is saddened by the passing of its good friend and colleague, Lawrence Safir, who died on August 5th, in a London hospital after a long illness. He was 62. Lawrence has served the ISAN Standard since its conception, being one of the main protagonists of the audiovisual industry who contributed to build up the ISAN Standard to establish a unique identification for audiovisual programs. Member of the ISAN-IA's Board since its creation, during the last two years, he has also covered the position of President of the ISAN International Agency, bringing all his precious experience of the audiovisual market, acquired during his long and successful career.

Born in London, Lawrence was the son of British film executive Sidney Safir. After beginning his film career in 1966 with Warner Bros. in Paris, Lawrence moved back to London, working first as an executive with Anglo Amalgamated Film Distributors Ltd. and then with British Lion Film. In 1977, following British Lion's merger with EMI, Lawrence and his father established Safir Films, one of the first independent sales agencies in London, introducing to the international market such landmark Australian films as Bruce Beresford's *Breaker Morant*, Gillian Armstrong's *My Brilliant Career*, and Philip Noyce's *Heatwave*.

Beginning in 1993, Lawrence served as IFTA's European representative, first as Chairman, AFMA Europe, and then as Vice President of European Affairs, the position he held at the time of death. In this capacity he served on a number of advisory and regulatory bodies, including: AGICOA (Executive Committee and Board of Directors), British Screen Advisory Council, FIAPF (Executive Committee and Governing Board), Film Export UK, PACT (Governing Council & Export Policy Group), and UK Film Council Consultations. He represented IFTA at the WIPO treaty negotiations, working to establish protection of intellectual property in the digital age, and in the World Summit on the Information Society debates over the impact of the new communications technology on traditional IP protection.

Tireless in his job, Lawrence found also the time to teach a class about the sales agent business at the Media Business School in Madrid. He was also a recognized aviation expert specializing in the DC-3.