



NAOUSSA
INTERNATIONAL
FILM FESTIVAL
DIGITAL SHORTS

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PRESS RELEASE

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PARTICIPATION IN THE 7th NAOUSSA INTERNATIONAL FILM FESTIVAL

Naoussa International Film Festival is in the pleasant position to announce the Call for Entries for the 7th edition, which will take place the period from **6 to 9 of May 2010**. For the forthcoming edition the organizing institution plans to realize significant innovative actions aiming at the improvement of the cinematographic experience and the more active participation of the audience at the events.

Naoussa Film Festival is an event dedicated to short films and digital cinema. The adoption of the digital technology constitutes a clear strategic choice which promotes the festival at the forefront of the developments of the new digital era of cinema and contributes to establishing the festival's distinguishable character.

The Festival manages to attain its goals through methodical planning, vision and willingness to offer. Naoussa International Film Festival has succeeded to provoke development through culture. Culture is transformed into a development tool which improves the quality of living of the civilians, opens new horizons, entertains and places the foundations for permanent development.

The official procedure of films submission to the 7th Naoussa International Film Festival will expire at the **31st of January 2010**. The Terms of Participation and the Application Form, along with more information regarding the event can be found at the Festival's website (www.naoussafilmfestival.gr and www.niff.gr). Directors can submit their applications directly through the on-line submissions system at the Festival's website.

On the same time we announce the Call for Entries for the peripheral departments of the Festival. The **Department of Youth and Student Films** called "**Digital View**", of Naoussa International Film Festival attempts an opening at South-eastern Europe, embracing the future filmmakers of this region. Henceforth, the Festival provides young people and students of film schools and similar faculties the opportunity to participate in an extremely pioneering and highly qualitative event.



Until the **15th of February 2010** creators originating from the following countries : Greece, Albania, Austria, Bosnia Herzegovina, Bulgaria, Croatia, Cyprus, FYROM, Hungary, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, Czech Republic and Ukraine, can submit their application for participation to the Department of Youth and Student Films through the Festival's website.

The organizing of the department of youth and student films, called "Digital View" constitutes an action addressed to cinema directors of tomorrow. The basic goal of "Digital View" is to support young creators and to provide them with the opportunity to present their work and get evaluated for it.

Based on the innovative philosophy that characterizes the Naoussa International Film Festival we have incorporated – first in Greece – in our events the absolutely pioneering and interesting **department of mobile phone movies, called "Movile"**.

Until the 15th of February 2010, everyone that is interested in participating can submit his application to the department of mobile phone movies through the Festival's website. In addition, especially for mobile phone movies the creators can send them to the Festival via on- line application, where they can upload their movie through an extremely simple process. The availability of the application will be announced soon.

The innovative actions related to "Movile" include the on-line transmission of the participating movies through our website, the capability of on-line voting, the alternative projection of the films at the festival's venues and the award of useful presents to the distinguished creators.

With the request to publish. Thank you in advance for your cooperation.

More information along with material in electronic form you can find at the Festival's website.

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Forwards on we mention the Profile of the Festival and a short description of the 6th edition.

Profile of the Festival

The Naoussa Short-Film and Video International festival constitute a unique event. It's a very pioneering, innovative, youthful, active, vivid and qualitative experience.

For the Naoussa international Film Festival the adoption of digital technology consist an evident strategic choice. A choice, which brings it in the front row of progress on the new digital era of cinema and contributes to the formation of its distinguishable character.

Thanks to the technological innovations and the willingness of its people the festival embraces all creators, provides a chance to express themselves, supports them, showing particular interest on the creator and his/her work.

The quality, vividness, variety, innovation and professionalism that discriminate each individual part of the festival have established it in the consciousness of creators and public as a real cultural celebration.

A festival that people around the globe, distinguished people of the artistic field, high quality pictures, events of unique interest, activities for children, imaginary musical journeys, along with the spirit of volunteers compose an impressive mosaic of colors, images, sounds, culture, joy and creation.

Moreover, the festival grows to be a pole of regional development via the concretization of a new developmental planning which includes actions of cultural, educational, touristic character. The festival promotes development, contributes to local societies and plays a decisive part in the revival of the region.

We, the organizers of the Naoussa short-Film and Video International Festival, commit to keep working with enthusiasm, passion and to promote cultural activity, contribute to regional development as well as to make this event the greatest festival of East-Southern Europe.



6th Naoussa International Film Festival: Cinema at its best!

The Festival is organized by the civil, not profitable company Naoussa International Film Festival and is organized under the aegis of the Ministry of Culture, the Ministry of Macedonia and Thrace, the Ministry of Tourism and Greek National Tourism Organization, the Institute of Audiovisual Means, the Prefecture of Imathia and the School of Fine Arts of the Aristotle University of Thessaloniki. The festival is supported by the Operational Programme “Culture” and the European Regional Development Fund.

Furthermore, the Festival is organized with the support of the Cinema Museum of Thessaloniki, the Media Desk Hellas, the Institute of Communication, the Hellenic Red Cross, the magazine Cinema, the Athens Film Festival “Nights of Premiere” and the Municipal Cultural Organization of Naoussa. Communication sponsors of the Festival is the national television ERT3, the newspaper KATHIMERINI, the radio station 95,8 and echoes.gr, the magazine CITY and the portal ElCulture.gr.

Naoussa International Film Festival constitutes a cultural event in constant development aiming at becoming the most significant digital cinema festival in the region of Southeastern Europe.

Currently, the festival establishes Greece as a reference point for digital cinema, constitutes node of wider transeuropean networks of exchanges and collaboration with foreign countries, has been rendered pole of contemporary cultural creation, improves the quality of living of the civilians and reinforces regional development.

In the 6th edition more than 200 highly qualitative films were projected and many interesting satellite events were realized. More than 12.000 visitors took part, among them many professionals of the cinema industry from Greece and abroad.

The organization of the Youth and Student Films department, which has been organized under the auspices of the School of Fine Arts of the Aristotle University of Thessaloniki, gave the opportunity to future directors to present their work and get evaluated for it. The department of the mobile phone movies attracted audience’s interest.

The programme of the Festival’s satellite events included the exhibition of scenes and costumes by Giorgos Patsas for the films of Theo Angelopoulos, the tribute to human rights in collaboration with Goethe-Institut Thessaloniki in memory of the 60 years from the Human Rights Declaration. Also, the event “Child and Cinema” was organized with the participation of elementary



schools of Naoussa. The photo contest “My Festival” was welcomed with enthusiasm from the audience. Renowned cinema professionals like Ieroklis Michailides, Gregory Karantinakis and James Mimikos gave open to the audience master classes.

Finally, every night after the screenings a concert was offered to the Festival’s friends. Evridiki and Dimitris Korgialas, the bands Fanela Rige and NasaFunk and DJ Isorropistis lift off fans with their music.

