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**“Hip Hop International” Wins Best Shorts Competition**

Mexico City, July 27th, 2012 – Sven Alexander Heinrich of the *Centro de Capacitación Cinematográfica, A.C.* has won a prestigious Award of Merit from the *Best Shorts Competition*. The award was given for Sven Alexander Heinrich’s exciting music clip “Hip Hop International”, which illustrates the ideas and concept of the song with the same title created by the musicians Mc Luka, Merolico, Kolmillo, Itza, Tyreza, and D-Black. “Hip Hop International” features exceptional story-telling based on an international input of six different artists.

“The purpose of this production was to achieve an atmosphere and a story fitting the original idea of the song of the extinct rapper band ‘I2’. I feel very glad to have received an Award of Merit of the *Best Shorts Competition*, which highly compensates me for all the efforts to produce this colourful video clip.” (Sven A. Heinrich, director, producer and cinematographer of “Hip Hop International”)

The *Best Shorts Competition* recognizes film professionals who demonstrate exceptional achievement in craft and creativity, and those who produce standout entertainment or contribute to profound social change. Entries are judged by highly qualified professionals in the film industry. Information about the *Best Shorts Competition* and a list of recent winners can be found at [www.bestshorts.net](http://www.bestshorts.net).

In winning *Best Shorts* laurels, the *Centro de Capacitación Cinematográfica* joins the ranks of other high-profile winners of this internationally respected award. Thomas Baker, Ph.D., who chairs the *Best Shorts Competition*, had this to say about the latest winners, “*Best Shorts* laurels are not easy to win. Entries are received from around the world. The *Best Shorts Competition* helps set the standard for craft and creativity. The judges were pleased with the exceptionally high quality of entries. The goal of the *Best Shorts Comeptition* is to help winners achieve the recognition they deserve.”

For more information call Boris Miramontes (+52-55-4155 0090) or visit Sven Heinrich’s website at <http://www.imdb.com/name/nm1667628/>, his twitter account at <http://twitter.com/svenheinrich> or his blog at <http://www.filmfestivals.com/en/blog/svenheinrich>