



PRESS RELEASE

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**Unique attractions at the 14th PIFF:
14 WORLD COMPETITION FILMS
'PIFF BAZAAR' with the 'SMITA PATIL PAVILLION' and
FIVE TOP EDUCATIONAL INSTITUTIONS PARTNER PIFF
14th PIFF announces the SELECTED FILMS**

In a first-of-its-kind occurrence, five leading and prestigious educational institutions of the country have come forward to actively partner with PIFF, thereby making the prestigious festival a merited upholder of the true essence of a film festival – a precise blend of academics and entertainment.

Another unique idea rolled out this year by PIFF is the PIFF BAZAAR with the 'SMITA PATIL PAVILLION'. A Bazaar unlike any other in memory of the legendary actress who belonged from Pune.

MIT Group of Institutions, Bharti Vidyapeeth, Symbiosis International University, Savitribai Phule Pune University and along with the DSK International Campus have actively volunteered to be an integral part of this prestigious festival poised to enter its **14th successful year on 14th January, 2016 and will go on till 21st January, 2016**. The festival is jointly organized by **Pune Film Foundation** and **Government of Maharashtra**.

Speaking excitedly about the two exciting new developments, Dr. Jabbar Patel, noted film maker & Chairman of PIFF said: "With such a tremendous force of five leading, prestigious educational and corporate Goliaths like Club Mahindra, Volkswagen Group India, Precision Camshafts Limited, UFO Moviez India Limited and Scrabble Entertainment behind us; PIFF has acquired a completely new dimension".

These institutions are not just sponsoring certain sections, but their students are also playing vital roles in making the festival a success but more than that it will be a **truly students & youngsters' festival**.

Dr. Jabbar Patel added: Mr. Rahul Karad of the MIT Group of Institutions has joined hands in a big way. The MIT School of Film & Television of which I am also the Chairman is going to play the role of official videographers. The MIT group of designs has designed the look referring to our 14th PIFF theme 'Sports and Cinema bring the world together'. MIT journalism & broadcasting students have worked really hard for the catalogue content. It does not end here the MIT management and business students will also be volunteering.

The 14th PIFF will have 350 shows of more than 280 films from 65 countries. Screenings will be hosted by 13 screens of 7 locations in Pune and Pimpri Chinchwad.

This year, over 1000 films from various countries had participated in the competition section. The Selection committee has selected **14 films** for the final competition. These films will be competing for the Government of Maharashtra "Prabhat" Best International Film (Cash Prize of Rs. 10 lakh) and Government of Maharashtra "Prabhat" Best International Film Director (Cash Prize of Rs. 5 lakh). An audience choice best film award will also be given to one of these films.

The Marathi competition has cash awards Government of Maharashtra - "Sant Tukaram " Best International Marathi Film (Cash Prize of Rs. 5 lakh) and Akhil Bhartiya Marathi Chitrapat Mahamandal of Rs. 25,000 for each Best Director, Best Actor, Best screenplay and Best Cinematographer.

The Maharashtra Tourism Development Corporation (MTDC) short film competition carries First cash Prize: Rs. 1, 25,000 and Second cash Prize: Rs. 75,000 in each categories : Konkan-Beaches and Scuba Diving, Wildlife of Vidharbha (Tadoba) and Aurangabad as a Tourist Destination Including Bibi-ka-Maqbara.

In the Volkswagen Student International Competition under the live action category, 13 films have been selected and In the Animation category, 18 films have been shortlisted for final competition. The winners in both categories will be given a cash prize of Best Film -USD 1000, Best Director-USD 500, Best Screenplay- USD 500, Best Cinematographer - USD 500, Best Audiographer -USD 500, Best Animation Film (India) - USD 1000 and Best Animation Film (International) - USD 1000. The competition is organized by Whistling Woods International Film School.

In the Global Cinema category, 78 films will be screened across the venues. The audience will get a chance to watch films that were well appreciated in the international festivals like Cannes, Berlin, Karlovi Vary, Venice, Toronto, Sundance, Rotterdam, Munich amongst many.

Dr. Jabbar Patel added: "Though Vishwajeet Kadam of Bharti Vidyapeeth has graciously sponsored the main theme section "Sports & Cinema bring the world together". Under this section 10 films will be showcased. His school of photography students are going to take on the responsibility of being the official photographers of PIFF.

In the kaleidoscope category 26 films and Latin American section 18 films will be screened with the help of foreign embassies, Consulates and Film foundations.

This year PIFF has a major sponsor - 'Club Mahindra' formerly known as Mahindra Holidays & Resorts who has taken the onus of sponsoring the very important Asian Film Section with 7 films.

Similarly, Tanvi Kulkarni has so magnanimously sponsored the feature animation films section showcasing 6 contemporary feature animation films. Additionally, her DSK International Campus students are going to create the official animation signature tune. Similarly, they will also hold a master class on animation at their campus.

Same goes for the generous Dr. Vidya Yeravdekar of Symbiosis International University who has graciously sponsored the 'Human Mind & Cinema' section showcasing 5 films.

Mr. W. N. Gade, the Vice-Chancellor of Savitribai Phule Pune University has also come forward as sponsor for 'Literature & Cinema' section with 5 films.

Symbiosis International University and Savitribai Phule Pune University have come aboard as sponsors but their students are going to actively play very important roles in the organising logistics of the festival.

This year, in the Country Focus we will be focusing on 'TURKEY' with films. Whereas, in the retrospective category, seven films of renowned Brazilian film director Hector Babenco, 6 films by renowned Danish director Nils Malmros and 6 films of our very own Ritwik Ghatak will be screened.

Under the Indian Cinema category, 13 Indian regional films will be screened. This year under the section Gems from NFAI we will be showcasing few classic restored films.

The other sections are Marathi Cinema Today, Films Division package and Tribute section.

On the second unique development – the PIFF Bazaar, Dr. Jabbar Patel said: “Though this year, the PIFF Bazaar will mainly have stalls only by the sponsors and a few others who may wish to reach out to the young and vibrant citizens of this city, **next year onwards, the PIFF Bazaar will be a major meeting ground for national and international distributors, buyers, embassies wanting to market their countries as filming destinations, international film schools, production houses, casting directors and agencies scouting for talent, new talent wanting a launch pad among others.**”

Dr. Jabbar Patel further explained: “This year as well, with workshops and seminars conducted at the PIFF Bazaar auditorium by world-greats whom many young film makers and Cinephiles may only dream of ever meeting, the 14th PIFF is going to be a very vibrant & dynamic festival.

Even the press interactions with the national & international celebrities will be conducted here. The Smita Patil Pavilion will also provide a platform for young aspiring performing artistes from various colleges and educational institutions to showcase their talent free of cost on the stage specially being constructed for the same.

Mr. Ravi Gupta further said: “Pune is a historical city with a rich, cultural heritage and also a great educational hub with a large student population. We think corporates should look at a cultural endeavour like PIFF as an opportunity, even as a responsibility to help retain and propagate our rich cultural heritage. In the future, we hope more corporates will involve ourselves in a grander manner.”

PIFF is supported by various Festival partners as: Maharashtra Tourism Development Corporation, National Film Archive of India, Directorate of Film Festival, Akhil Bhartiya Marathi Chitrapat Mahamandal, Film and Television Institute of India, Pimpri-Chinchwad Municipal Corporation, Pune Municipal Corporation, Max Muller Bhavan, Films Division, and Whistling Woods International.

Our **Multiplex partner ‘City Pride – Kothrud’** and Venue Partners: City pride R- Deccan, City Pride-Satara Road, Mangala - Shivajinagar, National Film Archive of India – Law college road, INOX – Camp and Jai Ganesh INOX - PCMC.

Also our Official Bank ‘Bank of Maharashtra’, Official Courier ‘DHL Pvt. Ltd’; Official Broadcasting Partner ‘Doordarshan Broadcasting television network’, Radio Partner ‘Radio One’, Hospitality Partners: Ramee Grand Hotel, Tarawade Clarks Inn Hotel and Hotel Royalty, Technical Partner ‘SMPTE’, Transport Partner ‘L. V. Shinde Group’.

The list of films being projected at the various is available on our website : www.piffindia.com