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**PRESS RELEASE**

**Airtel 4th Jaipur International Film Festival-JIFF 2012 will commence 27 January evening 5:30 PM at the Birla Auditorium**

**Jaipur, January 25, 2012:** An ideal example of cultural and ethnic diversity, colors and enthusiasm the Airtel 4th Jaipur International Film Festival-JIFF 2012 will commence 27 January evening 5:30 PM at the Birla Auditorium in the Pink City, India. There is probability of Chief Minister of Rajasthan Sh. Ashok Gehlot to be the Opening Ceremony of the festival. The inauguration of the festival will be done by the renowned film actress Smt. Jaya Bachchan and the Guest of Honour of the inaugural session will be the producer of the Academy Award winning film ‘No Man’s Land’ (2001), Mr. Marc Baschet. He will come from France to be the part of the festival.

**Lifetime Achievement Award-JIFF 2012**

The second session of the opening ceremony will commence at 7 pm on the same day. In which the Lifetime Achievement Award of JIFF 2012 will be conferred to Smt. Jaya Bachchan.

During the events of the festivals, more than 250 filmmakers from India and various parts of the world including France, Germany, The United States, China, Nigeria, Argentina, Columbia, England, etc. There will be an incalculable numbers of actors and actresses as well as the artists from various entertainment backgrounds to be the part of the festival. It is fully anticipated that the presence of film dignitaries will definitely render a new remarkable identity to the Pink City in terms of cinema and entertainment. Besides, the ‘Jaipur Rights’ will also avail a great opportunity to watch some of the premium films of the world.

**The inaugural session to be dedicated to 6 legends of cinema**

The festival will be inaugurated by offering tribute to 6 sparkling stars of Indian Cinema that left us in the year 2011. These include- The evergreen superstar -Dev Anand, the chocolaty boy -Shammi Kapoor, director who was known for making films on the serious subjects-Mani Kaul, a filmmaker who was equivalently popular in both Hollywood and Bollywood-Jag Mundhra, musician-Daan Singh and gazal maestro-Jagjit Singh. An important fact is that among these the last 4 belonged to Rajasthan.

The year 2011 will be tragic for us as these artistic legends left us forever. The film lovers never wish to miss the opportunity to pay the honest tribute to these legends and JIFF Family is going express its gratitude towards them in the coming festival. Airtel JIFF 2012 will be dedicated to these artists.

**‘Veena Vadan’ by Pandit Vishwa Mohan Bhatt**

During the inaugural session, there will be live ‘Veena Vadan’ performance by Grammy Award Winner Pandit Vishwa Mohan Bhatt. It would truly be a great gift to our national and international guests who are fond of the pure Indian Classical Music.

**6 venues- 70 nations- 5 days and 178 films:**

 The 4th JIFF is on the floor with few top notch surprising elements this year. The major venues of the festival will be Golcha Cinema and The Chamber Bhawan. But the inaugural ceremony of the festival will take place on 5:30 PM at the Birla Auditorium. In the honor of the filmmakers participating in the festival, there will be dinner and cultural programs at the Jal Mahal and The Pink Square. By this way, 178 films from 70 nations will be shown to the critics and the film lovers in the period of 5 days.

**An opportunity to experience Oscars – Cannes in Jaipur**

This year, people will get a magnificent opportunity to experience the films that are nominated for Oscars and Cannes. The Indian film ‘Mombatti’ was nominated in Cannes Film Festival last year and ‘The Road Home’ and ‘A Separation’ are nominated in the Academy Awards 2012. These films will be screened in the 4th Jaipur International Film Festival.

**‘Lovesongs’ to be screened in the opening and ‘West Is West’ to close the festival ceremony**

The opening film of the 4th JIFF will be ‘Lovesongs: Yesterday, Today and Tomorrow’. The film is in English language but is attaining a wider popularity among the Indian audiences due to one of the memorable performances by Jaya Bachchan. On the other hand, the closing film of the festival will be ‘West Is West’ produced by Leslee Udwin, producer from UK. Her presence along with Om Puri and Ila Arun during the film screening will definitely fuel up a new enthusiasm and thrill among the audiences.

**The United States of America with maximum number of films in the 4th Jaipur International Film Festival**

‘Atithi Devo Bhava’ is an ancient tradition in our country and we are obediently following it in the contemporary era as well. It is worth to note that Jaipur International Film Festival is also taking forward the cultural trend of inviting the guests from across the globe to the mega event in the Pink City. In the 4th Airtel Jaipur International Film Festival, the honor of becoming the guest nation has been given to the United States of America. It is basically because the maximum (27 films) number of films has been nominated in JIFF 2012 from this country only. In the last 2 years, the countries of France and Iran received the honor of becoming the guest countries of the festival.

Out of these 27 US films, 2 (Wish Me Away and Cinema is everywhere) are feature films and 3 documentaries, 21 short and 1 short animation films are there.

**Iara Lee against the American colonists**

It is significant to know that out of these 27 films, 12 are made by the prominent filmmaker and social activist Iara Lee. She came to Jaipur to participate in the 3rd JIFF last year and her film ‘Cultures of Resistance’ won the ‘Green Rose’ in the Red Carpet Award Ceremony.

This year, she attempted to expose the exploitative face of the American capitalists through various documentary works. Her works highlighted the negative influence of America in various parts of the world including Iraq, Afghanistan and Africa. The best thing about the films of Iara Lee is that they help us to explore those facts which most of the people actually don’t know.

**Artistic and alluring decorations**

To make the visit of film lovers well worth, necessary arrangements has been done at Golcha Cinema and The Chamber Bhawan accompanying the artistic decorations.

**The film screening with perfect sound**

No one can imagine or rather experience the enjoyment of the film screening with the absence of good sound. As far as the sound effects in Golcha Cinema are concerned then it is definitely one of the best in Jaipur. So the film fanatics will definitely going to have a great time with the forthcoming festival.

**The cultural feast and programs for everyone**

To enchant the guests with the distinctive Rajasthani culture, the selective cultural programs are scheduled in the events of the festival. There will be musical events and concerts purely dedicated to the Rajasthani soundtracks and folks. The priority of the festival always remains to deliver best of the platforms to the hidden talents of Rajasthan in front of the world. This is the reason why there will be a special presentation from Veena Cassettes as well. The Closing Ceremony of the festival will be held in The City Palace and special decorative arrangements would be done over there.

**At Jal Mahal- Boats, tides and Rajasthani lyrics**

On January 29th, there will be there will be special troops (Langa, Mangniyar, Ghoomer, and Kacchi Ghodi) performing on the Rajasthani scores and try to reflect what the local customs are all about. Our national and international guests can avail the thrill of boat ride and travel on tides across Jal Mahal to experience the serene view of one of the tourist attractions of Jaipur.

**Europe, Asia, America and Africa- All under one roof**

The 4th JIFF will be nothing less than an artistic fair of the cinema lovers and guests and delegates from different continents of the world including Asia, Europe, Africa, America and Australia. The fusion of the cultures of these different continents right at one place would be pretty interesting.

**Hollywood- Bollywood Competition**

Prepare yourself to see one of the biggest competitions in the World Cinema to fetch the prestigious Red Carpet Awards in JIFF 2012! Due to the involvement of the finest cinema of the world, the competitions in the award category is extremely intense and like every year people are expecting unbiased and transparent judgment from the jury. The Golden Globe Winner and twin Oscar nominated film ‘A Separation’ is nominated in 3 categories of JIFF- 2012.

**Filmmaking- Before and after will be a special session in the film bazaar and the concept of coproduction would be applied this year to a whole new level:**

The film market ‘The Merchant’ has been founded with the major objective of improving the standard of the festival in a far better way. Besides, it is also an important discovery for the filmmakers from India and abroad and ensures a better platform for them. The best thing about this film market is that it has not been imitated from any other film market but has its own identity. All the steps associated with the participation in the film market to the selection of the films are fully transparent and are applied for the first time on an experimental basis.

This year, mostly the film distributors and producers from Rajasthan are invited to participate in the film market. It is basically done because ‘The Best Film’ will be selected out of the official entries in ‘The Merchant’ and it will be released in Jaipur or in the whole state of Rajasthan.

It is worth to note that ‘The Merchant’ was founded in JIFF-2011 with 2 sessions i.e. The Merchant and Film Distribution- Jaipur, India and the world. Nearly 20 filmmakers, distributors, producers and critics actively participated in it. Among them, the prominent names include Mr. T P Agarwal, Mr. Sanjay Chatar, Mr. Nand Kishore Jhalani (India), Iara Lee (United States), Alessandro Del Bianco (Italy), Iesh Thaper (United Kingdom), and Mukesh Asopa (Canada).

We are fully prepared to broaden the horizons of the publicity of ‘The Merchant’ in JIFF-2013. Next year, we are planning to integrate all the major companies associated with film production in the film market.

**Beauty Queens at JIFF!**

Numerous young actresses are also making their visit to Jaipur in order to participate in the film festival. It is worth to note that current Miss Nigeria Miss Ogechukwu Okolo- Obiajulu and the actress and the beauty queen Miss Blessing Ugwu along with the delegate group of 5 people will visit Jaipur to attend the festival.

**3 seminars and 2 workshops to take place on 7 major subjects**

There are events concerning some of the critical subjects like World Classical Cinema, how to make a good movie within a restrained budget, the future of regional cinema, the World Cinema in Jaipur- Why and how will be included in the seminars of the festival. These seminars will take place from 28th January to 31st January in Chamber Bhawan from 1:00 PM onwards.

There will be two workshops based on extremely important subjects of Script Writing and Film Direction from 28th to 30th January in Chamber Bhawan morning 10:00 AM onwards.

The workshop/ seminar will be taken by some of the most recognized artists of cinema including Andrew Vial from Australia and Subhash Kapoor from India, and Oscar winning producer Marc Baschet from France. They will directly interact with the participants and help them to resolve all sorts of queries in no time.

**Spanish Classical Cinema**

As per the tradition followed by us from the past many years, this year also there will be ‘special focus cinema’ in JIFF.

After much debate, it has been decided to bring audience across the ‘Spanish Classical Cinema’ this time. There will be 4 major films from the legendary director of Spain Luis Bunuel. It will include The Brute (1953), Susana (1951), Ilusion Travels by Streetcar (1954) and Woman without Love (1952).

**A golden opportunity in the end week of January**

JIFF 2012 will give preference to those movies that based on humanitarian relations, rise and downfall of the cultures and those that can deeply explore the dimensions of cinematic art. Besides, it would be a golden opportunity for everyone to understand the diverse cultures across the globe and how films reflect them precisely.

**A matter of buzz around the world**

 Jaipur is now not a new city to the world. The objective of Jaipur International Film Festival is to explore the possibilities in Pink City and bring them up in front of the world. The dialogues are buzzing around- ‘Keep it up’, ‘Cheers!’ offering all the necessary enthusiasm to the working committee of the festival. As per Govind Nihalani, “JIFF is now becoming a favorite hotspot for the filmmakers after Cannes Film Festival in France. Other film festivals are also wondering how it is possible for a festival to attain such a mass popularity and credibility within first four years.”

**It is not merely words or images or sounds….. but the combination of everything**

The magic of cinema is one such medium that can be heard and experienced by a blind person, can be visually seen by a deaf person and even an illiterate can understand the deep thoughts behind it. This is the reason why there is no better medium of expression than cinema. And there is better place for the people to visit than JIFF.

**Women to direct the horror genre**

Women are determined to prove themselves and the direction of the horror genre is also not an exception to it. The 4th Jaipur International Film Festival will witness ‘Sisters’ and ‘Snow Day, Bloody Snow Day’ at the Golcha Cinema from 12:00 to 2:00 PM on 31st January, 2012. The horror film fans can see the experimental work of women directors in these films.

**The glamour from the third world**

Kindly note that the films from the countries like Luxembourg, Peru and South Africa will be shown in the 4th JIFF.

**Ambassadors shown keen interest in the festival**

The ambassadors of many countries like Spain, Germany and Peru have shown high interest in JIFF and appreciated it to a very extent. They also insisted to promote the cultural relationships of their countries with India. The ambassador of Brazil also expressed his interest to attend the festival.

**Rubaiyat’s ‘Meherjaan’ to focus on the relations**

‘Meherjaan’ by a Bangladeshi director is gaining immense popularity in the festival due to beautiful and effectual presentation of the relations. Jaya Bachchan also played a very strong role in this film.

**Dr. APJ Abdul Kalam’s Chandrayaan to be shown in Jaipur**

Bharat Ratna and the former president of India, Dr. APJ Abdul Kalam’s unique invention ‘Chandrayaan’ is a remarkable film that not only delivers good entertainment but also renders a strong message through it. The screening of the film will be done at the Golcha Cinema, 10:00 AM on 30th January, 2012. It is truly a great film in itself, especially for the students. It exhibits one of the greatest inventions of our country on the screen.

**Divorce subject based ‘A Separation’ in JIFF 2012**

It is true that when it comes to the cinema of finest standards then the audiences never prefer to miss the opportunity to watch it. While being the part of an important festival of the people, we also believe that the good films always deserve best of our considerations. We cannot overlook films that directly influence the values of our lives and the society in whole. ‘A Separation’ (original title: Nader and Simin) falls into the class of such films.

The film lately won the prestigious **Golden Globe Award for the ‘Best Foreign Language Film’ three days back.**  The film is an end result of the co-production in between Iran and France. Basically, the key element of this film is ‘divorce’. When Simin (leading female protagonist) decides to file divorce against her husband Nader for not emigrating with her for the future of their child, he brings home a young woman for the care of his father suffering from Alzheimer. But little does he know that the woman is actually pregnant and working against her husband’s will? Then starts an endless phase of social confrontations against Nader

 The cases of divorce and misleading social confrontations are also common among the Indian families these days. This is the reason why tussles and disagreements are also increasing on a time to time basis. Therefore, the film can have a phenomenal impact on the families living in India.

In JIFF-2012, ‘A Separation’ has been nominated in various categories including ‘Golden Camel’, ‘Red Rose’ and ‘Green Rose’. In the festival, the film will be screened at the Golcha Cinema on January 28th, 2012 at 10:00 AM. The duration of the film is 2 hours 3 minutes.

**5 Panoramas and 25 awards**

The films of the entire festival are divided into 5 different panoramas. These include the 24 (total-28) feature films and 22 animation films (competition in different category). There are in total 135 films in the ‘Worldwood International’ panorama category with fair number of short and documentary films in competition. In the upcoming stars panorama there are 10 films submitted by the student filmmakers. In the U-Turn Rajasthan panorama there are 23 films that officially entered in JIFF from the state of Rajasthan.

The festival comprises of 179 films in whole in which 109 short, 26 Documentary, 22 Animation and 28 feature films are there. Among these 85 films are from India and 94 are from the overseas.

**Registration is compulsory**

In order to participate in the festival, it would be mandatory to undergo the registration process. The registration is already been started at Golcha Cinema and The Chamber Bhawan near New Gate. The registration fee is only Rs. 250/- in which the person can be the part of the Opening Ceremony as well as the screening of all the films. For the students, the

**WELCOME TO MOVIE LAND**

The punch line of JIFF this year is- “Welcome to Movie Land”. It is a matter of fact that the maximum number of films across the globe are made in India. The punch line is unique in itself as it simply encourages filmmakers and film lovers from all over the world to come and experience the land of Rajasthan in India.

The screenings of all the films will be done from 28th to 31st January, 2012 at Golcha Cinema and Chamber Bhawan from 10:00 AM onwards till 9:00 PM

Last year, the final selection to the festival comprised of 144 films.

Yours sincerely



**(Hanu Roj)**

Director

Jaipur international Film Festival

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