



BEYOND GENRES, FORMATS: A PROGRAM THAT BREAKS DOWN AUDIOVISUAL BARRIERS

The 27th Geneva International Film Festival [GIFF] is on! It will be held from November 5 to 14, 2021 and will feature adaptable and flexible organization that will delight festivalgoers, as well as film and series with strong narratives, an original creation by Stephan Eicher, and dizzying interactive installations. The program will focus on the cinematic experience, creativity, and the inclusiveness of the audiovisual arts. Industry professionals will not be left out as the Geneva Digital Market will be held from November 8 to 12 to discover opportunities for innovation, networking, and training. The festival poster is the work of Swiss 3D artist Benjamin Muzzin which echoes a plural era with infinite visual possibilities.

27TH GENEVA INTERNATIONAL FILM FESTIVAL (GIFF) | NOVEMBER 5 - 14, 2021

The program of the 27th GIFF features such highlights as the performance *It's Alive: A Journey into Invisible Cinema* by **Stephan Eicher**, on November 5 and 6 at the Plaza. This legendary movie theater, which closed its doors in 2004, will awaken to the sounds of a unique creation that will give shape to the screenplays of films that were never shot. On the digital side, two interactive installations will give pride of place to intimacy and the senses with *What is Left of Reality* by **Pierre Zandrowicz & Ferdinand Dervieux**, and to imagination and the human body with *Sacred Hill* by **Ali Eslami, Klasien van de Zandschulp and Mamali Shafahi**. Finally, GIFF will offer original immersion into the history of the medium with *POP TV – The Untold Story of the Small Screen*. This program will retrace – for better or for worse – the evolution of the contents that have fomented popular culture from our living rooms. Series, films, and cult shows will revive or reveal the antechamber of the aesthetics that have influenced contemporary audiovisual arts.

9TH GENEVA DIGITAL MARKET (GDM) | NOVEMBER 8 - 12, 2021

At the heart of GIFF, the Geneva Digital Market [GDM] is the only event in Switzerland dedicated to innovation and the transfer of skills between the different sectors of the audiovisual industry, with a program of talks, keynotes, pitching and matchmaking sessions, and networking. New in 2021, the GDM will adopt a hybrid formula allowing accredited participants to join the community of international experts online and/or on site. In anticipation of the full program release, GIFF is pleased to announce two events in collaboration with **FOCAL Foundation for professional training in cinema and audiovisual media** ; one will bring together **Luke Hyams**, Head of YouTube Originals EMEA [UK], **David Mühle**, CEO of Playpilot [SE], and **Agustina Lumi**, Head of

Content & Marketing at **usheru** [IE], with keynotes and demos presented by renowned experts to inform the audiovisual industry about the possibilities of distributing and monetizing their film catalog. The other will take the form of a symposium addressed to independent producers to introduce them to the key aspects of the use of new technologies for the post-production, casting and marketing of films. Guests will include **John Canning**, Executive Producer, New Media & Experiential at **Digital Domain** [US], **Wolf Bosse**, Expert in Film and Innovation Management [DE], and **Dirk Hofmann**, Co-Founder, CEO of **DAIN Studios** [DE].

A POSTER DESIGNED BY BENJAMIN MUZZIN

This year, the Festival poster connotes a metamorphosis or an intertwining. Designed as a freeze frame, it evokes a before and an after. Imagined by **Benjamin Muzzin**, the visual echoes a plural era, filled with doubts but also with infinite possibilities, where digital and reality cross and embrace each other to open new perspectives and new imaginaries.

Muzzin, a Swiss artist working mainly with 3D moving images, is one of the many interactive design artists that GIFF has been supporting for several years through initiatives developed in the Geneva Digital Market. His artistic approach is based on constant research on what lies beyond the usual frame of the flat screen and resonates with the position that GIFF has defended since its creation by focusing on all types of screens.

SAVE THE DATE

July 30 - August 14 | GIFF UNLIMITED @ Locarno Film Festival

September 28 | GIFF UNLIMITED @ ArtTech Foundation

October 14 | Press conference, release of the program and opening of the ticket office of the 27th GIFF & 9th GDM

November 5 – 14 | 27th Geneva International Film Festival

November 8 – 12 | 9th Geneva Digital Market

> IMAGES AND POSTER DOWNLOAD LINK

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