

FIFA TO LAUNCH ONLINE CONTENT PLATFORM THIS FALL

Montréal, 9 July 2020 – The International Festival of Films on Art (FIFA) is pleased to announce the launch of a new online platform this fall, offering a range of distinct and exclusive content dedicated to all forms of art on screens.

Building on the popular success of its 38th edition held in virtual mode in the context of the COVID-19 pandemic, FIFA has decided to consolidate its online presence, by offering a **year-round and Canada-wide broadcasting platform**. FIFA thus wishes to remain an essential portal on art, culture and creativity and to highlight a great diversity of works, including **documentary films on art, fiction films about art, biographical films, performance recordings, media art, experimental works and art videos**.

It will also give pride of place to Quebec and Canadian productions, as well as films on artists from Quebec and Canada.

"This initiative of the International Festival of Films on Art aims to bring people together, for the benefit of all audiences and the artistic community. We actively wish to collaborate with directors, producers, distributors and artistic partners wishing to promote high quality works, still too inaccessible today due to the lack of broadcasting systems. We want to put our knowledge and expertise at the service of the community," stated Philippe U. del Drago, Executive and Artistic director of FIFA.

Information on subscription rates, available online film catalog and other relevant details will be released this fall. Professionals interested in this platform project are invited to communicate with the Festival management via the following email address:

platform@artfifa.com

About FIFA

Founded by René Rozon, The International Festival of Films on Art (FIFA) is dedicated to the international promotion and distribution of films on art and media arts. For over three decades, it has presented an annual event in March, which allows discovery of the latest documentaries on art. With its various activities, FIFA is committed to increasing the knowledge and appreciation of art among the public, promoting the work of artists in the fields of cinema, video and visual arts, and also encouraging the production and diffusion of art films. While this year's exclusively online edition was hugely popular with both audiences and the media, the 39th edition of FIFA will take place physically, from March 16 to 28, 2021.

artfifa.com and lefifa.com

- 30 -

Source:

Isabelle Huiban

Director of Communications, Marketing and Partnerships
International Festival of Films on Art (FIFA)
Tel.: 514 222-4307 | ihuiban@artfifa.com