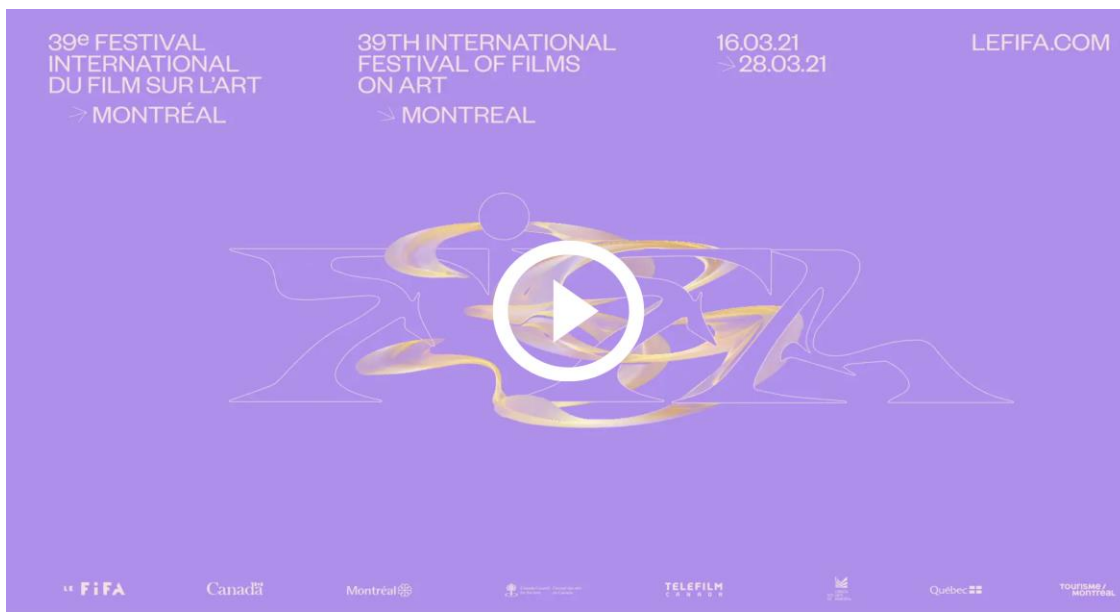


LE F i F A 39

Press release
For immediate distribution

The International Festival of Films on Art unveils the poster for its 39th edition

The edition will be held from March 16 to 28, 2021.



Visual campaign for FIFA's 39th edition. Designed by Samuel Charpentier and Sierra Lefrançois, Empty Field studio (2020).

Montréal, January 19, 2021 – Two months before the start of its annual event, **The International Festival of Films on Art (FIFA)** is pleased to reveal the poster for its **39th edition**, which will be held **March 16 to 28, 2021**. Following in the tradition begun by its artistic director almost three years ago, the Festival continues its collaboration with the talented **graphic designers Samuel Charpentier and Sierra Lefrançois of Empty Field studio**, who have designed a new visual campaign reflecting the festival's essence and high quality: **contemporary, creative, innovative, and diversified**.

In keeping with the current times, which are full of considerable challenges for society – and for the Canadian cultural scene – the Festival's executive and artistic director **Philippe U. del Drago** has chosen to highlight the notion of discomfort through its graphic codes by playing with a moiré effect, rich textures that break through the barriers of graphic design with joy and optimism.

"Some big surprises will be in store for the 39th edition, for which we have completely rethought the codes," noted Philippe U. del Drago. "The world we're living is complex to encompass, because it's so unstable and volatile. We have to take this chance to reshuffle the cards and ask ourselves what we want to do with them and which ones we want to keep. Let's create opportunities to do it together, even if we aren't together physically. We have more tools than ever to open our world to others. Let's make it work!" stated Philippe U. del Drago.



This past fall, FIFA received **more than 600 films** following its call for submissions for the 39th edition, and so those who love both film and art will soon once again have an opportunity to enjoy a multitude of films devoted to many art disciplines – **animation, architecture, contemporary art, dance, design, literature, music, painting, photography** – as well as a rich selection of original **music videos**, among other things. FIFA's "**Cartes blanches**" program will also return, with **FIFA Connexions** encounters and the **FIFA Experimental** program, all in partnership with artists and prestigious cultural institutions.

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 nearly four decades, it has presented an annual event in March, which allows discovery of the latest documentaries on art. With its various year-round activities and programming,

diffused through a vast cultural and educational network, FIFA is committed to increasing the knowledge and appreciation of art among the public, promoting the work of artists in the fields of cinema, music video and visual arts, and also encouraging the production and diffusion of art films.



The Festival's presentation format will be evaluated in light of the health context and governmental directives in early February 2021.

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Source:
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