

Press Release
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LeFIFA.com: New platform for cultural content



Film still from *Flatland* by Alireza Keymanesh and Amir Pousti

Montréal, 4 June 2020 - Building on the success of its recent initiative, suggesting a selection of enriching and fun cultural activities to enjoy in the context of the COVID-19 pandemic, FIFA has decided to launch [LeFIFA.com](https://www.lefifa.com) in order to allow this sharing with the art-loving community to extend beyond the current period of confinement. Available online as of this week, this bilingual microsite resembles a sleekly designed Webzine. Alongside the [artifa.com](https://www.artifa.com) website, it aims to share content specifically created or commissioned by FIFA.

"FIFA is delighted to offer quality content year-round, given the unprecedented circumstances which do not currently allow us to offer screenings in theaters. We want to continue to inspire our audience and invite them to explore diverse artistic and geographic horizons, while offering them the opportunity to share their favorites via social media. Discovery and sharing are key values in this pilot project," stated Philippe U. del Drago, FIFA's Executive and Artistic Director.

After presenting the rich program, *Spotlight on Iranian Art Films*, at its 38th edition last March, FIFA continues its exploration of **Iranian arts and art films** on the new web platform, in partnership with [MOMENTA | Biennale de l'image](https://www.momenta.com). A new initiative, supported by the Conseil des arts de Montréal, was entrusted to director and curator **Leila Khalilzadeh**, a Montreal-based Iranian filmmaker who has directed, written, and produced short fiction, animation, and documentary films. Through a newly-curated selection of films to be accessible on [LeFIFA.com](https://www.lefifa.com), Leila Khalilzadeh invites us to discover the experiences of **pioneers of Iranian film and new generations alike**, whose work is unrestricted to any one cinematic convention or mainstream style. Several different genres are presented: **cinema, documentaries, as well as animated and experimental short films**, which makes for an exceptionally rich and diverse program.

A series of recent interviews conducted on the occasion of **FIFA Connexions**, with relevant video content, is also available. The interviews give voice to renowned artistic figures and talented professionals in the cinematographic and cultural sphere: *Perception and representation of the body* with choreographer and director **Édouard Lock**; *The Art of Filming Dance* with director and fashion photographer **Alexandre Paskanoï**; *Therapy Through the Arts* with **Guylaine Vaillancourt**, Director of the Department of Arts Therapy at Concordia University and **Amy Éloïse Mailloux**, Director of the National Centre for Dance Therapy at Les Grands Ballets Canadiens de Montréal; and finally, *Broadcasting in the Digital Era*, with **Florence Lamothe**, General Acquisition Coordinator for Tènk Canada.

Additional content offered includes filmed interviews with **Pascale Raynaud**, responsible for cinema programming and the collection of films on art at the Louvre Museum; designer, choreographer and director **K Goldstein** of Compagnie KeatBeck; designer, multimedia producer and photographer **Jean- Christophe Yacono** aka Yako; and **Philippe U. Del Drago**, Executive and Artistic Director of FIFA.

LeFIFA.com also features local and international cultural news that inspires the Festival, reflects its natural artistic affinities and highlights existing fruitful partnerships. For example, FIFA recommends, among other things, the viewing of **3e scène** productions for the **Opéra de Paris**, and the virtual visit of an exhibition at the **Fondation Cartier** on Brazilian photographer **Claudia Andujar** and the Yanomami Indians in South America. It invites you to view the **Centre Pompidou** exhibition on photographer **Dora Maar** or to download an augmented reality app from Icelandic-Danish artist **Olafur Eliasson**. The same is true for podcasts designed by the **Musée des beaux-arts du Québec (MNBAQ)**, online classes by **Les Grands Ballets Canadiens de Montréal** or an educational video game on contemporary Quebec art resulting from the collaboration between **MOMENTA | Biennale de l'image** and the **Dpt studio**.

The content of this platform will be enriched each week with news, projects and artistic meetings initiated or selected by FIFA.

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, in addition to a selection of virtual reality and interactive works. 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 from 16 to 28 March 2021. [Artfifa.com](http://artfifa.com)

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