

PRESS RELEASE

23 October 2019, we are pleased to announce the first edition of a people's film festival titled John Abraham International Short Film Festival (JAISFF), in Kozhikode from 13th to 15th December 2019 at Art Gallery & Krishnan Menon Museum Theatre.

A brand new international short festival named after one of the finest avant-garde directors in Indian history Mr. John Abraham. A legend who pioneered the idea of "people's cinema by forming a film collective and strongly believed that it is important to create a culture of the audience who appreciated films for their artistic values. Traveling on his footsteps Mr. Joy Mathew initiated and dedicated a film festival to his mentor John Abraham. He is the Festival Chairman and Mr. Madhavan Pillai is the Festival Director.

John Abraham International Short Film Festival instituted and delighted to provide a platform for our filmmakers and Short film awards for high-quality short films made by talented **international and local Short-film Film-makers** with the larger aim to

- ❖ Celebrate the short film aesthetics and artistic expressions and to create an inclusive festival space where film veterans, professionals, first time filmmakers, critics, students, and enthusiasts meet, engage and have conversations on the wonderful world of cinema.
- ❖ Recognize excellence in contemporary short film-making and production in India and around the world.
- ❖ Provide opportunities to connect the short film-making community from India, through networking and collaborative projects.
- ❖ Provide an opportunity for Indians to experience the best work of International, Indian & local film-making talent.
- ❖ To build an audience for the work of short filmmakers.

In this first edition, the festival will showcase some of the best short films selected and curated from the international open call. The open call submission from short filmmakers around the world will be live on festival website jaisff.com from 23rd October and it is open till 24th November 2019.

The festival will screen for three days & nights more than 60 short films that you won't usually find in the mainstream cinemas. All selected films compete for the cash prize worth of Rs. 1,50,000 (\$2100). The festival committed to honor best film with Rs.1,00,000/- (\$1400) cash award and memento, best director with Rs.25,000/- (\$350) cash award and memento & best performer award with Rs.25,000/- (\$350) cash award and memento.

In addition to a film screening, the festival will also host lectures, talk shows, workshops and conversations each day. The invited industry veterans and experts will talk about the medium and their experiences and artistic expressions. There will be an open discussion about the screed film where the audience will have an opportunity to participate in the ongoing discussions, both about the film and the format with the artists.

Apart from enjoying world-class short films, we excited to introduce revolutionary voting App called VOTEX. Through this Votex App, the audience will be the jury and will select the Best film, Best Director and Best performer. There is no individual jury to select award-winning films. Apart from voting through Votex, they will also be able to rate and review the short films in real-time. This App is specially designed for this film festival.

The festival will also have a Peer-to-Peer lounge, which is a special space for creative youth to have face to face interactions, discussions and debates on short film making in South Asia and this lounge is also a great space for networking opportunities.

We are also introducing a Replay Box, which is space where audiences can see all the short films which are screened once again, if they miss it or if they want to relook into the film by just entering the curated box.

John Abraham Award for Best Film, Director and Performer, will be announced on 15th December 2019.

Festival Dates: 13, 14, and 15 December 2019

Venue: Art Gallery & Krishnan Menon Museum Theatre, Kendriya Vidyalaya Rd, East Hill, Kozhikode, Kerala 673005

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