RUSHES SOHO SHORTS FESTIVAL 2010

ICA

RUSHES SOHO SHORTS ANNOUNCES THE FULL FESTIVAL PROGRAMME

21 July 2010 - 28 July 2010

The Institute of Contemporary Arts is delighted to welcome back Rushes Soho Shorts Festival. A showcase for new filmmaking talent and professional alike, this thrilling and diverse annual short film programme includes live action, documentary, fiction, animation and music promos. Now in its twelfth year, the programme will include 170 new films from 23 countries, competing in 8 categories: Long Form, International, Newcomer, Short Film, Documentary, Animation, Music Video and Broadcast Design, culminating with The Awards Ceremony on Thursday 29 July.

This year's festival runs over 10 days with a wide range of events including the Flicker Alley Street Party, BAFTA Short Filmmakers Market, 11 seminars, 6 panel discussions, 14 guest programmes, receptions, boat parties and exhibitions held in 16 different venues in and around the West End.

The impressive selection of films includes the record-breaking *Evian Skating Babies* ad (in the *Guinness Book of World Records* as the most-watched viral of all time) and **Michel Gondry's** latest music video; actors such as **Robert Pattinson** (*Twilight*), **Ian McKellen** (*Lord of the Rings*), **Camilla Rutherford** (*Gosford Park, The Darjeeling Limited*), **Celia Imrie** (*Cranford*), **Jenny Agutter** (*An American Werewolf in London*), **Iwan Rheon** (*Misfits*), **Talulah Riley** (*St Trinian's*), **Jodie Whittaker** (*Perrier's Bounty*), and **Michael Maloney** (*Truly Madly Deeply*); music videos from **Laura Marling, Faithless, Franz Ferdinand, Eminem, Plan B** and **Gorillaz..**

Some Festival Highlights:

- **BAFTA The Short Filmmakers Market…** Rushes Soho Shorts and BAFTA host a day of screenings, discussions and seminars produced by the London Film Academy, Shooting People and Protein Networks on branding, financing, production, marketing and distribution.

- **Soho Film Lab Seminars…** Experienced filmmakers feed back their views on marketing, editing, pitching, funding, sound production, 3D, Broadcast VFX and the future of short film in a range of free weekday seminars.

- **Apple Store Panels…** Panel events which offer practical solutions and discussion in key areas of film-related creativity: Advertising, Documentary, Animation, Short Film and Music Video.

- **Guest Programmes…** 14 exclusive selections of film screenings including straight 8, Australian Shorts, Kerry Film Festival, Dazzle Films, Bornshorts, Renderyard, Best of Boroughs, Virgin Media Shorts, Aesthetica, Brighton University, Fujifilm, Dorset Cereal, Hollyshorts and Next Generation.

- **UK Screen Onion Session: The Importance of Grading…** Part of UK Screen Association's Onion Training Sessions, top colourists from leading facilities share their knowledge.

- **Pitching Techniques with Vision Pictures…** With funding evermore scarce, it is increasingly important for filmmakers to deliver the perfect pitch. Join us to watch filmmakers pitching their ideas to a panel of judges, giving an in-depth look at the pitching process.

- **Editing (Sound & Image) & Grading – A Case Study with Satusfaction…**
  Footage from Satusfaction, a short film directed by **Rob Gomez Martin** (Hell To Pay, Sucker Punch), is given to 3 different teams - one team of juniors, one from a promo background and an experienced drama team – to investigate the decision-making processes and the different approaches made by editors and colourists.

All events and full booking details can be found on our website: **www.sohoshorts.com** **or** **www.ica.org.uk**

Note to editors: for images and further details please contact **Emily Drake**: **emily.drake@rushes.co.uk**

FOR FURTHER INFORMATION, IMAGES AND INTERVIEWS

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ABOUT THE ICA

The Institute of Contemporary Arts (ICA) is a not-for-profit, multi-disciplinary arts centre established in 1947 by a collective of artists, poets and writers to showcase and champion contemporary culture across the broadest range of art forms. Housing two galleries, two cinemas, a theatre, reading room, bookshop and café/bar, the ICA has been at the forefront of cultural experiment since its formation and has presented some of the most radical exhibitions, artists, films, music and thought to have shaped our world. It exists today as a committed proponent of 'now', presenting an international and contextualised programme of work in new and experimental frameworks across a variety of platforms. Entrance to galleries, bookshop, café and bar events is free of charge before 11pm.

www.ica.org.uk

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