

## **PRESS RELEASE**

PAGE 1 of 2

Hamburg, July 9, 2009

### **The Bitfilm Festival 2009: From Hamburg to Tel Aviv**

- Worldwide Internet Film Festival from August 20 to September 24**
- Opening Event in Hamburg from August 20 to 22**
- Closing Event and Award Ceremony in Tel Aviv on October 1**

For the tenth time, the Bitfilm Festival awards the best digital animations of this planet. The worldwide Internet audience will decide by an online voting starting on August 20 on the winners of a prize money of 10,000 Euros. The prize money was donated by the State of Hamburg's Cultural Authority, which has been supporting Bitfilm since 2003.

The Bitfilmmakers like to travel, that's why they will organise a part of the festival not in their hometown Hamburg but in another major city. Following Barcelona in 2007 and Stuttgart in 2008, this year it is the turn of Tel Aviv. Israel's economic and cultural metropolis is celebrating its 100th anniversary in 2009. The Goethe Institute will support Bitfilm in setting up the festival's closing event in Tel Aviv's Cinémathèque. It will include the award ceremony where the winners receive the highly renowned Bitfilm robots.

„Tel Aviv is an awesome city with a fascinating creative community“, says Bitfilm's founder Aaron Koenig. „In October it will still be warmer there than in Germany in the summer. So we hope that many Bitfilm Fans from all over the world will be able to travel to Israel and celebrate the festival's closing event with us.“

#### **New Category for Political Films**

The new competition category POLITICOOOL is dedicated to digital animations and mash-ups with a political message.

„In the last years we have received more and more excellent films that address political issues by a new visual language“, Aaron explains the creation of this new section. „Using typographic animations and sophisticated collage techniques even complex topics like Internet censorship, video surveillance or data security are expressed in an attractive way. This exciting new genre is worth to have its own category.“

Many films selected for the POLITICOOOL competition come from the Middle East. This is due to a partnership that Bitfilm has closed with Mideastyouth.com, a network of young political activists from Arabic countries, Iran and Israel. Their mission is to fight for democracy, freedom and human rights in the Middle East.

„The rebellion against the Mullahs in Iran has proven: people in the whole world are ready to stand up for freedom and democracy“, says Aaron Koenig. „The Internet is their most important communication tool and we want to help those idealistic, courageous people to get the attention they deserve.“

## **PRESS RELEASE**

PAGE 2 of 2

Hamburg, July 9, 2009

### **Opening Event in the Hamburger Schanzenviertel**

This year the Bitfilm Festival will start with a three-day event in Hamburg's bohemian Schanzenviertel. Venues are the 3001 arthouse cinema and the Open Air Cinema in Schanzepark. On Thursday, August 20, the Festival will be inaugurated, followed by a workshop on the future of cinema and an opening programme.

On Friday, August 21, highlights of the four competitions will be shown outdoors in the Schanzepark. On Saturday, August 22, nominated films from all four competitions will be shown at the 3001, Schanzestraße 75.

### **Competition Categories Slimmed Down**

The classical Bitfilm categories, which are structured by technique, have been simplified and slimmed down.

- The 3D SPACE category now encompasses 3D animations and realtime demos.
- The FX MIX category features films that mix various techniques like live action, 2D and 3D animation digitally. The former FLASH category has been merged into it.
- The MACHINIMA category shows films that were shot live inside computer games or virtual worlds like Second Life.
- The MOBILE category has been discontinued, as most of the nominated films work well on today's mobile devices.

**More information at [www.bitfilm.com/festival](http://www.bitfilm.com/festival)**

**Press pictures in printable resolution may be downloaded at [www.bitfilm.com/press](http://www.bitfilm.com/press).**