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For Immediate Release

New Richmond international film fest embraces community

Richmond, BC – Exercise your inner Scorsese and go international this summer as the newborn Richmond International Film & Media Arts Festival makes its debut on local screens, inside shipping containers, in the woods and at other innovative locations.

This July, the City of Richmond and Cinevolution Media are proud to present a new vision for a popular film celebration. The former New Asia Film Festival is expanding from an Asia-focused film event into a community celebration of international film and media arts. The Richmond International Film & Media Arts Festival takes place at the Richmond Cultural Centre and Plaza from July 21 – 24, 2011.

Audiences will be able to experience full length features in a unique atmosphere such as one of the festival's new programs: Dim Sum Movie and Cinema Café. Other festival highlights includes Multimedia Installations and Projections in unusual locations, including a pair of shipping containers on the Richmond Cultural Centre plaza, the Canada Line and the lobby and woods outside of the Cultural Centre. Other special events screenings will also include a pairing of multimedia arts with a traditional Chinese tea ceremony. A special outdoor screening will officially open the festival on July 22 with live DJ and musical performances.

“In order to embody the personality of the Richmond International Film and Media Arts Festival we are branding it as Your Kontinent,” explains Ying Wang, President of Cinevolution. “Your Kontinent is a variation of the name Urkontinent, one single large continent, a word coined by German scientist and Geophysicist, Alfred Wegener. This continent, if it existed today, would contain a multitude of ethnicities and thus be considered a mosaic. Like the City of Richmond, this continent represents individual and collective perceptions of many cultures co-existing in one place. The deliberate choice to use ‘your’ instead of ‘ur’ is to represent one’s individual perception of their continent or culture.”

There are many ways to make the festival your own, including film appreciation workshops and forums, a post-festival film review contest and return of the Dream Project, in which local students and First Nations youth will collaborate to create films to be shown at the festival.

Richmond residents are also encouraged to grab a camera and share your story with the community. *My Richmond Story: Community Digital Storytelling* is a festival outreach project supported through the Richmond Arts Centre and its new Media Lab. Richmond residents will be invited to create and share individual, family and community stories. These digital stories will be

screened at the Festival and form a crucial part of the collective memory and identity of Richmond.

The project is open to Richmond residents of all ages who are encouraged to submit complete films and/or photographs which they create themselves or through the Media Lab. Every Friday and Sunday, from now through May 29, the Media Lab at the Richmond Cultural Centre is open to the general public to drop in to record their stories in video and audio on a first come first served basis. Through this process, people can have hands-on experience with digital equipment and technology at no cost. Professional media artists of multiple languages will be present to facilitate the procedure. In addition, a series of free workshops led by professional filmmakers will be offered in June. Participants will learn the process of making a good quality documentary from script writing to editing. At the end of the workshops, participants will have contributed to the creation of a 2-5 minutes short film. For full details about the festival and My Richmond Story visit www.vnaff.ca (festival temporary website) or www.richmond/medialab.ca

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Media Contact:

Kim Decker
Corporate Communications Officer
Tel: 604-276-4371 Cell: 778-835-6178
Email: kdecker@richmond.ca