



AN ONLINE FILM FESTIVAL: *THE NEW NORMAL INTERNATIONAL FILM FESTIVAL*

WHAT

The New Normal International Film Festival is an online festival run by media students from 'The Festival Experience' studio led by Cerise Howard, based at RMIT University in Naarm/Melbourne, Australia.

WHY

The festival has arisen in response to the unprecedented times we currently find ourselves in. At a time of vast social isolation, we aim to keep the spirit of cinema alive, fostering a sense of community and celebration in filmmakers and lovers worldwide.

HOW

Through a livestream of short and selected feature films, and engagement with the filmmaking community **we seek to explore the concept of the 'New Normal'**, aiming to discuss what we consider as 'normal' both in the past and present, whilst looking to a possible shared future. Films are to be submitted via FilmFreeway by May 25.

Link to FilmFreeway:

https://filmfreeway.com/TheNewNormalInternationalFilmFestival?utm_campaign=The+New+Normal+International+Film+Festival+2020&utm_medium=External&utm_source=Submission+Button

We will be **live-streaming** on our website, <https://newnormaliff.com> and on YouTube, Facebook and Twitch simultaneously through the use of Streamlabs OBS.

In addition to our general selection category, The New Normal International Film Festival is inviting filmmakers and creatives to make a short video art piece of no more than 2 minutes speaking to our festival's theme of 'the new normal' in specific relation to the 'at home' experience of lockdown.

We are encouraging filmmakers to think outside of the box, experiment and get creative with what is available to them. Themes could include social distance, personal growth, isolation from loved ones, connection to nature, or the relationship with your environment.

Submissions are via our FilmFreeway page under the category of 'Film Art Competition'. Competition deadline is the 22nd May.

Production crew

Programming team: Amelia Leonard, Chloe Delos Santos, Ellie McFarlane, Kebby Xie

Design team: Andrew Atkins, Mo Miao, Shaylie Li, Wanda Xue

Marketing & PR team: Bronte Pitcher, Jason Wang, Polina Andreeva

Operations team: Anaqi Anzari, Jaie McGuinness, Lydia Jia, Erin Mahoney

'The Festival Experience' - Media Studio

'The Festival Experience' is a media studio under the Bachelor of Communications of RMIT. This studio steeps students in all that constitutes film festival culture. Students are working collaboratively to stage a film festival online.

Cerise Howard - Studio Leader

Cerise Howard is a co-curator of the Melbourne Cinémathèque who co-founded the Czech and Slovak Film Festival of Australia and was its Artistic Director from 2013-2018. A co-founder also of tilde: Melbourne's Trans & Gender Diverse Film Festival, she has long been engaged with international film festival culture.

Contact us

Amelia Leonard, Chloe Delos Santos, Jaie McGuinness and Ellie McFarlane are available for interviews.

For interview requests, please contact Bronte Pitcher at bronte@newnormaliff.com

For general enquiries: ask@newnormaliff.com

For sponsorship inquiries: sponsorships@newnormaliff.com

You can find us on

