



MUMBAI, 20th April 2019

The board of trustees of Mumbai Academy of Moving Image (MAMI) have expanded the role of Creative Director Smriti Kiran and appointed her Artistic Director of the Academy.

Kiran, a journalist, creative producer and author with over two decades of experience in the television and film industry, has worked with some of the most prestigious companies (NDTV, Star India, Vinod Chopra Films, Cherry Tree Productions) and created flagship properties that have endured (Jeena Isi Ka Naam Hai, Night Out, Picture This, The Front Row, Film Companion). For the last 4 years, she has been the Creative Director of MAMI, the Academy that organises the Jio MAMI Mumbai Film Festival with Star. She is widely known as an indefatigable tour de force under whose tutelage, the festival was rejuvenated and transformed into a cutting-edge, holistic Academy that bridges many gaps in the Indian film landscape with its robust Year Round Programme and industry imprint.



(L-R) Filmmaker Kabir Khan, Filmmaker Siddharth Roy Kapur, Filmmaker Kiran Rao, Actor & Chairperson (MAMI) Deepika Padukone, Filmmaker Zoya Akhtar, Artistic Director (MAMI) Smriti Kiran, Filmmaker Rohan Sippy, Film Critic & Festival Director (MAMI) Anupama Chopra, OSD to the Hon. Chief Minister & Joint Secretary to the Govt. of Maharashtra Kaustubh Dhavse and Filmmaker Vikramaditya Motwane.



Speaking about the appointment, **Deepika Padukone**, the Chairperson of the Academy said, "Smriti has been the soul and backbone of MAMI. She has been instrumental in rethinking the role of MAMI as an institution in the context of Indian cinema and has worked tirelessly to create verticals that will keep MAMI at the forefront of a rapidly evolving cultural landscape. In her new role as Artistic Director, we are confident Smriti will open up new and exciting avenues for the Academy."

Long time collaborator and Festival Director, **Anupama Chopra** said, "Smriti is now in the fifth year of her journey with MAMI. In her, we have found a relentless champion who will keep seeking new boundaries to push and grow the Academy as well as imbue the festival with a definite and identifiable voice."

On working with MAMI's illustrious Board of Trustees and her new role, **Smriti Kiran** said "It is a pleasure to work with people who empower and inspire you. MAMI is a home to both storytellers and film lovers. A space that nurtures, enables and brings into focus talent and narratives. Together, we are building a family, an institution that brings stability and stands resolutely for cutting edge cinema. I am privileged and grateful to be entrusted with this daunting but incredible opportunity."





About Mumbai Academy of Moving Image (MAMI)

India's leading platform for cinematic disruption and discovery, was founded in 1997 by film industry stalwarts headed by Late Hrishikesh Mukherjee. The main purpose of founding the academy was to give India an annual international film festival which the film industry and the country can be proud of. MAMI is a change-agent emboldening theater, audiences and the industry in India to embrace the new, independent and the best of cinema that deserves to be discovered. 2019 marks the 21st year of the festival and the mission statement stated by the MAMI Board of Trustees in 1997 continues to be a reflection of the initiative, "We feel it is the need of the hour to disseminate and inculcate good cinema among Indian audiences. The only way to achieve this is to celebrate cinema by hosting an international film festival in Mumbai which is the birthplace of Indian Cinema) and its film and entertainment capital. MAMI (Mumbai Academy of Moving Image) is committed to start Mumbai's first independent international film festival organized by practicing film makers." MAMI organizes the Jio MAMI Mumbai Film Festival with Star, an annual international film festival, which engages film lovers from all walks of life across the city and country and aims to foster a climate of good cinema.

The Mumbai Film Festival will take place from 17th-24th October 2019.

For more information on MAMI, visit: www.mumbaifilmfestival.com/

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