

Jio MAMI 18th Mumbai Film Festival with Star to Promote Cultural Exchange with Bhutan

Dasho Karma W Penjor, Hon'ble Secretary of Ministry of Information and Communications, Bhutan to lead a nine-member delegation to the Mumbai Film Festival

Mumbai, October 15, 2016: Jio MAMI with Star Film Festival, in its latest edition, will play host to a 9-member contingent from Bhutan. A versatile team comprising of important members of Department of Information and Media and members from the Bhutan Film Association will represent 'The Land of the Thunder Dragon' at the Festival. The objective of this invitation is to help enhance film industry in Bhutan and to engage with film makers, producers and directors to build-up collaborative arrangement and long-term professional working relationships.

Supported by government officials, the cinema of Bhutan is a small but currently emerging industry, standing at the threshold of its international breakthrough. Bhutan has a massive appetite for entertainment and the local movie industry also takes inspiration from Indian cinema.

Bhutan will also be represented at the festival by Khyentse Norbu's newest film, 'Hema Hema: Sing Me a Song While I Wait'. It will be screened as part of the World Cinema category. In this Buddhist-themed, intriguing Bhutanese drama, a group of people don masks and come together in the woods for fifteen days of liberating and transgressive anonymity.

'Hema Hema: Sing Me a Song While I Wait' by Khyentse Norbu

Khyentse Norbu is a Bhutanese Buddhist teacher and filmmaker who received worldwide fame in 1999 with his first film, 'The Cup'.

The Jio MAMI with Star Film Festival has grown strongly with the collaboration from movie fanatics in Southeast Asia and Western filmmakers. It has an excellent mix of award-winning directors, emerging film-makers, experimental shorts, and documentaries. The festival will provide an opportunity for Bhutan to highlight the imaginative work of its filmmakers and resonating performances of its actors.

Festival Director, Jio MAMI with Star Film Festival, Anupama Chopra said, "Bhutan is one of my favorite places on the planet and it gives me great pleasure to have the Bhutanese delegation at our festival. It's an honor for us. I hope this is the beginning of an enduring cultural exchange."

The contingent will comprise of:

1. Mr. Dasho Karma W Penjor- The Honorable Secretary of Ministry of Information and Communications
2. Mr. Thinley Dorji- Librarian, Department of Information and Media
3. Mr. Phub Wangdi- Assistant Information and Media, Department of Information and Media

And members from the Bhutan Film Association:

1. Mr. Tashi Gyeltshen- Filmmaker
2. Mr. Thukten Yeshe- Film Writer & Director/ Consultant
3. Mr. Pema Rinzin- Filmmaker, Sound Designer, Editor, Cinematographer & Archer
4. Mr. Chencho Dorji- Actor/Producer
5. Ms. Tsokye Tsomo Karchung- Actor
6. Ms. Lhaki Dolma- Actor, writer

Jio MAMI with Star VISION 2016

The Jio MAMI Mumbai Film Festival with Star is an inclusive movie feast. We showcase the latest cutting-edge, independent cinema - art house fare alongside genre movies from Bollywood and Hollywood and cult international movies. We offer the best of world cinema to the people of Mumbai and we offer the best of Indian cinema to the world. The festival is run by the Mumbai Academy of Moving Image popularly known as MAMI. This is a space where we revel in the sheer pleasure of cinema, the joy it gives us and how much it enhances our lives. The goal is to nurture and ignite a passion for movies. We want Jio MAMI with Star to be shorthand for excellence in cinema.

ABOUT Jio MAMI with Star Film Festival

Mumbai - the financial capital of India is also the epicentre of the Indian film industry. The city plays such a major role in production and dissemination of Indian films and television programs that it is widely known by its acronym 'Bollywood'. In 1997, a group of film industry stalwarts headed by late Hrishikesh Mukherjee founded the Mumbai Academy of Moving Image (MAMI) as a not-for-profit Trust. Their main objective was to organise an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organising the festival for the last 16 years and aims to foster a climate of good cinema. MAMI engages people from all walks of life across the city and country that enjoy and love good cinema. It is Mumbai's only film festival that is entirely created and run by film professionals and a group of members from corporate India. Appreciation of good cinema, stripped off all the limiting labels of art and commercial, can only come about through exposure to the best of films the world has to offer. The Festival is the first step in that direction.

In their Mission Statement in 1997, the MAMI Board of Trustees said, “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, India’s 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.”

For more information on Jio MAMI 18th Mumbai Film Festival with Star scheduled to be held from 20th October- 27th October 2016, do visit the official website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: www.mumbaifilmfestival.com

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YouTube: [Mumbai Film Festival](https://www.youtube.com/MumbaiFilmFestival)