

# JIO MAMI 18<sup>TH</sup> MUMBAI FILM FESTIVAL WITH STAR TO OPEN HALF TICKET WITH THE LITTLE PRINCE

- *The opening film will be screened at PVR, Lower Parel*
- *Monica Wahi, Founder-Director of the regional cross-border network South Asian Children's Cinema Forum is the curator of Half Ticket*
- *The Film Festival for the first time opens Half Ticket to the public for designated days*

**Mumbai, October 15, 2016:** Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star to open Half Ticket Vertical with 'The Little Prince'. The opening film will be screened at PVR, Lower Parel.

This section presents a variety of acclaimed films to children and young adults to nurture their appetite for distinctive artistic experiences.

The Little Prince is an animated fantasy adventure family drama based on the 1943 novel by Antoine de Saint-Exupéry. It is the first animated feature adaptation of the classic novel. Mark Osborne, a two-time Academy Award nominee who is well versed in a wide range of animation technologies has directed this movie. He came to worldwide fame in 2008 as a director of 'Kung Fu Panda' which premiered at Cannes and received the French Cesar award for Best Animation.

The Little Prince movie revolves around a little girl who lives in a very grown up world and her mother who maps out every minute of her daughter's life in order to get her into the finest school. The Little Girl is soon distracted by her strange and ancient neighbour, the Aviator, who introduces her to an extraordinary world where anything is possible! A world that he was himself invited into long ago by a mysterious extra-terrestrial voyager The Little Prince.

***Creative, Producer, Director and Curator, Monica Wahi said,*** "It is the first time that children in India will get to watch this celebrated animation on the big screen. *Generations have grown up with the book. I'm sure like the classic, this contemporary retelling will also resonate with both children and adults."*

***Jio MAMI Mumbai Film Festival with Star, Chairperson, Kiran Rao said,*** "We are so happy to have the Half Ticket section back this year. This vertical is dedicated to kids and young adults, and this year we are opening screenings for festival delegates and their kids too on certain days. We hope parents across the city will take this opportunity to introduce their kids to great cinema."

Half ticket will present an exciting slate of 28 films from across the world including fiction, non-fiction and animation. Half Ticket will feature 13 features and 15 shorts. The Jury for Half Ticket will consist of 7 kids aged 9 to 17 years from across Mumbai.

In addition to this, on Friday, October 21, 2016 a Screen writing workshop will be conducted for aspiring school going film writers aged 12 to 16 years, by Dibarkar Banerjee, Diya Mirza and Varun Grover.

**Besides *The Little Prince*, the section is also presenting other exciting titles like *Heidi, At Eye Level, Fanny's Journey, Window Horses and Hang in there, kids! Colours of***

***Innocence, Famous in Ahmedabad and We make Images* are the Indian productions included in the section.**

This vertical which is dedicated to children has been opened to delegates as well on certain days. The youngest audience are in for a special treat! Gillo Theatre Repertory, the renowned children's theatre group will lead an interactive session of animated shorts with 5 to 7 year olds.

Festival delegates can register children and young adults for the Opening Show and ten other shows across the weekend. These weekend shows promise a wide range of films for young audiences aged 5 to 17 years. Younger children can enjoy more accessible, heart-warming films while older teenagers interested in art and cinema will get to watch more eclectic work. Most of the films are subtitled. Parents are advised to check the Age Recommendations and Advisories for each film on the festival website before booking the show.

**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 epicenter 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." To register, go to <https://in.bookmyshow.com/mami/>

Do visit the official website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: <http://www.mumbaifilmfestival.com/>

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