



The Mumbai Film Festival turns 18 with Ranveer Singh

Jio MAMI 18th Mumbai Film Festival with Star launches its brand new look with a shoutout to filmmakers across the world in its Call for Entries film starring actor Ranveer Singh!

THE FESTIVAL NOW STANDS OPEN!

Mumbai, May, 2016

2015 was a year of reinvention for the Mumbai Film Festival. Jio MAMI Mumbai Film Festival with Star in 2016 will surge forward with a new identity. Launching this new identity is actor Ranveer Singh who generously gave his time for the Call for Entries film that invites film entries for the festival and declares it open for the year.

Though a global platform, one of the primary goals of the festival is to give voice to Indian cinema from every corner of the country. This multilingual Call for Entries film is just one of many steps towards this goal. Ranveer Singh, the livewire actor, very graciously and enthusiastically came on board for the film. He effortlessly grasped various languages and had a great time inviting filmmakers to send their entries for India's most prestigious film festival.

Ranveer Singh says, *“Mumbai Film Festival is doing some amazing work for film lovers across the board! Our city needs and deserves a cultural event like this. It's a great platform for upcoming talent and I am absolutely delighted that I could do my bit for the festival and our city!”*

Watch the Call for Entries film [here!](#)

The film has been directed by filmmaker Rohan Sippy, who is also on the board of directors of the festival. Rohan not only lent his talent and time to the film but also threw open the doors of his production house to put resources into the film. Filmmaker Vasana Bala was roped in to creatively consult on the film.

Sharing his thoughts about the Jio MAMI Mumbai Film Festival with Star, **Rohan Sippy**, says - *“Now when there is a staggering amount of new content being created every day, it is more important than ever to have a platform to present your work. Even the smallest opportunities can go a long way. The film community needs a hub like MAMI where we can interact with new talent. It’s great to be a part of this process and help build this wonderful film festival.”*

Vasana Bala, Filmmaker, enthusiastically adds, *“The new MAMI energy was too infectious to ignore or not be a part of, it’s one of those things that you want to be involved with immaterial of your role in it.”*

The 18th edition of film festival is scheduled for 20th-27th October, 2016. The film festival will get more interesting this year with new sections, screenings and special activities.

Anupama Chopra, Festival Director, MAMI said, *“We want our festival to be a showcase for the best cinema talent in India. We want filmmakers from every corner of the country to send us their films. So I’m grateful to Ranveer Singh for taking time out to champion this by starring in our Call For Entries film. He gave us his time, his talent and his unbelievable energy. I know that his presence will take our call for entries far and wide. It will help us to bring great Indian movies to MAMI viewers.”*

The new identity of the Academy, that extends to the festival was envisioned to reflect the festival’s outlook – an amalgamation of Indian aesthetics and global appeal. The new identity represents the wide array of styles, events and people who are associated with it, as well as the city that it calls home. The new logo, “Fishing For Talent,” perfectly encapsulates that.

Kiran Rao, Chairperson, MAMI elaborates "*The MAMI Mumbai Film Festival is in its 18th year, and we wanted to celebrate this achievement with a fresh logo. Our new identity aims to reflect the openness, inclusiveness and vitality of Mumbai, and show how we take pride in being rooted while embracing cultures from all over the world. We are inspired by our island city, and this logo is a tribute to its unflagging energy!*"

Smriti Kiran, Creative Director, MAMI says " *Our dreams, ambitions, goals, energy, team, everything is new. We wanted our identity to reflect this paradigm shift. Ranveer Singh is ideal to launch this because he almost like the physical manifestation of the energy and passion that drives this festival.*"

Speaking about the new identity, Pritha Sahai, who is the co-founder and Creative Director of design agency Please See//, said, "*Mumbai is a collection of islands, communities, hopes and dreams. Whatever our differences, we put them aside for the movies. MAMI is always looking for fresh talent and in that sense, they are 'fishing for talent.'* We designed two fish to create a geometric pattern that forms the Devnagri representation of MAMI in Hindi. The use of the Devnagri script sets us apart from other international film festivals, and the simple geometric forms combined with the use of yellow make it friendly, approachable, but most of all, Indian. An identity we can all rally behind and one we instantly relate to as a representation of Mumbai"





