



Mumbai Academy of Moving Image (MAMI) launches year round events with the MAMI Film Club

The MAMI FILM CLUB will conduct year round events which include film screenings, Master classes, Film Appreciation Workshops, Knowledge Bootcamps, Digital Knowledge Series and Special Film Programmes for Children and Young Adults

Mumbai, April, 2016:

This is a watershed moment in the illustrious journey of Mumbai Academy of Moving Image (MAMI). In MAY, the academy is all set to launch its first ever Film Club that Not that, which will will conduct year round events with the goal to bring together film lovers from different walks of life.

The MAMI Film Club is a platform for filmmakers and film lovers, which is dedicated to igniting and cultivating a passion for cinema. Through year-round activities such as screenings, masterclasses, in-depth conversations with talent, and workshops, the Club aims to inspire and fuel creativity. There will also be activities designed to engage children and young adults, with the vision to nurture our future audiences.

Cinema educates, transforms and broadens sensibilities. The charter of the MAMI Film Club is to seed and grow an eco-system for cinema, and to champion cinema – from India and around the world.

Ms Kiran Rao, Chairperson, MAMI says *“We are very excited to announce the MAMI Film Club, a brand new initiative that will give cinema lovers in Mumbai many more occasions to meet and share ideas through the year. We plan to have carefully curated workshops, masterclasses and interactions with leading filmmakers, technicians and actors, and film screenings as part of the activities of the Club. We hope that the Club will help continue a rich conversation around cinema all year round.”*

The MAMI Film Club will screen a host of curated series of uncensored movies and the best of cinema from around the world. Masterclasses will be hosted with some of the most renowned and successful creators working in film, both from India and abroad, to encourage conversations on cinema with an aim to nurture, support, engage, educate and

entertain. As a pre-cursor to Half-Ticket, MAMI's year round roster of activities will also feature Special Film Programmes for Children and Young Adults to introduce cinema from all around the world to them and do post screening sessions.

Ms. Anupama Chopra, Director, MAMI said, *"The MAMI Film Club is a place for film lovers. We want to nurture a passion for cinema. We hope people across the city will partake in this feast of films, conversations and workshops. Together, we will nurture a strong film culture in India's movie capital."*

The club will also have a special focus on Knowledge Bootcamps that will be held for industry members to encourage and enable exchange of knowledge and information within the industry, and foster a more cohesive work culture.

Smriti Kiran, Creative Director, MAMI- *" A culture of sharing needs to be encouraged. Everyone can benefit from the experience of their colleagues. How can we expect any progress if we do not stand together and strengthen each other? With this club one of our big hopes is to bring the industry together."*

MAMI also wants to take this opportunity to thank title partner Jio and associate partner Star Network for their continued support in building the academy and as a result bolstering the cultural movement in the city and the country.

The first MAMI film club event will be announced in the first week of May 2016.

For more information, Please contact

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