



18<sup>th</sup> | MUMBAI  
FILM FESTIVAL



## **Jio MAMI's 18<sup>th</sup> Mumbai Film Festival with Star launches a “Word to Screen” Market**

### **Actor and avid book lover Sonam Kapoor will be the Ambassador of the Initiative**

**Mumbai, 5<sup>th</sup> August 2016:** In another first the Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star announces the “Word to Screen” Market.

The “Word to Screen” Market is a space where leading publishers and literary agents will meet with content creators. Leading Publisher and Editor Arpita Das of Yoda Press will curate the Market. Arpita and two jury members will work in collaboration with publishing houses to curate over a dozen manuscripts, which will then be pitched to producers at the Market. The Market will be held on 26<sup>th</sup> October 2016.

Actor and ambassador of the Market, Sonam Kapoor says, “I’m really excited to be associated with ‘Word to Screen’. I see immense promise in this initiative. It’s an interesting platform to showcase great content and see it manifesting into great entertainment.

**Arpita Das** said, “With *Word to Screen* we are trying to create a platform via which content creators in India can access the best in books that can be turned into narratives for othermedia. Narratives, both fiction and non-fiction that have the feel of watershed moments and epiphanies.”

Through the years the Indian film industry has turned to literature for stories but this has been sporadic. Some stellar conversions are *Guide* (1965) based on the critically acclaimed novel by RK Narayan of the same name, *3 Idiots* (2009) inspired by Chetan Bhagat’s bestselling novel, *Five Point Someone*, and the many avatars of *Devdas* based on the Bengali novel written by Sarat Chandra Chattopadhyay.

**Anupama Chopra, Festival Director, Jio MAMI with Star** said, “We are excited to introduce the, “Word to Screen” Market at MAMI this year. The foundation of world class cinema has always been a powerful narrative. The Market will create a platform for great narratives to find their way to screens. A big thank you to Sonam Kapoor for being the face of the Market!”

**Smriti Kiran, Creative Director, Jio MAMI with Star** stated, “We are always looking at unique ways to enhance film content in India. We want to make our dialogue with the world stronger and more evolved. Every year the endeavour is to add new elements to our festival line up to ensure that we grow towards becoming a more versatile festival.”

Jio MAMI's Mumbai Film Festival with Star will be held in Mumbai from October 20-27<sup>th</sup>, 2016.

For more details on the Word to Screen Market, please check <http://www.mumbaifilmfestival.com/rulesandregulations/booktoscreen>

### **Jio MAMI VISION 2016**

The Jio MAMI Mumbai Film Festival 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 to be shorthand for excellence in cinema.

### **ABOUT MAMI**

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."

**For more information on Jio MAMI Mumbai Film Festival scheduled to be held from 20th October- 27th October 2016, do visit our MAMI Website, Twitter handle, Facebook Page, Instagram and YouTube as follows:**

**Website:** [www.mumbaifilmfestival.com](http://www.mumbaifilmfestival.com)

**#JioMAMI2016**

**Twitter:** [@Mumbaifilmfest](https://twitter.com/Mumbaifilmfest)

**Facebook:** [/MumbaiFilmFestival](https://www.facebook.com/MumbaiFilmFestival)

**Instagram:** [/mumbaifilmfestival](https://www.instagram.com/mumbaifilmfestival)

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

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