

Santa Fe Independent Film Festival
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Press Release

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FOR IMMEDIATE RELEASE

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Santa Fe Independent Film Festival October 19-24, 2010

Santa Fe, NM: The Santa Fe Independent Film Festival exhibits underground cinema, art films, and other innovative or experimental work. The festival's purpose is succinct, to put film in New Mexico back into the hands of the community through a grass-roots movement of filmmakers. "It is our belief that art is for the people and going to the movies should cost six dollars or less." This year The 2010 Santa Fe Independent Film Festival will run October 19th through the 24th. This year's Festival will open October 19th at 7:00 PM at Warehouse 21, 1614 Paseo de Peralta with a screening of "Salt of the Earth" free to the public.

The festival will feature 80 films from 12 countries this year, showcasing 40 world premieres accompanied by directors, casts, crews and associates from as far away as places like Wales and Italy.

Ben Hur Sepehr, former personal filmmaker to the Shah of Iran, student of Ingmar Bergman will travel to Santa Fe to introduce his holocaust film, "The Desperate." The festival will also host four presentations: Actor Gary Farmer of "Dead Man" and "Powwow Highway," will talk about the craft of acting; Duncan North, known for his writing in "Tao of Steve," will speak about screenwriting, Scott Erickson will lead a session entitled "Queer Filmmaking," And Oscar winner Xavier Horan will host Indie Filmmaking Discussion. The focus of the Santa Fe Independent Film Festival is on underground cinema, art films, and other innovative or experimental work. The festival's purpose is clear, "Our objective is to put film in New Mexico back into the hands of the community through a grass-roots movement of filmmakers. By doing so we plan to create a model for the democratization of film all over the world."

In 2009 over three days, the Santa Fe Independent Film Festival hosted 25 screenings, a red-carpet event & awards ceremony and a party for 300 attendees. In 2010, (now with 3,400 Facebook Fans, 1,400 Twitter Followers and 300 film submissions) the Santa Fe

Independent Film Festival will showcase 80 films over six days (32 hours of screenings) with four presentations/discussions, a red-carpet event and awards show and four parties; this year SFIFF projects 2,000 attendees. 40 filmmakers will travel from out of town to attend, along with various cast and crew, for a projected total of 300 film professionals traveling to Santa Fe for the event.

Santa Fe Independent Film Festival will showcase the best independent films from all over the world affording an opportunity to local and international filmmakers to get their films in front of a diverse and passionate movie-audience. New Mexico is also a state where filmmakers have the benefit of both a tax credit as well as a workforce of film industry professionals capable of supplying both the technical and creative components of filmmaking, allowing the festival to serve as a unique networking platform.

Heading the current list of festival sponsors are Hutton Broadcasting, Warehouse 21, Garrett's Desert Inn, Aztec Café, Talisman Tattoo Shop(Taos), RDM and Assoc, Reel West Pictures, as well as an expanding collection of private patrons.

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