

NIFFF



NEUCHÂTEL
INTERNATIONAL
FANTASTIC FILM FESTIVAL

NIFFF - Press release, January 16th 2020

THE NIFFF UNVEILS THE POSTER FOR ITS 20TH EDITION

As the sole Swiss event dedicated to the cinema of the imagination, the NIFFF has over the past two decades transformed the national cultural landscape by offering a centre of expertise for an undervalued industry. Original, independent and successful, the festival has been exploring the relationships between storytelling, images and technologies since 2004. For its 20th edition, the festival's directors want to emphasize the uniqueness of the NIFFF and offer new templates for the cinema experience to audiences and professionals alike.

For the 5th year in a row, the poster design has been assigned to Neuchâtel-based creative agency White - brand design. The 2020 visual subtly combines the NIFFF's philosophy and positioning: a diversity-seeking festival with a strong identity, and the agile ability to reinvent itself. The visual perspective represents everything that is possible and underlines the thought-provoking dimension of the fantasy genre. As a finishing touch, the acronym has a golden pinkish glow that serves as a reminder that glamour is not exclusive to red carpets.

NIFFF EXTENDED, THE FUTURE OF CINEMA SAVE THE DATES!

NIFFF EXTENDED is a series of conferences and masterclasses organised by the festival that aim at exploring the future of cinema and audiovisual productions. Digital creations, new information technologies, audiovisual screenwriting or contemporary literature, this forum for reflection about imagination will bring about 100 experts together.

This programme is entirely free and includes four highlights:

- **GSGS'20**
Gamification & Serious Games Symposium
2 - 3.07.20
- **IMAGING THE FUTURE**
Digital creation & new technologies
6 - 7.07.20
- **STORYWORLDS**
Audiovisual screenwriting
8.07.20
- **NEW WORLDS OF FANTASY**
Contemporary fantasy literature
9.07.20

Contact and additional information:

Fanny Guichard | Communication & sponsoring Director
fanny.guichard@niff.ch | T: +41 32 731 07 76 | M: +41 79 820 49 11