



**Festival International
de Films de Fribourg**

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FIFF 2018: The Festival poster and a new destination, Mongolia

The 32nd Fribourg International Film Festival (FIFF) unveils its poster and announces that it will devote its *New Territory* section to Mongolian cinema. Following Bangladesh, Uzbekistan, Madagascar and Nepal, FIFF now sweeps spectators away on a voyage through steppes and mountains – where cinema often reaches epic proportions, featuring grand historical figures and horses. Thus Mongolian filmmakers will judge Swiss film students as part of the *Foreign Visa Prize*, which was first established during the previous edition of the Festival.

From 16 to 24 March, a blazing Festival poster will take Fribourg and the surrounding areas by storm: the topography of the palm of a hand, coloured blood red. The latest iteration of **the Festival's new graphic identity, developed last year by the Fribourg-based agency Asphalt Design, resonates perfectly with the thematic threads of the Festival's next edition.** Starting with the first of those to be unveiled by FIFF: the *New Territory* section will take viewers on a cinematic journey to Mongolia.

The FIFF continues to put the spotlight on cinema that is too often overlooked. Festival-goers from the last edition of the FIFF will not soon forget the emotional overload and standing ovation that followed the **Festival's opening film: *The Eagle Huntress*, a portrait of the first female Mongolian eagle breeder, directed by a British filmmaker and produced by an American production company.** The Festival was inspired to get a closer look at **Mongolia's own production, in hopes of discovering some interesting films.** “We already had some solid clues that local cinema was in full flight”, explains FIFF artistic director Thierry Jobin. “During the selection process for the 2017 edition, **two Mongolian films worked such magic on us that they very nearly landed slots in the *International Competition: Feature Films* category.** This alone was enough to attract our attention”.

The results confirmed their suspicions. Mongolia – the country with the lowest population density in the world, with 1.94 inhabitants per square kilometre, and a total population of merely 3 million for an area 38 times bigger than Switzerland – produces nearly 80 films per year. Local cinema stands out by making use of Mongolia's operatic landscapes with modest **budgets producing “Eastern Westerns” whose quality of image and epic grandeur makes Hollywood blush in comparison.** The Mongols speak their own language, and thus their home-grown cinema, which began as recently as 1938, is vastly different from other Eastern Asian cinema, whether it be Russian or Chinese in origin. An overview of around a dozen films provides the perfect opportunity to explore Mongolian film.

Of course, Mongolian guests will also take their place on the jury of the original competition, first launched by the FIFF during the last edition of the Festival. In collaboration with E-CHANGER and Fribourg-Solidaire, the *Foreign Visa Prize* invites participating Swiss film schools to each present a selection of short films directed by students, to be judged by the attending guests of the *New Territory* section. From 16 to 24 March 2018, Mongolian

filmmakers will follow in the footsteps of their counterparts from Nepal in judging works from the next generation of Swiss cinema.

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Please don't hesitate to contact us for any further information, interviews or photographic material.

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