

INDIA INTERNATIONAL FILM FESTIVAL

When asked why IIFF Tampa was founded, Francis Vayalumkal demonstrated the need to showcase India and Indian movies beyond what is usually available to us on the silver screen. He says, "Tampa has a vibrant Indian community and is an integral part of Tampa Bay community as a whole. The general public has shown more interest toward India and Indian culture in the recent years. One way to understand another culture is through its films and understanding each

venue for world premiere of several films this year" aid Francis Vayalumkal, director of the festival.

The festival will have films from different parts of India and films made by people of Indian origin around the world. Indian film industry is far beyond Bollywood and IIFF strives to portray quality Indian films to the Tampa Bay community. Films in English, Hindi, Bengali, Tamil, Malayalam, Telugu, Urdu, partial Gujarati

and will really get a feel for the Indian culture" said Rachana Dinkar, Chair of Event programming for IIFF.

The line up of films includes those that discuss wide variety topics such as social-political-cultural issues, comedy, children's movies and more. IIFF is a perfect place for movie enthusiasts to interact with filmmakers and get to know more about the art of filmmaking. Last year's festival



Rachana Dinkar, Rahul Korlipara,
Francis Vayalumkal

other's culture helps a community grow together. India International Film Festival was founded with this idea in mind and the festival aims to bring films made by Indian film makers as well as films that have something to do with the Indian diaspora from around the world. This is a unique event in Tampa Bay area that provides an opportunity to see Indian films beyond what Bollywood has to offer".

Over 50 films were submitted to this year's film festival. This includes short films, documentaries and feature films. "it was a challenge to decide which movies were to be screened at the festival, because there were many films of great quality" said Rahul Korlipara, chair of sourcing and selections committee. Filmmakers around the world including several Tampa based independent filmmakers submitted films. Several films will have world premieres happening at this year's festival. "We are excited about the fact that this festival and Tampa bay is the

Presented in the largest showcase of films in Tampa, this three-day festival will be screening over 20 films, which encompass, short films, feature films and documentaries from different parts of India and the globe.

and several other languages are included in the festival. With the variety offered, any film enthusiast is in for a real treat.

One of the world premieres will be local filmmaker, Monica Bassi's "Fresh Arrangement" made completely in Tampa. IIFF organizers are very happy to have provided a forum for local filmmakers from the community to showcase their creation. "We hope that this encourages more and more people with interest in films to come forward and follow their passion and showcase their talent" Said Francis Vayalumkal.

The festival opens with a red carpet event and opening night reception on February 18th at 6 pm followed by opening night feature and a question answer session with the film makers. An after party will follow this at Dolce Vita lounge at Channelside. On Saturday, February 19th, events will begin with screenings at noon and continue through out the day in two theaters. University teams will perform at the Channelside Courtyard center stage in the evening. Sunday, February 20th will start with movie screenings at noon and will end with a closing night feature and reception in the evening. "We have worked hard to put together great programming for this year's festival and we are sure that everyone who comes out will really be in a festive mode

was attended by Comedian Russell Peters, who presented his latest DVD, Bollywood Producer Prashant Shah, former producer and University of Tampa professor, Tom Garret, Directors Umakanth Thumrugoti, Anand Alagappan, Chandra Pemmaraju, Hyder Bilgrami, Tirthankar Das, Producers David Miller, Soumya Sriraman and several other film makers.

The second annual India International Film Festival (IIFF) of Tampa bay, an Initiative of the Indo-US Chamber of Commerce, will open with a red carpet event of celebrities and filmmakers, followed by the opening feature film on Friday February 18th at 6 pm at Channelside Cinemas. The IIFF hopes to provide a platform for increased awareness of Indian cinema and culture to the Tampa bay community by promoting films and industry professionals representing the diversity of India.

IIFF will provide an opportunity for people of all ethnicities in Tampa bay to experience Indian cinema beyond Bollywood.

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