

MINIATURE MOVIES WELCOME: TIFFxINSTAGRAM SHORTS FESTIVAL RETURNS

TIFFxInstagram Shorts Festival to showcase the best in tiny films from Aug 9 to 20

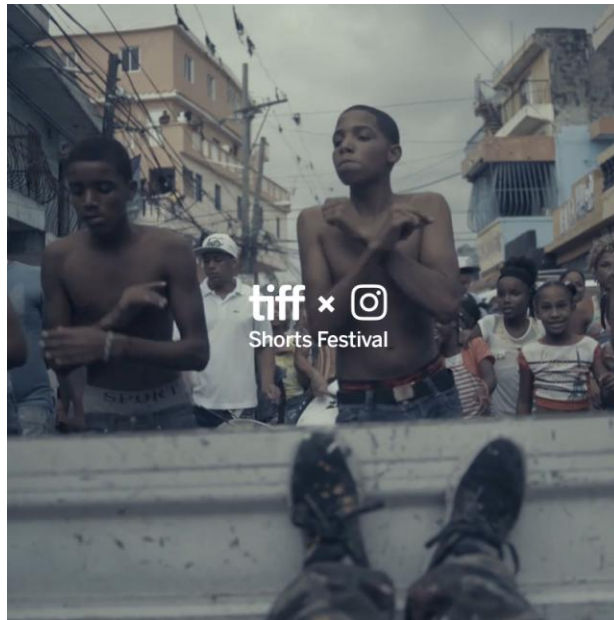


Photo Credit: Ivan Herrera, *La Pasión Original*

TORONTO – TIFF is proud to announce the return of the TIFFxInstagram Shorts Festival, TIFF’s digital short film competition. Beginning today, aspiring filmmakers from around the world can submit their pint-sized films for consideration. Finalists will have the unique opportunity to have their films judged by a panel of A-list film and industry professionals, including some of today’s top filmmakers and actors. To enter, submit a 60-second-or-less film on Instagram using the hashtag #TIFFxInstagram and complete the submission form at tiff.net/shortsfestival. The deadline for submissions is July 30. Entries must be submitted from an open Instagram account and accounts must remain open until August 21. The TIFFxInstagram Shorts Festival is presented by UNIQLO.

The inaugural 2016 competition saw entrants from regions all over the world, including submissions from Asia, Africa and the Americas. During the festival’s run, finalists’ videos were viewed over 4 million times in just 11 short days. Last year’s TIFFxInstagram produced Fan Favourite Award winner, Tunisia’s Mohamed Abdallah for [Hope](#), and Jury’s Choice Award winner, the Dominican Republic’s Ivan Herrera for [La Pasión Original](#). Since their wins, Herrera and Abdallah have had continued success, including Herrera’s work on the music video for John Legend’s “[Love Me Now](#)” alongside 2016 TIFFxInstagram Shorts Festival jury member, photographer and director Nabil Elderkin. The victory of Abdallah’s *Hope* was a step in a series of events that led to its subject, breakdancer Zulu Rema, receiving new prosthetic legs earlier this year.

“TIFF remains committed to discovering and nurturing the talent of up-and-coming filmmakers,” said Piers Handling, Director and CEO of TIFF. “The TIFFxInstagram Shorts Festival presents a unique opportunity for TIFF to engage with emerging talent on a global scale. This year, we hope TIFFxInstagram encourages even more talent internationally to create and submit films, highlighting perspectives and experiences from around the world.”

TIFF is a charitable organization with a mission to transform the way people see the world, through film.



“More than 700 million people come to Instagram to connect with a positive, highly engaged community where they can express their creativity, connect around shared interests and be inspired. Creators can build deep relationships with their followers, understand their engagement, and find new fans who love their work,” said Charles Porch, Head of Global Creative Programs at Instagram. “Through our collaboration with TIFF, we’ll once again celebrate the craft of short filmmaking through the TIFFxInstagram Shorts Festival.” 30 finalists will be selected and highlighted on TIFF’s Instagram channel from August 9 to 20, before a jury comprised of industry professionals and filmmakers selects a winner for the Jury’s Choice Award Presented by UNIQLO. In addition, a Fan Favourite Award Presented by UNIQLO will be awarded to the entrant film with the most likes on Instagram.

The award winners will receive a trip to Toronto to attend the Toronto International Film Festival this September to have a chance to network with the film community at the popular Industry Conference and see a selection of exciting film premieres. Winners will also have their short films showcased on TIFF and Instagram’s digital channels.

This year’s esteemed judging panel consists of French actress and Academy Award nominee **Isabelle Huppert** (*La Cérémonie, Elle*) ([@isabelle.huppert](#)); actor **Ashton Sanders** (*Moonlight*) ([@ashtondsanders](#)); Canadian music video director **Director X** (*Hotline Bling, Get Busy*) ([@idirectorx](#)); **John C. Jay**, President, Global Creative, at Fast Retailing, parent company of UNIQLO ([@john_c_jay](#)) and Indian directing and producing powerhouse **Karan Johar** (*Kabhi Alvida Naa Kehna, My Name Is Khan*) ([@karanjohar](#)).

More judges will be announced in the coming weeks at tiff.net/shortsfestival.

Social Media:

@TIFF_NET

Facebook.com/TIFF

#TIFFxInstagram

About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit tiff.net.

About Instagram

[Instagram Press Room](#)

TIFF is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L’Oréal Paris, and Visa, and Major Supporters the Government of Canada, the Government of Ontario, and the City of Toronto

UNIQLO is the Presenting Partner of the TIFFxInstagram Shorts Festival

-30-

For information contact the Communications Department at 416.934.3200 or email proffice@tiff.net.

TIFF is a charitable organization with a mission to transform the way people see the world, through film.