



PRESS RELEASE

Singapore International Film Festival Launches #LifeReframed Campaign

Celebrating people, the festival this year honours the spirit of empathy, inclusion and the importance of individual points-of-view

13 November 2014, SINGAPORE – The Singapore International Film Festival (SGIFF) today unveiled its #LifeReframed campaign, a series of initiatives aimed at inspiring both film-going and film-making, and ultimately bringing to life the spirit of the festival.

Yuni Hadi, Executive Director of SGIFF said: “The film festival has always been about its people – the filmmakers and the filmgoers. One needs the natural ability to connect with the community and the audience. What we’ve learnt over the years is that the core values of a festival are only as good as its people, who matter as much as the films.”

As part of the festival’s 25th edition this year, it is introducing a campaign - #LifeReframed - which features 12 inspiring personalities who reflect empathy, humility and wisdom through the course of their lives and career, and how film has reframed their perspectives on life. They are:

- Daniel Ee, Board Member of Companies;
- Philip Jeyaretnam, Senior Counsel & Managing Partner of Rodyk & Davidson LLP;
- Shiao-Yin Kuik, Co-founder & Director of The Thought Collective and Nominated Member of Parliament;
- Pann Lim, Creative Director of Kinetic Singapore;
- Leslie Low, Musician at The Observatory;
- Eunice Olsen, Producer & Actress and Founder of WomenTalkTV.Asia;
- Benny Se Teo, Founder of Eighteen Chefs;
- Josephus Tan, Criminal Lawyer and Pro Bono Ambassador;
- Royston Tan, Filmmaker at Chuan Pictures;
- Dr. William Tan, Neuroscientist, Medical Doctor and Paralympian;
- Dr. William Wan, General Secretary of the Singapore Kindness Movement and Chairman of Prison Fellowship Singapore; and
- Xiang Yun, Veteran Actress at Mediacorp.



Leading the campaign, Karen Wai, Marketing Manager of SGIFF said: “Films, like literature, are important works of art that address moral dilemmas, social atrocities, utopic/dystopic alternatives to the lives we inhabit. And like literature, the perspectives are infinite. On this note, we chose the word ‘reframed’ because it symbolizes the unlimited possibilities that can extend beyond its life in this edition of the festival. It is also an appropriate word to highlight the re-emergence and re-birth of the festival.”

Wai added: “Films offer shared experiences of entertainment and escapism, but given the chance, it is an art form that can speak directly to our individual lives. Films urge us to ask important questions and enlarge our capacity for empathy. Through these lessons of wisdom from inspiring luminaries and intimate stories that we are looking to gather from the community, the hope is that this will start a conversation about the profound ways in which film affects life beyond the frame.”

In keeping with the festival spirit of engagement and inclusiveness, a street campaign will run from November 17 to end of December, where audiences are invited to share insightful lessons they learnt from film through the hashtags #LifeReframed and #sgiff2014. Selected stories and photos from the Singapore community will be collected and posted on the festival’s social media platforms.

#LifeReframed also kicked off with a new and contemporary motif that comes in seven colours. SGIFF’s official design partner, Roots, a branding and design studio in Singapore, created a motif that extends across the festival’s visuals for the year.





Jonathan Yuen, Founder & Creative Director of Roots shares, “We interpreted the concept of ‘Life Reframed’ in a simple and intuitive visual – a motif in the shape of a cinematic frame. The gap at the bottom of the frame is a visual trick-of-the-eye, leading the viewer to trace the frame endlessly in their mind. This endless ‘reframing’ – and the varying sizes of the frames that correspond to cinematic aspect ratios – are allusions to how our perspectives are never fixed, but has the capacity to shift and reframe constantly.”

Audiences can also look forward to unique local collaborations as the festival works closely with creative partners across multiple artistic fields. Partners include digital and social media creatives Matlock Stone/Potato Productions, campaign creatives Logue and Rebecca Toh Photography, filmmakers from The Creative Room, Shooting Gallery Asia and Wormwood Films who produced trailers for the festival, and limited edition products created by Moleskine and independent art-and-design retailer The Little Dröm Store.

Yuni Hadi, Executive Director of SGIFF concluded: “The festival has always believed in working hand-in-hand with local artists as a way to spotlight other creative talents even as we promote film. The festival has a natural reach to creatives in design, fashion, music, architecture to name a few, because film, as a tool of communication speaks to many people. We’re happy to be a platform to promote our fellow talented creatives in Singapore.”

The campaign videos and portraits can be viewed on the festival’s microsite www.sgiff.com/lifereframed and SGIFF’s Film Channel on www.youtube.com/user/sgiffest. Selected stories from the community will be shared on Facebook <https://www.facebook.com/sginternationalfilmfestival> and Instagram @sgiffest.

Limited edition merchandise will be made available for sale at the festival and selected partner venues.

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About the Singapore International Film Festival (4 to 14 December 2014)

The Singapore International Film Festival (SGIFF) is the largest and longest-running film event in Singapore. Founded in 1987, the festival has become an iconic event in the Singapore arts calendar that is widely attended by international film critics, and recognized worldwide for its focus on Asian filmmakers and the promotion of Southeast Asian films. The SGIFF is committed to nurturing and championing local and regional talents in the art of filmmaking. The festival serves as a catalyst in igniting public interest in the arts, and encouraging artistic dialogue and cultural exchanges. The SGIFF is organized by the Singapore International Film Festival Ltd, a non-profit organization and holds the Institution of a Public Character (IPC) status. For more information, please visit www.sgiff.com.

About the Singapore Media Festival

The Singapore Media Festival is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talent and content in Asia for Film and TV. It brings together four complementary events - Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and Singapore International Film Festival (SGIFF), which will take place from 4 to 14 December 2014. The Singapore Media Festival is hosted by the Media Development Authority of Singapore, and organised by Reed Exhibitions, Contineo Media and SGIFF Ltd.

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