

AFDA Annual Film Festival - exhibiting tomorrow's talent today

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Forty new titles will be showcased at the AFDA annual film festival to be held at Ster Kinekor Johannesburg The Zone, Rosebank and Ster Kinekor Cape Town, Cavendish Commercial on the 18th and 19th November 2011.



"It is a great opportunity to showcase South African culture and talent at a commercial venue like Ster Kinekor. It certainly gives students a great opportunity to experience the response of the audience to their films," says AFDA co-founder and chairman Garth Holmes.

It's a unique festival in that it forms part of the 3rd and 4th year graduate students assessment, with audiences participating in an audience response questionnaire that it is used as part of the students' over-all assessment. "In this way we are able to ensure that students are critically aware of the need to create products that will resonate with the audience in one way or another," continues Holmes.

"I am amped for the audience to see my film" says Duran Levinson 4th year honours cinematographer student on 48 minute horror film 'Sight For Sore Eyes' evoking the spirit of the festival.

Visit the AFDA website www.afda.co.za for the full programme or phone 021 448 7600.

Contact Garth Holmes (084 256 7155) or Mandy Day (mandy@afda.co.za) if you would like to cover the event, set up a private screening or attend the actual event.

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