



European Union

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MEDIA RELEASE

EUROPEAN FILM FESTIVAL 2014 “A CINEMATIC JOURNEY THROUGH EUROPE”

Cinema lovers from all walks of life in Vietnam are again offered a unique chance to embark on a cinematic journey around Europe through a rich line-up of films introduced at the European Film Festival 2014 (EFF2014). This 15th edition of the festival will kick start in **Hanoi, Danang and Ho Chi Minh city on 16 May, 17 May and 19 May 2014 respectively.**

EFF2014 showcases Europe’s fascinating diversity and rich cinema tradition, portrayed in 14 films from 14 different EU Member States. Viewers will be spoilt for choice with genres ranging from children's animated films, drama, romance, thriller, comedy to documentary. It is a collection of dreams, passion, fear and frustration, fun and joy, mistakes and recognition - for everyone. Most of the films screened in the festival are recent and have gained growing acclaim, notably by being selected in international film festivals and having won awards all over the world.

A prominent feature of this year's festival is the introduction of a short film made by a young and promising Vietnamese director. The film gives a panorama about the EU's history, people and rich cultural heritage as well as stunning landscapes in a very creative way.

Remarkably, the grand opening ceremonies of the festival to be held in all three cities will promisingly convene the presence of several Vietnamese movie stars and prominent figures in the film industry.

Held for the first time in 2000, jointly by the Delegation of the European Union to Vietnam, the Embassies of EU Member States and the European Cultural Institutes, the European Film Festival has become a much-anticipated annual cultural event Vietnam. It has established itself as a credible avenue to bring new and captivating aspects of European culture to the attraction of Vietnamese people, by showcasing films that would otherwise not be shown in Vietnamese commercial cinemas.

“The silver screen world has no borders. No passports or visas are required to take you from one country to another. Cinema has successfully shared diverse cultures, people, histories and perspectives to audiences from across the globe for over 100 years. As the birthplace of cinematography and home to a number of prestigious international film festivals, Europe is renowned for its cinema heritage. This year again we are proud to introduce this firework of European cultural diversity and creativity to Vietnamese audiences. The films showcased in this festival may belong to a specific country, but together they are representative of Europe’s



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common cultural heritage”, said H.E.Dr Franz Jessen, Ambassador – Head of the Delegation of the European Union to Vietnam.

This cinematic event is part of a broader series of “Europe Days 2014” events clustered around Europe Day (9 May), a cycle which since its inception in 2004 has gained a high profile in the cultural life of Vietnamese people.

The European Film Festival 2014 will take place at:

Hanoi: National Cinema Centre, 87 Lang Ha

Danang: CGV Cinemas, 4th flr., Vinh Trung Plaza, 255-257 Hung Vuong Str.,

HCMC: BHD Star Cineplex, Bitexco Financial Tower, 2 Hai Trieu Str., Dist. 1

In Hanoi and Hochiminh city most films will be screened in two sessions with Vietnamese subtitles. In Danang, each film will be screened once. All films are subtitled in Vietnamese.

Free of charge tickets can be collected from 12 May 2014 for screenings in Hanoi and Danang and from 14 May for screenings in Ho Chi Minh city at the following locations:

HANOI

Goethe Institut:

56-58 Nguyen Thai Hoc Str.,

Tel.: 04 3734 2251

British Council:

20 Thuy Khue Str., Tel.: 04 3843 6780

National Cinema Center:

87 Lang Ha Str., Tel. : 04 3514 1791

HO CHI MINH CITY

Goethe Institut:

18 Road no. 1, Cu xa Do Thanh,

Ward 4, Dist.3,

Tel.: 08 3600 9587

British Council:

25 Le Duan Str., Dist. 1,

Tel.: 08 3823 2862

BHD Star Cineplex:

Bitexco Financial Tower, 02 Hai Trieu,

Dist.1,

Tel: 08 626 70670

DANANG

CGV Cinemas

4th Flr, Vinh Trung Plaza

255-257 Hung Vuong Street

Tel: 0511 3666 222

Full information on the film festival can be found at: <http://europeday2014.com/>

or www.facebook.com/EUandVietnam

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