

To the Culture- and Film-
Editorial Staff

PRESS RELEASE

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Filmbüro Baden-Württemberg e.V., Friedrichstr. 23 a, 70174 Stuttgart

5th Indian Film Festival 'Bollywood and beyond' proves to be complete success

On Sunday, 20th of July 2008, the 5th 'Bollywood and beyond' festival in Stuttgart has ended. Compared to previous years the number of visitors could be improved by 30 % so that approximately 13,000 people attended the festival in total. Despite the unsettled weather the new Street of India was very popular and well frequented and the free entertainment programme in the inner yard attracted many visitors.

At the award ceremony on Sunday evening the awards in the categories Best Short Film, Best Documentary (respectively endowed with 1,000 Euro) and the German Star of India for the best feature film (endowed with 4,000 Euro) were given to the following films and directors:

Best Short Film: 'Blood Brothers' by Vishal Bhardwaj

Best Documentary: 'It's a boy' by Vani Subramanian

German Star of India: 'Amal' by Richie Mehta

After the award ceremony and the last screening at the closing party society lady Shobhaa De handed the Audience Award (endowed with 1,000 Euro) to a delighted Shyamaprasad for his movie 'Ore Kadal'.

Germany's only Indian film festival was a raving success: With its 56 films and approximately 60 guests from India the festival could grow even more. The visit of prominent figures of the Indian film industry like director Kunal Kohli, Shobhaa De or Jag Mundhra lead to an increasing recognition of the festival in Germany and abroad so that 'Bollywood and beyond' could establish itself even more as biggest Indian film event outside India.



The enthusiasm for Indian cinema could be sensed very clearly: The screening of 'Amal' on Friday evening as well as the repeat on Saturday morning was nearly sold out. Furthermore the German Premiere of the Bollywood hit 'Thoda Pyaar Thoda Magic' was completely sold out. Director Kunal Kohli was present for a Q & A session after the screening and before the movie countless fans at the Red Carpet welcomed him. In addition the other Bollywood screenings 'Jodhaa Akbar' and 'Chak De! India' were well frequented and that in almost the same manner as 'Ore Kadal', the winner of the Audience Award.

The 6th 'Bollywood and beyond' Festival will take place from July 15 to 19, 2009.

We would be very glad, if you covered our festival 'Bollywood and beyond' in Stuttgart in July 2008. Please send an author's copy to us.

I cordially thank you for your friendly efforts and don't hesitate to contact me for further information.

With the best wishes from Stuttgart,

Jessica Cope

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