



PRESS RELEASE

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

With 50 new films and world premieres in its program, the 7th Indian film festival 'Bollywood and beyond' is one of the biggest film festivals outside of India. It will be held from the 21st to the 25th July 2010 at the SI-Centrum in Stuttgart. The festival is unique in Europe and promises to be an extraordinary experience at an extraordinary location for the whole family. Located between the airport and the Stuttgart city centre, close to the highway A 8, the SI-Centrum with the cinema complex CinemaxX, the Millennium Hotel & Resort Stuttgart, the SI-SUITES, two musical halls, the spa bath SchwabenQuellen and the casino is perfectly accessible by public transport.

For five days the festival opens the gates to a magical faraway land, in which athletic heroes and gorgeous goddesses dance in sumptuous saris under a rain of flowers. The big screen offers a memorable glance on the traditional as well as the modern India. The films lure with charming romantic comedies in which the desire for 'never ending love' is deeply embedded. The 'beyond' in the festival title stands for the films that commit to showing the simple life and social problems in different regions of India. Whether Bollywood or beyond – the screened films benefit from the age-old fabulous art of narration, which reflects the cultural abundance of the land between the Himalayas and the Indian Ocean. The movies show day to day life in an enormous country with 1.2 billion inhabitants, a turbulent history and a wealth of different religions. This unique mixture of tradition and modernity constitutes the secret behind the success of the festival, at which the film nation of India presents itself with great movies and enchanting stories.

The SI-Centrum Stuttgart, as an attractive festival venue, and the Filmbüro Baden-Württemberg as organizer, offer their visitors a breathtaking, diversified and entertaining tour of the film nation of India. You can sit back and relax to take a look on the newest productions of the Indian film metropolis. The festival inspires its guests with colourful film productions, fascinating live dance performances, magical parties, exotic music, exotic culinary specialties, silk saris and ayurveda massages in the neighbouring spa bath SchwabenQuellen. 'Bollywood and beyond' crosses cultural boundaries and unites mainstream, independent and arthouse productions under one roof. The festival offers various chances of encounter and exchange of opinions between film makers from India and Europe, journalists and last but not least the audience.

'Bollywood and beyond' is a fantastic experience that includes a high quality competition in the categories feature film, documentary, animation and short film. After the international jury elects the winners, organizers and sponsors throw a glamorous award show with gala dinner. Awarded are the prestigious 'German Star of India', donated by the main sponsor and honorary consul of India, Andreas Lapp. The 'Director's Vision Award' goes to directors who critically commit to social topics, like for example the 2009 winner Ananth Narajan Mahadevan, who saw the world premiere of his film 'Red Alert' in Stuttgart and since then has been highly successful at different festivals.



The town twinning of the Indian film metropolis of Mumbai and the capital city of Baden-Württemberg, Stuttgart, is a continuous success since 1968. Hence Stuttgart, with its economic and cultural connections to India provides an ideal location for the festival. The Filmbüro Baden-Württemberg, based on this enduring partnership and its knowledge of and contact to the film industry in Baden-Württemberg is predestined to strengthen and deepen and expand the bridges between film making in India and Europe. 'Bollywood and beyond' connects Indian and European film makers, so new contacts and projects can develop.

Within the framework of the Indian film festival, the Indo-German business forum, since its beginnings in 2007, has established itself as one of the most important platforms of the Indo-German dialogue. Official organizer of the event is the Filmbüro Baden-Württemberg. Thanks to the close cooperation with the KPMG Wirtschaftsprüfungsgesellschaft as co-initiator and main sponsor, there will be a high-profile panel of experts who offer their inside-views on India to the participating Indian and German business representatives.

With special great-value packages the Millennium Hotel & Resort Stuttgart offers the visiting festival guests a special experience.

Supported by:



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