



MEDIA RELEASE
EMBARGOED UNTIL MARCH 27, 2013

Sydney Film Festival launches free online publication to celebrate 60th anniversary year

The Minister for the Arts, George Souris, today launched a free online publication to celebrate the 60th year of the Sydney Film Festival.

This groundbreaking initiative is a world-first, designed as a digital-only publication with thousands of pages of content and images, creating something so large it could never have been printed.

“This new digital archive is not only a comprehensive anthology of Sydney Film Festival and the Australian film industry, but it is also a celebration of Sydney and NSW as the nation’s hub of film and creative industries,” said **Minister for the Arts, George Souris**.

To finance the new technology needed for the project, City of Sydney bestowed Sydney Film Festival with a special history grant through their History Publication Sponsorship Program. The online publication is relevant to the ongoing research and recording of the City of Sydney as a city of villages and as a global city.

“The City of Sydney is pleased to support this wonderful archive which shows how significant the festival’s impact has been to the evolution of the city’s cultural life over the past 60 years,” said **Lord Mayor of Sydney, Clover Moore**.

This ‘living archive’ was made possible through SFF’s partnership with digital pioneers Realview. “We are extremely excited and honoured to have been involved in *Sydney Film Festival 1954 to Now: A Living Archive*,” said **Realview Digital CEO, Richard Lindley**. “It really pushes the boundaries and showcases just what is possible in this exciting new media. Packed full of stories, videos, images and audio, beautifully laid out and accessible from desktops, laptops and tablets alike, it is sure to be a favourite destination for the film enthusiast now and into the future.”

“This free digital archive provides a thorough historical overview of the festival, which has challenged, delighted and entertained Sydneysiders for six decades,” said **SFF’s Festival Director Nashen Moodley**. “Within its pages you will find a multi-layered, multi-dimensional chronicle of Sydney Film Festival – its past, present and future, seen from many perspectives and told with many voices. It is an



amazing resource full of multimedia, interviews and analysis of the history of the festival, its relationship to the local and international film industries, its position in cinema history and its role in the development of local art, culture and entertainment.”

Sydney Film Festival 1954 to Now: A Living Archive features;

- **37** essays or over **35,000** words of original writing, interviews and research about the festival from cultural commentators and film writers such as **David Marr, Dr Gregory Dolgoplov, Garry Maddox, Eddie Cockrell** and **Sandy George** as well as former SFF directors **David Stratton, Paul Byrnes, Gayle Lake, Lynden Barber, Clare Stewart** and the festival’s first director **David Donaldson**
- Over **10,000** words of memories and stories from festival goers
- Searchable list of all **8580** films that have ever screened at the festival
- Over **1000** archived photos
- Over **450** pages of material (channeled through 86 key pages)
- Over **50** archived videos including award-winning short films, news clips and trailers
- All **59** complete program guides and previous retrospective publications (25 years and 40 years), adding up to over **3000** more pages of material
- Is **free** and available to stream live online
- Is **readable on all tablets and computers**
- Features a range of **downloadable material** such as essays, programs and catalogues
- Hosts a range of **multimedia** including film footage, audio, and over 1000 archival images
- Can be easily shared via over 300 social media platforms including **Facebook, Twitter, Pinterest, Blogger** and **Tumblr**
- Has an **ISBN number**, allowing it to be catalogued and accessed through library collections
- Is a **living, breathing record** designed to grow as Sydney Film Festival does
- Is open to **audience contribution** through the ‘Join the Discussion’ page

Editor’s Notes:

Realview are pioneers in the digital space with 14 years’ experience providing multi-platform solutions.

By combining the richness of print media with the dynamic interactivity of the web, Realview have taken online publishing of digital magazines, online newspapers and online catalogues to levels previously unseen in the digital-publishing arena.

As a true cross-platform solution, Realview enables the single launch of a digital publication instantly across multiple platforms for consistent viewing on all devices from a print-ready PDF.

As the only true HTML 5 solution that can deliver digital replicas of print products, Realview set the benchmark in online publishing. For more information on Realview visit <http://www.realviewdigital.com/>



Sydney Film Festival celebrates its 60th anniversary this 5-16 June bringing a packed program of screenings and special events to even more venues across Sydney. The full program will be announced on **Wednesday 8 May 2013**. A selection of 25 or more films will be announced in advance of this date on Wednesday 3 April. **Flexi passes are now on sale.** For tickets and full up-to-date program information please visit www.sff.org.au.

ABOUT SYDNEY FILM FESTIVAL

Sydney Film Festival screens feature films, documentaries, short films and animations across the city at the State Theatre, Event Cinemas George Street, Dendy Opera Quays, the Art Gallery of NSW and the Hayden Orpheum Picture Palace. The Festival is a major event on the New South Wales cultural calendar and is one of the world's longest-running film festivals. For more information visit www.sff.org.au

Sydney Film Festival also presents twelve films that vie for the 'Official Competition'; a highly respected international honour that awards a \$60,000.00 cash prize based on the decision of a jury of international and Australian filmmakers and industry professionals. Previous Sydney Film Festival Official Competition winners include: *Alps* (2012), *A Separation* (2011) – which went on to win an Academy Award®, *Heartbeats* (2010), *Bronson* (2009) and *Hunger* (2008).

The 60th Sydney Film Festival is supported by the NSW Government through Arts NSW, the Federal Government through Screen Australia, and the City of Sydney. The Festival's Strategic partner is the NSW Government through Destination NSW.

What: Sydney Film Festival

When: 5-16 June, 2013

Tickets & Info: 1300 733 733 www.sff.org.au

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