



# Films, Culture and Art to come together at IFFIESTA

IFFIESTA 2024: Where Films, Food, and Fun Meet in Goa

Early-Bird Delegate Registration Open; Valid till 10th November 2024

**#IFFIWood, 9th November 2024**

The International Film Festival of India (IFFI) 2024 announces the launch of IFFIESTA, a vibrant entertainment extravaganza designed to bring communities together through the magic of films, food, art, and interactive experiences. IFFIESTA will be hosted at the Kala Academy, located on the picturesque waterfront of Panjim, Goa. The festival will be held from 21<sup>st</sup> to 28<sup>th</sup> November 2024, offering a week of celebration and entertainment for all ages. This grand cultural event will feature a wide array of attractions, offering visitors a chance to explore the vibrant diversity of Indian culture, food, music, and cinema.

## **Traditional Dance Performances**

Eleven traditional dance troupes from across India will perform on stage, showcasing India's rich cultural diversity and vibrant traditions through captivating dance performances.

## **Culinary Delights from Across India**

The food zone will feature 15-20 of the finest local and national restaurants, offering visitors a chance to savour a wide variety of culinary delights from across India. The food selection has been curated to reflect the festival's theme of unity and celebration, providing a delicious journey through Indian cuisine.

## **Kids' Gaming Zone**

For young festival-goers, a dedicated gaming zone will keep children entertained with a range of activities and games designed to engage them throughout the festival.

### **Fashion Show by NIFT**

A fashion show organized by the National Institute of Fashion Technology (NIFT) will pay tribute to six decades of Indian cinema, celebrating the close relationship between film and fashion through stunning designs inspired by iconic film looks.

### **A Celebration of Cinema Icons**

A massive 4,000-square-foot exhibition will celebrate the legacy of cinema legends, including Shri Raj Kapoor, Shri Mohd Rafi, Shri Akkineni Nageswara Rao, and Shri Tapan Sinha. This interactive exhibit will showcase the evolution of cinema, from vintage to modern-day, using virtual reality and augmented reality technologies to create an immersive experience for visitors.

### **National Film Archive of India Installation**

This installation will offer a nostalgic look at the art of film restoration and the painstaking work involved in preserving classic films. Visitors can experience vintage screenings on vintage projectors and learn about the history of Indian cinema.

### **National Museum of Indian Cinema Walkthrough**

An immersive audio-visual tour of the National Museum of Indian Cinema will take visitors on a journey through the rich heritage of Indian film, offering a blend of history and modern cinematic storytelling.

### **Prasar Bharati OTT Experience Booth**

The Prasar Bharati OTT booth will provide festival-goers with an opportunity to explore the expanding world of OTT (over-the-top) content, engaging with the latest in digital film and television.

### **“Waves: Create in India” Interactive Pavilion**

The Waves Challenges pavilion will offer interactive experiences, giving visitors a chance to participate in creative challenges and learn about India’s growing influence in the global entertainment landscape.

### **Film Screenings in Inflatable Theatres**

A 140-seat inflatable theatre will provide screenings of popular films from the Indian Panorama and various OTT platforms, offering an innovative and intimate cinema experience for all festival attendees.

### **Celebrity Interaction with Fans**

The Zomato District Entertainment Arena will host exclusive events with prominent leaders from the film industry and beyond. Fans will have the opportunity to interact with top celebrities through meet-and-greets, Q&A sessions, autograph signings, and social

media interactions, offering a chance to connect with some of the most influential figures in the entertainment industry.

### **Music, DJs & Stand-Up Comedy**

Every day, the entertainment zone will host live performances, including popular music acts, DJ performances, and stand-up comedy shows in partnership with Zomato, creating an energetic and lively environment.

“The Pulse” presented by Zomato’s District will offer a food and entertainment carnival with a range of culinary delights, fun games, and live performances from top musicians, DJs, and stand-up comedians. Each day, the entertainment zone will showcase traditional dance troupes from across India, while food lovers can indulge in a diverse selection from over 15-20 top local and national restaurants.

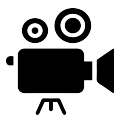
### **Register Now and become a Delegate**

For those eager to experience the full IFFI journey, early-bird delegate registration is open at a special rate of INR 1,000 + taxes, valid until 10<sup>th</sup> November 2024. After this date, the registration fee will be INR 2,000 (inclusive of taxes). This registration grants access to all events, including the week-long festivities of IFFIESTA.

### **A Vibrant Tribute to Cinema’s Power to Unite**

IFFIESTA is designed to celebrate the power of storytelling and the way cinema brings communities together. With interactive selfie points, photo booths, immersive experiences, and much more, this event is a tribute to the unifying power of cinema, providing visitors with a chance to connect with both the world of film and the diverse cultures that make India unique.

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**PIB IFFI CAST AND CREW | Rajith/ Nikita/ Dhanlakshmi / PM IFFI 55 -10**

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