



ION INTERNATIONAL
FILM FESTIVAL

MOVIES THAT MOVE

09

**WELCOME
TO YEAR 6!**

FOUR DAYS OF ...

FILMS • ART • CULTURE

IDEAS AND NETWORK

**INTERNATIONAL & NIGERIAN
INDEPENDENT MOVIES**

GLOBAL EXCHANGE AND UNITY

GALAS • GALLERIES • PARTIES

WORKSHOPS & DIALOGUE

THE BEST NEW CINEMA FROM AROUND THE GLOBE

FOREWORD BY HOSSEIN FARMANI

We are pleased to welcome you to the **6TH ANNUAL ION INTERNATIONAL FILM FESTIVAL**. As a touring festival we are always looking for new international talent. This year our search has landed us in **PORT HARCOURT, NIGERIA** marking our first ever event in Africa. It seems only fit for ION to hold this year's festival in Nigeria, with its ocean of blooming and undiscovered talent. It will be an event celebrating world cinema with a lens firmly focused on Nollywood.

ION International Film Festival has always pushed **INDEPENDENT FILMS FROM AROUND THE WORLD** and this year will be no different. We are reaching out to more countries and filmmakers than ever before with the help of ION Ambassadors stationed in over five continents. What better place to plant the seeds of global cinema than in the second largest film industry in the world.

It is ION's mission to promote **PEACE** and unity **THROUGH ARTS**, culture and international films, and to acknowledge the selfless efforts of humanitarian aid workers from around the globe, in particular those within Nigeria. We have set aside one day of the festival to honour and award these people for all of their hard work in making this world a better place to live.

Lastly, ION International Film Festival promotes continuing education through the arts. In order to help facilitate this we will be conducting courses on various aspects of the film industry, all of these courses will be taught by accredited industry professionals.

We at ION International Film Festival are related to invite the world to share with us the warm, charm and charisma of Nigeria, its people and culture.

ION INTERNATIONAL FILM FESTIVAL PORTHARCOURT09

FILM SCREENINGS

EVERY DAY FROM 10AM TO 10PM

WORKSHOPS & DISCUSSION FORA WITH FILMMAKERS FOLLOWING FILM SCREENINGS

EVERY DAY

GALA NIGHTS • NETWORKING EVENTS • COCKTAIL PARTIES

EVERY DAY

PANELS WITH FILMMAKERS AND INDUSTRY GUESTS

EVERY DAY

ION AT A GLANCE

DATE

9TH TO 12TH OF DECEMBER 2009

LOCATION

PORT HARCOURT

FILM FORECAST

50 + INDEPENDENT FILMS FROM NIGERIA AND AROUND THE GLOBE

ATTENDANCE FORECAST

2,000 + 15,000 = 17,000+

EDUCATIONAL PROGRAMS

7+ HANDS-ON WORKSHOPS
MUSIC COMPOSITION • DOCUMENTARY
CINEMATOGRAPHY • LIGHTING
NETWORKING • BUDGETING • FINANCING
DIRECTING MUSIC VIDEOS

HUMANITARIAN PANEL

1+

FILM CATEGORIES

12+ NARRATIVE FEATURE • NARRATIVE
SHORT • DOCUMENTARY FEATURE
DOCUMENTARY SHORT • ANIMATION
STUDENT FILMS • SHORT STUDENT FILMS
YOUTH PROJECT • HUMANITARIAN
MUSIC VIDEOS • DIS NA 9JA
NOLLYWOOD OUR OWN



ABOUT ION

In the tradition of the Cannes Film Festival and the Venice Film Festival, ION International Film Festival honours individuals for their outstanding achievements in filmmaking, promoting the art of filmmaking and encouraging new artists to emerge.

ION has rapidly developed a reputation for bringing awareness to individuals and organizations that are creating socially relevant films that positively impact our world.

ION International Film Festival was established in 2004 by Chris Davies of Shout Studios and in 2007 it was acquired by the Farmani Group. The Farmani Group is the founder of several charities and art-related businesses and organizations, including the award-winning VUE magazine, The Lucie Awards® (the Oscars of photography), Design Awards™, Green Dot Awards†, Hospitality Awards™, International Photography Awards®, Px3-PRIX DE LA PHOTOGRAPHIE PARIS, London Creative Competition (LICC)™, Art For New York, Farmani Gallery, aNet Communications, Focus on AIDS, and FYI design.

ION International Film Festival is a touring festival that is dedicated to promoting independent films, documentaries, animation, music videos and student films.

Each year ION is held in a different location in an effort to promote global awareness and unity. IONIFF 2007 was hosted in Hollywood, in 2008 it was celebrated in Dubai. This year Port Harcourt will host IONIFF and from there the festival will move to Istanbul in 2010.

ION International Film Festival invites ardent industry professionals, film lovers and audiences to experience the art and passion of some of the world's most talented filmmakers in one of the world's most vibrant locations, Port Harcourt.



**IONIFF IS CREATING
A GLOBAL NETWORK THAT CONNECTS
PEOPLE + FILMS + CITIES**

IONIFF PORTHARCOURT09
BRINGS ALONG GLAMOUR • AWARENESS
LIGHTS • CAMERAS • FLASHES
TO ONE OF THE MOST
UNKNOWN ENTERTAINMENT
INDUSTRIES IN THE WORLD
NOLLYWOOD!

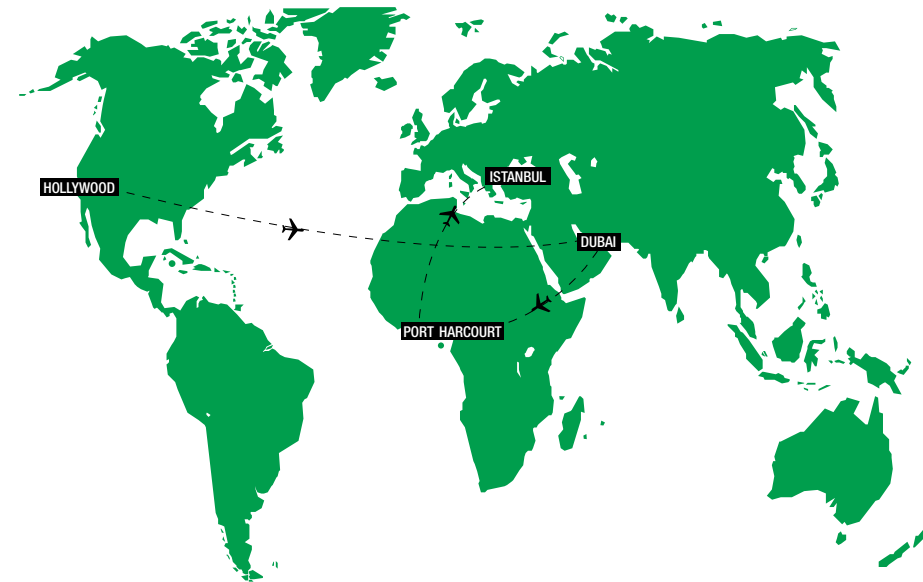
**IONIFF IS THE PERFECT
PLATFORM TO CELEBRATE
LOCAL AND INTERNATIONAL
FILM TALENTS WHILE BRINGING
INTERNATIONAL SPOTLIGHT
TO NOLLYWOOD & NIGERIA**

OUR MISSION

To provide a platform to feature the world's finest filmmakers, to discover new and emerging talents and to promote the humanitarian and socially conscious efforts of individuals from around the globe.

DEMOGRAPHICS

- Entertainment industry professionals from around the world, filmmakers, film students, film instructors, celebrities, enthusiasts, amateurs, local and international press
- 2000 + international entries from professional and amateur filmmakers, and this year the premiere from Nollywood moviemakers
- ION International Film Festival gala attendees include award-winning directors, producers, writers, movie stars, composers, cinematographers and the media
- **IONIFF PORTHARCOURT09** will host an international and domestic audience of approximately 300 entertainment industry guests



**NIGERIAN & WORLDWIDE
FILMMAKERS
AWARDED INSTRUCTORS
FOR WORKSHOPS
GLOBALLY RECOGNIZED
HUMANITARIAN PANEL
FILM INDUSTRY GUESTS
NIGERIAN & INTERNATIONAL
CELEBRITIES
JURY MEMBERS INCLUDING
PROMINENT INDUSTRY PERSONALITIES
LOCAL & INTERNATIONAL
PRESS**

IONIFF INFOCUS

FILM CATEGORIES

IONIFF PORTHARCOURT09 is pleased to present to its unique assembly of affluent and trend-conscious artists, industry professionals and media representatives its 2009 film categories.

****YOUTH PROJECT** special selection of films produced by filmmakers under the age of 18. This category encourages individual or team work. Exclusive for Nigerians and films must represent Nigeria or the host city on a cultural level.

****DIS-NA-9JA** special category to create a bridge between Nigeria (9ja) and the world. Nigerians telling their stories and sharing their world with the world. A mirror of the Nigerian culture, character and society. Exclusive for Nigerians.

****NOLLYWOOD OUR OWN** special category for Nigerian filmmakers showcasing the popular Nollywood genre.

For Nigerian submissions go to www.omcomm.org or submit your film to **Omcomm Ltd. 48 Ali Akilu Crescent, Asokoro, Abuja – Nigeria**
For international submissions www.ioniffest.com or www.withoutabox.com

- NARRATIVE FEATURE
- NARRATIVE SHORT
- DOCUMENTARY FEATURE
- DOCUMENTARY SHORT
- ANIMATION
- YOUTH PROJECT **
- HUMANITARIAN
- MUSIC VIDEOS
- DIS NA 9JA **
- NOLLYWOOD OUR OWN **
- STUDENT FILMS
- SHORT STUDENT FILMS

EVENTS

Galas, cocktail parties and other glamorous events will accompany the 4-days celebration of **IONIFF PORTHARCOURT09**, offering phenomenal networking opportunities and open dialogue with highly intelligent, creative, inquisitive industry professionals.

OPENING NIGHT GALA

This is the grand ceremony opening the **4-DAYS FESTIVAL** to the Nigerian and international audience. Honours will be presented to Festival celebrities.

- OFFICIAL FILMS SELECTION
- FILMMAKERS
- SPONSORS
- SCREENING AND AWARD FOR YOUTH PROJECT
- HUMANITARIAN PANEL PRESENTATION

CLOSING NIGHT GALA

A black-tie red carpet event is **IONIFF AWARDS NIGHT** for international and Nigerian filmmakers as well as for the humanitarian panel members. This is the closing event of **IONIFF PORTHARCOURT09**.

WORKSHOPS

IONIFF is committed to education and capacity building programs to ignite artistic and technical imagination in the next generation of filmmakers. **IONIFF** believes in the power of making a difference in the world through the art of filmmaking. **IONIFF PORTHARCOURT09** will attract talented industry professionals to inspire, stimulate and support independent film artists from Nigeria and around the world.

- HANDS ON WORKSHOPS
- TECHNICAL SESSIONS WITH EXPERTS
- TALKBACKS WITH WORLD RENOWNED & NOLLYWOOD PERSONALITIES

OUTDOOR SCREENINGS

IONIFF PORTHARCOURT09 is a festival for the people and with the people, reinforcing its commitment to grassroots involvement and local talents empowerment.

ION IN PORT HARCOURT

IONIFF is one-of-a-kind touring film festival, celebrating diversity and unity, art and culture from Hollywood to Dubai to land in Port Harcourt for its **6TH ANNUAL CELEBRATION**



PORT HARCOURT IS THE IDEAL HOST CITY FOR ION'S FIRST TIME IN AFRICA
A LAND OF ENERGY
BLESSSED WITH ENDLESS NATURAL BEAUTY,
RESOURCES AND EXPANDING CREATIVITY

THE ONGOING EFFORTS TO ACHIEVE SUSTAINABLE DEVELOPMENT IN RIVERS FULLY ALIGN WITH ION'S MISSION TO PROMOTE GLOBAL AWARENESS, PEACE AND UNITY THROUGH ART, CULTURE AND MOVIES INSPIRING NEW MESSAGES FROM THE REGION SHIFTING PEOPLE'S PERCEPTIONS ABOUT THE NIGER DELTA, NIGERIA AND AFRICA

ON NOLLYWOOD

Nollywood is Nigeria's booming film industry and the world's second largest producer of movies. Unlike Hollywood and Bollywood, Nollywood movies are made on shoe-string budgets of time and money. An average production takes just 10 days and costs approximately \$15,000. Yet in just 13 years, **NOLLYWOOD HAS GROWN FROM NOTHING INTO A \$250 MILLION DOLLAR-A-YEAR INDUSTRY THAT EMPLOYS THOUSANDS OF PEOPLE.** The Nollywood phenomenon was made possible by two main ingredients: Nigerians' creativity and entrepreneurship.

In the late 1980's and early 1990's, Nigeria and other African cities faced growing epidemics of crime and insecurity. Movie theatres closed as people became reluctant to be out on the streets after dark. Videos for home viewing imported from the West and India were only mildly popular. Nigerians saw an opportunity to fill the void with products of their own.

Experts credit the birth of Nollywood to a businessman who needed to unload thousands of blank tapes and to the 1992 video release of *Living in Bondage*, a movie with a tale of the occult that was an instant and huge selling success. It was not long before other would-be producers jumped on the bandwagon.

Today some 300 **PRODUCERS CHURN OUT MOVIES AT AN ASTONISHING RATE-SOMEWHERE BETWEEN 500 AND 1,000 A YEAR.** Nigerian directors adopt new technologies as soon as they become affordable. Bulky videotape cameras gave way to their digital descendents, which are now being replaced by HD cameras. Editing, music and other post-production work is done with common computer-based systems. The movies go straight to DVD and VCD discs.

30 new titles are delivered to Nigerian shops and market stalls every week, where an average film sells 50,000 copies. A hit may sell several hundred thousand copies. Discs sell for two dollars each, making them affordable for most Nigerians.

Nollywood producers make movies that offer audiences characters they can identify with in stories that relate to their everyday lives. Western action-adventures and Bollywood musicals provide little that is relevant to life in African slums or remote villages.

Nollywood stars are native Nigerians. Nollywood settings are familiar. Nollywood plots depict situations that people understand and confront daily.

The appeal stretches far beyond Nigeria. Nollywood movies are proving popular all over English-speaking Africa and have become a staple on African television. Nigerian stars have become household names from Ghana to Zambia to Malawi and beyond. The last few years have seen the growing popularity of Nollywood movies among African diaspora in both Europe and the Americas.

NOLLYWOOD'S RISE REPRESENTS A UNIQUE CULTURAL MOVEMENT: AFRICAN STORIES ARE FINALLY BEING TOLD BY AFRICANS THEMSELVES



ION TIMELINES IONIFF PORTHARCOURT09

1ST APRIL

FESTIVAL CALL FOR ENTRIES BEGINS

15TH JUNE

INSTRUCTORS ANNOUNCEMENTS FOR HANDS ON WORKSHOPS + TECHNICAL SESSIONS

30TH JULY

ONLINE ENROLLMENT FOR WORKSHOPS BEGINS

31ST AUGUST

FINALIZE JURY'S SELECTION

30TH SEPTEMBER

CLOSING OF WORLDWIDE + NIGERIAN SUBMISSIONS

25TH OCTOBER

ANNOUNCEMENT OF IONIFF OFFICIAL SELECTION + HONORARY MENTIONS

9TH DECEMBER

OPENING GALA FOR **IONIFF PORTHARCOURT09**

9TH • 12TH DECEMBER

FILM SCREENINGS + WORKSHOPS + NETWORKING EVENTS + PARTIES + MUCH MORE

12TH DECEMBER

CLOSING GALA + AWARDS NIGHT

For further information please contact the Omcomm team at ion@omcomm.org

ION PAST EVENTS



HOLLYWOOD 07
D U B A I 0 8
PORTHARCOURT 09
I S T A N B U L 1 0

ABOUT omcomm

Omcomm Ltd is a communication and development agency that operates in Africa with its base in Nigeria. We offer a unique selection of services which stem-off our diverse blend of expertise in communication, corporate social responsibility and economic development. We are different from other communication agencies. For us it is a lot more than a profession, it is about what we believe. We at Omcomm identify communication as the key tool to inform + position + promote + achieve core development goals + create a bottom-line impact. We are committed to build a fair and productive internal and international image for Nigeria. Omcomm is the official producer of IONIFF PORT HARCOURT09.

omcomm OFFERS SERVICES WITH THE HIGHEST INTERNATIONAL STANDARDS AS A LOCAL PARTNER

Our vision is to contribute to the transformation + development + growth of Nigeria and the African continent through our passion, commitment and our combined professional talents.

We aspire to transfer our skills and support the development of local talents through all the projects we engage in.



IONIFF
A FESTIVAL
FOR THE PEOPLE
WITH THE PEOPLE
PORTHARCOURT09

www.ionfilmfestival.com