



FOR IMMEDIATE RELEASE:
2010 FLICKERS: RHODE ISLAND
INTERNATIONAL FILM FESTIVAL
MEDIA RELEASE

For Details, Photographs or Videos about Flickers News Releases
Contact: Lily Chase-Lubitz, Media Coordinator
info@film-festival.org • 401.861-4445

**FLICKERS SELECTS RISD GRAD, PAULA BAVER, AS
POSTER ARTIST FOR 2010 FESTIVAL**

Baver fuses together two mediums of art to create a poster that is representative of both film and Rhode Island.

PROVIDENCE, RI (JULY 24, 2010) – The 14th Annual **FLICKERS: Rhode Island International Film Festival (RIIFF)** is pleased to welcome **Paula Baver** as the new poster artist for the 2010 Festival. Baver is a graduate of the **Rochester Institute of Technology** where she studied Fine Art Photography and of the **Rhode Island School of Design (RISD)** where she studied graphic design.

Her poster design for this year's festival is a fusion of her background in both photography and graphic design. Beginning with a simple concept, she focused on Rhode Island's association as the Ocean State and photographed a film reel submerged in water, creating a surreal underwater landscape.

"I constructed the scene but in the end the success of the image was fundamentally about capturing the decisive moment. The moment when the natural light and shadow, the water and the film reel all interacted to transform into something else entirely", Baver explains.

"When I first saw Paula's work, I was blown away," said George T. Marshall, RIIFF Executive Director. "She is a very talented individual whose creativity is a great match. Her style and creativity had an edge that not only spoke to the vision of our organization, but our focus for the this year and beyond."

Paula is currently a graphic designer at **Kohler Creative**, the in-house advertising agency of Kohler Company. More of her work can be found at paulabaver.com.

THE WHO, WHAT AND WHERE OF THE FESTIVAL:

The **FLICKERS: Rhode Island International Film Festival** will run from Tuesday, August 10th to the Sunday, August 15th. The festival will screen both international and local films at a variety of venues around Rhode Island. T

Date: Tuesday, August 10th- Sunday, August 15th

Time: Specific show times can be found online at www.RiFilmFest.org

Cost: \$10 individual screenings

Passes can be purchased, details at www.RIFilmFest.org under Tickets,

The **Rhode Island International Film Festival** is supported in part by the Providence Tourism Council, WJAR TV10, The Providence Phoenix, Stella Artois, Sony, HB Communications, Renaissance Providence Hotel/Temple Restaurant, Rule Boston Camera, NewEnglandFilm.com, the Rhode Island State Council on the Arts(RISCA), Equity Action, the Rhode Island Council for the Humanities (RICH), Amtrak, URI's College of Arts and Sciences, URI's Feinstein College of Continuing Education, the URI Film Media Program, Roger Williams University, PMA Industries, Final Draft, The Rhode Island Film & Television Office, Enterprise Rent-a-Car, and contributions from members and community supporters.

THE FLICKERS' BACKSTORY & MISSION:

The mission of the **Flickers, the Newport Film Society & Arts Collaborative** - now in its 29th year - has been to serve as a creative partner in the arts by uniting various media and arts disciplines that nurture the artistic process and support a vital part of our community. This includes multi-disciplinary art presentations; artistic and cultural activities; performance festivals; video and television productions; audio recordings and broadcasts; educational outreach programs; and the **FLICKERS: Rhode Island International Film Festival** (RIIFF).

ABOUT RHODE ISLAND INTERNATIONAL FILM FESTIVAL:

The **FLICKERS: Rhode Island International Film Festival** (RIIFF), has secured its place in the global community as the portal for the best in international independent cinema, earning the respect of domestic and foreign filmmakers, filmgoers and trend watchers. This confluence of art and commerce brought together world-class celebrities, award-winning filmmakers, new talent and audience members in record numbers last year. Ranked as one of the top 12 Festivals in the United States, RIFF is also a qualifying festival for the Short Film Academy Award through its affiliation with the Academy of Motion Picture Arts & Sciences. There are 65 film festivals worldwide which share this distinction and RIFF is the only festival in New England. The next Festival will take place **August 10-15, 2010**. For more information about the festival, please visit www.rifilmfest.org.

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