

Short film fest to showcase budding filmmakers' flicks

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Vadodara: A botany student from M S University in his short film 'The Coin' tries to explore life beyond plants and herbs. While an NRI MBA student explores tender human relationship rubbing notion that first impression is not last impression through his film Kaleidoscope. Whereas an animation expert portrays a true life incidence that took place at IIM-Bangalore campus in his documentary 'Departed Tango'.

Multimedia have already received 25 entries from students, academicians, lawyers, businessmen and social activists from the city.

Budding filmmakers through their films have tried to throw light on various social, communal, human and environmental issues. Some have also tried to show the impact of technology on human life and relationships. One of the short films is based on SMS craze highlighting how our life is completely dependent on short message services.

"We still haven't seen all the films, but one thing was evident from the entries that they were all high on activism. Secondly, the narrating style used by most filmmakers is excellent and it succeeds in touching a chord with the viewers. Most importantly, social issues have been shown very sensitively in the films," shared Neeraj Joshi from Ingen Advertising.

Joshi added that all the entries will be screened on July 20 and judged by a well-known filmmaker. "This event is put together for people who wanted to tell a tale

through films, but never had the impetus for doing so. This is the first initiative and we hope to host such events annually now onwards," Joshi said.

Unveiling future course of action, Joshi said, "If we get a good response from the audience, then we plan to bring out a DVD compilation of all the entries."



Hot Shorts, a short film festival and competition, will begin in city from July 20

These and many such interesting short films and documentaries will be screened at short film competition and festival on July 20. The event titled as 'Hot Shorts' is hosted to give aspiring filmmakers a platform to showcase their creative skill. The organizers Ingen Advertising agency and Arena