

India Film Festival of Alberta (IFFA) will start its 9th edition in Edmonton on September 1 to 3

On Friday, Sept 1 the India Film Festival of Alberta (IFFA) will kick-off its month-long nationwide celebration of Indian Cinema at the Metro Cinema in Edmonton.

The ninth annual festival, which is presented by the Edmonton Movie Club, has grown from a small local festival to a nationwide event. The festival will open with three days of screenings in Edmonton, before it tours to Calgary on the Sept 8-10 weekend.

“IFFA was started by Edmonton Movie Club as a grass-root organization with the mandate to “Bridging Cultures through Cinema” in 2012. Over the last 8 years the festival has travelled all over Canada so that our core mandate resonates among Canadians and Indian diaspora living in Canada,” said Madhan Selvaraj, Executive Director of Edmonton Movie Club, the non-profit organization which organizes the festival.

The Edmonton lineup consists of 10 films, which showcase the diverse cinema of India – from established master filmmakers to first-time directors – from all four corners of India. The festival will kick off on Fri, Sept 1 with the Tamil film VENDHU THANINDHU KAADU. Festival goers will be among the first to see brand-new works coming out of India, including the world premiere of the Malayalam film MINDIYUM PARANJUM (Dir. Arun Bose), and the Canadian premiere of SHIVAMMA (Dir. Jaishankar Aryar). The 10 films will feature as many as 10 different Indian languages. The two most prominent Hindi language films will be brand new 4K restorations of two Amitabh Bachchan classic films DON and DEEWAR. Some of the other featured languages are Assamese (TORA’S HUSBAND), Kannada (SHIVAMMA), Kashmiri (THE WINTER WITHIN), Malayalam (1001 NUNAKAL), Marathi (FOLLOWER) and Punjabi (LAND OF GOLD). One of the major highlights of the Edmonton edition is the participation of renowned filmmakers from India: Gautham Vasudev Menon (Director), Unni Mukundan (Actor), Salim Ahamed (Director), Tamar (Director), and RD Rajasekar (Cinematographer).

The Calgary lineup consists of 7 films which will all be shown at the historic Plaza Theatre. This marks the first time IFFA will showcase films at the Plaza. The Calgary edition will start and end the festival with the two classic Amitabh films: DON opens the festival on Fri, Sept 8th and DEEWAR closes things off on Sun, Sept 10th.

“Opening night in Calgary on September 8 is going to be very special with the brand new 4K restoration of DON. The classic Amitabh films of the 1970s defined the entire Indian industry. Yet, there are some generations of film fans that have never seen these original Amitabh films in a cinema. We are happy to showcase these classic films and allow fans a rare chance to experience these Amitabh films in their full glory.”, said Sachin Gandhi, Lead Programmer of India Film Festival of Alberta.

After Calgary, the festival will continue its tour with stops in Fort McMurray (Sept 16), Sherwood Park (Sept 23-25) and Red Deer (September 30).

Nurturing emerging filmmakers is one of the key mandates of IFFA and in-line with our mandate, we have numerous Q&As, and workshops planned including a one-day film and TV workshop featuring topics such as funding, representation and film financing on September 25 in Sherwood Park.

Highlights of the 2023 program include:

- 4K restorations of two classic Amitabh Bachchan films DON and DEEWAR.
- LAND OF GOLD, a beautiful film about the dangerous journey a 1st generation Punjabi truck driver takes to get a 10 year-old Mexican American safely home after the young child stows away in his truck.
- FOLLOWER: a powerful film which depicts contemporary Indian society and shows how a young person can be radicalized.

You can view the entire festival program and purchase tickets to all films now at www.indiafilmfestival.ca.

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The 9th India Film Festival of Alberta is presented by the Edmonton Movie Club, a non-profit organization dedicated to bridging cultures through cinema. This year's India Film Festival of Alberta is supported by the City of Calgary, Calgary Arts Development, Calgary Film Center, Alberta DGC, Edmonton Arts Council, City of Edmonton, Strathcona County, Government of Alberta, Edmonton Screen Industries office, Savoy's South Indian Kitchen, Amit Gupta, Rajesh Sethu (BMO Mortgage) and Rejo Mathew.

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