

Africa Rising International Film Festival Announces Dates for the 6th Edition



"Africa In Frame" Takes Centre Stage

Johannesburg , 13 November 2023— The Africa Rising International Film Festival (ARIFF) announces dates for the highly anticipated 6th edition. This year, under the theme "*Africa In Frame: Shaping the Future of African Cinema*," ARIFF 6 promises an extraordinary celebration of African storytelling. Africa Rising International Film Festival is a premier, world-class social impact film festival which gives rise to the African voice. Launched in 2018 to leave no storyteller behind, this year is no different. The much-anticipated three-day film festival will run from the 24th to the 26th of November 2023 across the country.

In a thrilling move, this year's edition of ARIFF takes centre stage, showcasing PAN African and International Films on the big screens. While maintaining its stronghold at 'The Ster-Kinekor Cinemas' at Rosebank Mall and the Bioscope Independent Cinema, ARIFF proudly announces an expansive footprint. The festival is spreading cinematic magic to new provinces, with screenings at The North West Matlosane Cinema and Limpopo Mbombela Ster Kinekor. But the excitement doesn't stop there—brace yourselves for ARIFF's bold leap into Namibia, marking a new chapter in the festival's journey.

"The 6th Africa Rising International Film Festival (ARIFF) is poised to redefine the landscape of African cinema with the theme 'Africa In Frame. This year's ARIFF is set to be an exceptional celebration of African storytelling, one that captures the very essence of our rich culture and the spirit of innovation." said Lala Tuku- ARIFF President.

"One of our core pillars of this year's ARIFF is the celebration and documentation of our young emerging filmmakers to established vanguards. These are the voices that not only reflect our present but are charting the course for our African cinematic future. We see these talented individuals as they set a foundation for the footprints they aspire to leave in the cinema space. Their stories are the bedrock of Africa's cinematic heritage, and ARIFF is thrilled to honour their creativity and vision," concludes Tuku.

The festival curates an inclusive experience for its audience, film enthusiasts, the youth, and women working in film and continues to host an array of curated programs to reflect on all aspects of film production, such as Film Screenings, The ARIFF Film Child, the Digital hub, ARIFF Talk Series and Film for change, ARIFF serves as a vehicle for knowledge transfer to emerging filmmakers and seeks to address pain points in the industry.

One of the most heart-warming aspects of ARIFF is the commitment to nurture the next generation of filmmakers and audiences. That's where the ARIFF Film Child program comes in. At its core, this program aims to build a new generation of filmmakers and film lovers by introducing cinema to children at a young age, since inception ARIFF has exposed cinema to over 3000 children.

The talks programme will highlight the film sector's substantial contribution to South Africa's economy, which was forecasted at R2.91 billion during the 2020/21 period, offering employment opportunities and supporting numerous households.

In this dynamic program of power panel, one-on-one and masterclasses led by prominent figures within the industry, ARIFF Talks will delve into two critical aspects, dissect the intricate value chain of storytelling, explore its various elements and impacts and conclude with strategies to enhance the economic sustainability of the African Film industry to pave the way for a brighter future.

The curation process is meticulous, involving the careful selection of films that showcase an evolution in the use of filmmaking and storytelling tools. It's all about presenting a fresh perspective on African Cinema, one that challenges existing norms, ignites thought-provoking conversations, and ultimately reshapes the industry in innovative and groundbreaking ways.

"We have curated a selection of films that define the current and future landscape of cinema in Africa. These films have set the tone for the African evolution of storytelling. They represent the voices of emerging filmmakers leaving an indelible mark on the industry. Additionally ARIFF is hosting screenings and masterclasses in the North West and Limpopo, offering budding talents access to the world of film," said Ayanda Sithebe – Africa Rising International Film Festival.

ARIFF invites you to be part of this remarkable celebration of African cinema. Together, we will explore the innovative stories that are redefining the industry and shaping the future of African Cinema.

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