



*Press release
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The Festival Tous Ecrans now becomes the

Geneva International Film Festival (GIFF) / Festival International du Film de Genève

Gathered for its Annual General Meeting, Association Cinéma Tous Ecrans decided unanimously in favour of changing the name of the oldest audiovisual event in Geneva. From now on, the Geneva International Film Festival Tous Ecrans will be known as the **Geneva International Film Festival (GIFF) / Le Festival International du Film de Genève**.

For five years now, the GIFF has changed substantially, earning international fame while also enhancing its reputation on a national level. It is now the only festival in Geneva to enjoy recognition from the Federal Office of Culture (FOC) and its PLUGS programme this year boasted over a dozen collaborations with institutions and festivals from Switzerland and abroad, including the Cannes Film Festival, the Locarno Festival, the Zurich Film Festival, South by Southwest (Austin, USA), HUBweek (MIT & Harvard, Boston, USA) and the Festival du Nouveau Cinéma (Montreal, Canada).

This steep upward curve has resulted in the need for a simpler name, since the former could not be translated into English or German. Furthermore, past changes in the Festival's name (Festival international du Film et de la Télévision, Cinéma Tout Ecran, Cinéma Tous Ecrans, and Festival Tous Ecrans) still generate some confusion among the media and general public.

Moreover, because of changes born out of the digital revolution, the notion of 'screens' (*écrans* in French) as a distinction between audiovisual genres has become increasingly inadequate: Television, cinema and digital projects all broadly enjoy common distribution platforms. Forever iconoclastic and defiant, the GIFF is thereby seeking to assert the notion of 'film' as applying to both television and the digital realm. Indeed, many cinema festivals now feature TV and digital works in their programmes, while still maintaining legitimacy as events dedicated to enhancing the value of images.

With this new name, Festival President Raymond Vouillamoz and General and Artistic Director Emmanuel Cuénod are also aiming to 'to promote Geneva in Switzerland and across the world, and thereby pay tribute to Geneva's municipal and cantonal authorities which have supported the Festival since its inception more than 20 years ago.'

'I understand the motivation of Association Cinéma Tous Ecrans and its desire to clarify the Festival's name by concentrating on the generic notion of 'films' rather than 'screens', since image and narration take precedence over format and medium. The GIFF is the culmination of a project that has successfully established itself on both the national and international scene. I am delighted that the name of Geneva may be wholly associated with a unique event in Switzerland, whose support is well anchored in the context of the City's cultural policy', adds Sami Kanaan, Executive Council member of the City of Geneva in charge of Culture and Sport.

This change of name is also accompanied by restructuring within the Festival's management, wherein Programme Coordinator Nathalie Gregoletto is now also Delegate to artistic direction, while Marc-Erwan Le Roux becomes Deputy Director in charge of Production and Administration. Both join General and Artistic Director Emmanuel Cuénod on the GIFF Board of Management.

The 23rd GIFF will take place in Geneva from 3 to 11 November 2017.