



MARTHA'S VINEYARD INTERNATIONAL
film festival

mvfilmfest.com

2007 Wrap Up

PRESS

For full MVI Film Fest press check out our web site: www.mvfilmfest.com

Quick Stats:

- Over 3500 tickets sold – doubling the attendance of 2006
- 4 times the local/regional “buzz”/press coverage
- 25% of movies sold out
- 45% of audience from off island
- 25% Part-time residents
- 50% Full time residents

The second annual MV **International Film Festival** doubled its attendance as **Plum** joins as the festival’s Presenting Sponsor.

The buzz of the four night, 3 day annual International Film Festival was enhanced for 2nd year with the addition of a new screening venue, the historic **Capawock** theater, 30 films and live world music at the nightly events. Showcasing the best films from over 20 countries, the festival’s central theme of “other places, other cultures,” claimed a niche in the film festival market.

Presenting sponsor **Plum**, in addition to publicizing the festival across its network of television and internet properties before, during and after the festival, collaborated with the festival establishing a VIP dinner for filmmakers and island notables and broadcasted 3 hours of live programming. **Home Goods** returned as the exclusive “Home Base” sponsor for the fest’s headquarters at the **Mansion House Inn**, paired with a gift card giveaway for patrons, **Boisset America** sponsored the festival parties with cocktails from **Idol Vodka**. **Stella Artois** and **San Pellegrino** came aboard as beverage sponsors. Local support from the **Tisbury Business Association**, **MV Chamber of Commerce** and the **Bank of Martha’s Vineyard** added to the local favor of the festival. Island favorites the **Mansion House**, **Che’s Lounge** in Vineyard Haven and **The Oyster Bar Grill** in Oak Bluffs joined the festival as party venues.



Main Street Vineyard Haven

Save the date for 2008!

Same time next year (September 11-14) we’ll be back!



The Vineyard Playhouse:
Screening Venue



Closing Night Event on
The Alabama.

Photo: [Nicole Friedler](#)



Che’s Lounge, National Geographic’s
Katie Evans, Co-Director Nevette Previd

2008 Goals

The Martha’s Vineyard International Film Festival will be concentrating on raising substantial sponsorship funds for 2008. These funds will enable the organization to recruit and fly in more international filmmakers and to hire part-time staff. Intentions are to increase the film program selection for the 4-day event. For more information please visit www.mvfilmfest.com.



Martha's Vineyard:
Thinking Globally From an Gilded Isle
by Charlie Olsky, Indie Wire
(Excerpt)

Martha's Vineyard is one of the most beautiful places on the Atlantic coast, a scenic haunt of the Kennedys and the Clintons full of rambling hills and quaint New England architecture that has taken a special place in the American imagination. It may seem strange, then, that the organizers of the **Martha's Vineyard International Film Festival**, which this weekend held its second annual run in the town of Vineyard Haven, would choose "Other Places" as their theme. Why bother with other places, when you're on Martha's Vineyard? "This is really an ideal place," says **Nevette Previd**, who runs the festival with co-chair **Richard Paradise**, "but in order to really appreciate it you have to leave, get away from your surroundings. And film can really take you somewhere else, even just for a few hours."

The crowd packed into the newly refurbished Capawock Theater, the oldest continually operating single-screen theater in the country--opened in 1912--to watch the inspired choice of opening night film, **Stephane Gauger's** crowd pleasing "**The Owl and the Sparrow**", winner of the Audience Award at this year's L.A. Film Festival. The feature is a sweet, slight film about three lonely souls in Saigon; a surprisingly well-adjusted runaway girl and her two older friends who she would like to pair up romantically. "I can't tell you how excited I am to be opening this festival," said Gauger after the screening."

It just seems like the right crowd for this film." In

such a nautical setting, it was only natural that the hottest ticket of the weekend was for a sailing movie, **Louise Osmond** and **Jerry Rothwell's** phenomenal documentary "**Deep Water**."

"I'm so grateful to show this in a place where there are so many sailors in the audience," said Osmond, on hand to introduce the film, "though I would hope it's not necessary to enjoy the film." It isn't; the film is spellbinding regardless of one's affinity for sailing, telling the story of the 1968 competition to become the first person to sail nonstop around the world solo, and contestant **Donald Crowhurst's** tragic decision to continue with the race despite being relatively inexperienced and in a substandard boat. The resulting drama was so completely absorbing that the audience seemed startled when the lights came up.



Filmmaker Doug Liman & Plum CEO Tom Scott

The biggest 'buzz' film at the festival was **Sean Penn's "Into the Wild,"** featuring actor **Emile Hirsch** as Christopher McCandless, the 22 year-old subject of **Jon Krakauer's** biographical novel who rejects his parents' values and drops out of society, leading to a series of picturesque adventures and eventually to a fatal conflict with nature after McCandless sets up shop in an abandoned bus in Alaska. The response to the film was decidedly varied, split between those who found the film a moving retelling of McCandless' story and those who were not able to overcome the smug, pious self-absorption of the film's hero (Penn's feelings about McCandless are fairly obvious lest anyone have missed the point after the myriad shots of Hirsch in the crucifixion pose, a friendly hippie helpfully tells him that he reminds him of Jesus). Already gathering Oscar buzz, the film might have seemed a commercial choice from the festival, until one looked at its surprising timeslot, 2:00

PM on a Friday, a fact which did not hinder the film from selling out.

Other films in the festival were programmed regardless of festival buzz or previous theatrical engagements. "Film festivals have become the real regional forum for smaller movies, movies that take a risk," says Previd. The festival gave residents a chance to see **Jafar Panahi's** terrific Iranian film "**Offside**," about a group of women who are detained after attempting to sneak into a major soccer game, dressed as men as well as **Corneliu Porumbouiu's** Camera D'Or winning "**12:08 East of Bucharest**," and **Sean Fine** and **Andrea Nix's** festival darling "**War/Dance**."

"The people on this island travel a lot," says Paradise. "In particular, people are committed to all sorts of charity work. It's one of the reasons the 'Other Places' theme works so well." Any doubts of the veracity of this statement were removed entirely upon viewing the selection of short films, "Think Globally, Shoot Locally," which featured at least half a dozen films made by locals traveling internationally, including documentaries about women salt miners in Ghana, a saintly couple in Kenya who have adopted dozens of orphans, and a doctor working on her medical practice in Tibet. Seen around town over the weekend were Hayden Christensen and Doug Liman blending in with a crowd bouncing to West African band Mamadou, and at a dinner thrown by presenting sponsor Plum. Producer **Ted Hope** chatted with islanders about affordable housing while fellow super-producer **Christine Vachon** talked wine with the bartender.



"On the pacing of the festival, attendees were thrilled to see the schedule--no movies started before 2:00 pm, allowing for plenty of time to go out and see the island's superlative beaches, the dramatic Gay Head cliffs, and the charming "Gingerbread Campground" in Oak Bluffs before heading back to the cinema. "This island is one of the most beautiful places in the world, and the out-of-towners really ought to go out and see it," says Paradise. "Then they can come to the movies later, and see everywhere else."

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Co-Directors, Nevette Previd & Richard Paradise

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The MVI Film Festival / MV Film Society depends on the support of its members and patrons to run its programs all year long.

Your sponsorship or donation supports film programs that inspire and enlighten audiences. Help shed understanding upon contemporary concerns and foreign lands. Foster community support for worthy causes. Delight the young at heart.

If you are interested in becoming a financial supporter of the International Film Festival, please contact us.

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Filmmaker/Animator Bill Plympton