

# NIFFF



NEUCHÂTEL  
INTERNATIONAL  
FANTASTIC FILM FESTIVAL

NIFFF - Press release, April 1st 2021

## THE NIFFF JOINS FORCES WITH SUPERMAFIA TO CREATE THE VISUAL IDENTITY OF ITS 20TH EDITION

For its 20th edition (2-10 July 2021), the Neuchâtel International Fantastic Film Festival (NIFFF) is giving itself a complete visual makeover to align with current events. This makeover doesn't come alone: get ready for DEEP, an innovative and submersible installation which lit up the depths of the Neuchâtel lake last week and thrilled the locals.

For its anniversary edition, the NIFFF will be celebrating its hometown by making Neuchâtel the city of the fantastique, thereby strengthening its collaboration with the many artists from the area.

### THE POSTER: BACK TO IT LAKE ROOTS

To celebrate its anniversary edition, the NIFFF is joining forces with Neuchâtel-based artists collective supermafia to create a dystopian poster. The apocalyptic-looking picture succeeds in conveying a glimmer of hope: recalling the cinema screen, the bright monolith stands against the storm as would a shield and levitates above the water, before a sea of fog. Its mesmerizing light - the essence of cinema - calls all cinephiles to gather and celebrate the cinema of imagination. Even though they are confined to their boats, the characters collectively partake in creating a phantasmagorical atmosphere. This powerful image brings out one of the NIFFF's missions: to safely reunite festival-goers around a common goal in spite of the health crisis.

### DEEP: AN INSTALLATION IN THE DEPTHS - The moment before the poster

At dusk, on March 28th, the people of Neuchâtel were able to witness mysterious lights coming from the depths of the lake. This strange phenomenon was actually an artistic performance designed by supermafia and encor studio, a submersible installation specially created and controlled by divers.

Entitled **DEEP**, the installation follows this year's theme. It symbolises Neuchâtel's unique brand of supernatural and invited local residents to experience a never-before-seen artwork. The project also aims to promote the work of artists from the region, who have been badly hit by the current crisis. The NIFFF thereby offers its support to the arts by proposing a stimulating environment for creation at every level of the event, programming, and communication. This performance gave locals an opportunity to bask in a sense of wonder while the NIFFF's 20th edition is expected to take place from July 2nd to July 10th, 2021.

*This installation was made possible thanks to the financial support of ELLO communications, a proud Neuchâtel-based partner of the event that the NIFFF wants to thank cordially.*

*The NIFFF and supermafia would also like to thank Océane Plongée and Swiss Green Engineering for their logistical and technical support.*

### CALL FOR ENTRIES

You can still submit your films for the NIFFF's 20th edition! This year will be an outstanding one for sure and will honour two decades of programming as well as offer a unique opportunity for directors to be part of this historic event. Don't miss your chance and submit your film today to compete for the prestigious H.R. Giger "Narcisse" Award (CHF 10,000)!

### CONTACT

Bastien Bento | Head of Press  
press@niff.ch | T: +41 32 731 07 76 | M: +41 79 934 34 63