



6 - 14 JULY 2018

18TH EDITION

NIFFF - Press release, 24.01.2018

Unveiling the 2018 poster

The Neuchâtel International Fantastic Film Festival (NIFFF) is ready to reveal the visual identity of its 18th edition. This creative task was assigned to the Neuchâtel-based [White - brand design](#) agency for the third year in a row.

The atmosphere might have changed but the basics are the same, with the festival's acronym in focus. This new poster continues to explore the diverse facets of genre cinema, as was started in 2016. Much like its predecessors, it aims at delivering an intriguing and unifying concept that highlights the cohesiveness of the NIFFF in the Swiss cultural and cinematic landscape.

As the NIFFF's 18th edition approaches, the White - brand design agency has decided to set foot in the science world. It stands, of course, for all the possibilities and innovations that imagination can foster. Fantastic films can nowadays be seen as a limitless field of experiments, as well as a meeting point for converging forces of creation. The poster's aesthetics, which stands out through its contrasts, harken back to the pulp imagery of the 1950s, when science fiction stories seemed to have invaded the global world of fictions. Subtly merging levels of reality together, the poster was entirely designed in 3D.

The Neuchâtel International Fantastic Film Festival will celebrate the diversity of the fantasy genre from July 6th to July 14th, 2018.

NIFFF EXTENDED - Main attractions

Fantasy films as a fertile ground for multidisciplinary reflection and innovation

As an extension of the festival, **NIFFF EXTENDED** will once again set up events for film enthusiasts and industry professionals alike.

This 18th edition will focus on opening forums and networking spaces dedicated to the new challenges awaiting the fantasy genre in terms of digital creation, audiovisual writing and contemporary literature.

NIFFF EXTENDED is an opportunity to discover the connections between films and other art forms through four main events:

- GSGS'18 : Gamification & Serious Games Symposium 2018 / 5-6.07.18 / <https://gsgs.ch>
- EPIC GAME JAM : Video game creation / 6-8.07.18 / <http://epicgamejam.com/>
- IMAGING THE FUTURE : Digital creation & new technologies / 9 -10.07.18
- STORYWORLDS : Audiovisual writing / 11.07.18
- NEW WORLDS OF FANTASY : Contemporary fantasy literature / 12.07.18

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Visuals available at <http://docs.niff.ch> / login: niff / password: niff2018