

NIFFF



NEUCHÂTEL
INTERNATIONAL
FANTASTIC FILM FESTIVAL

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For immediate release

NIFFF 2022: A CORE FETISH OF THE FANTASY GENRE ON THE FESTIVAL'S POSTER

The Neuchâtel International Fantastic Film Festival (NIFFF) unveils the visual identity of its next edition, which will take place from July 1st to July 9th, 2022! After a first collaboration that lit up the depths of Lake Neuchâtel and sent shivers down passers-by's spines, the NIFFF continues to work with Neuchâtel-based artist collective encor studio. This year, the festival is summoning one of the core, most iconic fetishes of genre cinema - the car. Alongside this, the festival's website is being redesigned in order to match its new visual identity. The NIFFF remains at the heart of the region's creative and entrepreneurial dynamics through its association with the Oye Studio web agency, and with its long-time partner VNV SA. A visual experience is already available on NIFFF.CH while you wait for the full programme on June 16th.

A POSTER WITH PLENTY OF POWER UNDER THE BONNET

The result of hyperrealistic 3D modelling from encor studio, the Chevrolet-like car, with its headlights on and its boiling pink interior, levitates in the centre of the picture as if it were hanging above a sea of darkness. The iconic car is simultaneously part of our imagination, the object of desires, a potential threat, and an everyday tool. From **CHRISTINE** (John Carpenter) to **CRASH** (David Cronenberg), **DEATH PROOF** (Quentin Tarantino) and **TITANE** (Julia Ducourneau), genre cinema often plays with the tropes associated with gleaming metal hot rods. This striking composition alludes to the lakeside location of the festival, with a healthy dose of spookiness and supernatural atmosphere, of course. The 2022 poster celebrates the NIFFF's core values while heralding its coming transformation.

A NEW WEBSITE WITH A COHERENT AND PLAYFUL AESTHETIC

Following last year's complete overhaul of its visual identity, the NIFFF is proud to present its brand new website. Created in collaboration with the Oye Studio web agency and our loyal partner VNV SA, NIFFF's reborn image will now also be exploited online, widening the possibilities in terms of graphical offers. Resolutely playful, the festival's site invites the audience to a visual experience that puts the highlight on the concept of the car, while the public wait for the full programme to be released on June 16th. Experience it right now at NIFFF.CH.

SAVE THE DATE

Tuesday, June 7th: Accreditation requests open

Thursday, June 16th: Press conference, programme, and online tickets on NIFFF.CH

1 - 9 July: NIFFF 2022

[>> Visuals for download <<](#)

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