



## **Ace Actor Bhumi Pednekar Continues Her Association With MAMI Mumbai Film Festival 2024 As Brand Ambassador For Dimensions Mumbai**

*MAMI (Mumbai Academy of Moving Image) Mumbai Film Festival announces Registrations Open for its short film competition, 'Dimensions Mumbai' - an ode to the city*

**21 June 2024** - MAMI 2024 is gearing up for its next edition and is now accepting entries for one of its most awaited sections, Dimensions Mumbai, a short film competition with Mumbai as its central theme. The category was introduced in 2009 by Jaya Bachchan as an ode to Mumbai. Enterprising young filmmakers within the age group of 18–25 years are eligible to submit films for Dimensions Mumbai. The film must showcase Mumbai as the core theme and not exceed a maximum time limit of 5 minutes.

A true Mumbaikar and India's leading contemporary actor, Bhumi Pednekar, will continue to serve as Brand Ambassador for Dimensions Mumbai this year as well. Known to not follow the beaten path with her eclectic choice of films and roles, Bhumi Pednerkar, and her journey is an inspiration for young creative minds. As the brand ambassador for Dimensions Mumbai, she will engage with aspiring young filmmakers and share her own take on the city and its many cinematic representations.

Commenting on this, Bhumi Pednekar said, "It is with much pleasure that I continue my association with Dimensions Mumbai as its brand ambassador. I look forward to some fine work from talented emerging filmmakers as they showcase their unique take on the city. Mumbai, the city of dreams, leaves an indelible mark on those of us who are part of its daily hustle and its cinematic manifestation doesn't fail to move us. While cinema resides in the very heart and soul of this city, it is platforms like these that truly celebrate young independent filmmakers and help them realise their full creative potential. The city has given me so much and I am happy to play a role in creating a positive impact for South Asian talent and cinema."

Welcoming Bhumi Pednekar back as the brand ambassador for Dimensions Mumbai, Deepti D'Cunha, Artistic Director, MAMI Mumbai Film Festival said: "I am very happy to welcome back Bhumi as brand ambassador for Dimensions Mumbai. She is an exceptional talent who has been pushing boundaries and has successfully brought to life some truly offbeat characters and

captivating stories. As brand ambassador, her presence continues to inspire young filmmakers to stay authentic and true to their voices as they showcase their own unique take on the city through Dimensions Mumbai. It is heartening to witness the successful journey of some of the past winners who were discovered and nurtured through the festival and the ecosystem it offers. We look forward to another successful edition with a large number of entries and many discoveries.”

Dimensions Mumbai has the distinction of being one of the most popular short film competitions in India. It aims to bring together some of the brightest upcoming filmmakers and give them the opportunity to interact with and learn from the best in the industry. Registration for Dimensions Mumbai begins on June 20, 2024. Film submission begins on July 1, 2024 and will be open until August 5, 2024.

MAMI Mumbai Film Festival is ready to welcome young talent and all the special films that will be shown at the festival scheduled from October 19th to 24th. Young filmmakers have this unique opportunity to embark on their cinematic journey through Dimensions Mumbai.

### **Notes to editors:**

#### **About MAMI**

MAMI Mumbai Film Festival, organised by the Mumbai Academy of Moving Image (MAMI), has brought the best of contemporary world cinema and talent to the city of Mumbai since 1997. With its new expanded vision to spotlight South Asian and South Asian diaspora filmmakers, MAMI becomes the hub for South Asia, discovering and connecting emerging talent to the worldwide festival ecosystem. Along with celebrating cinematic excellence, we aim to facilitate the exchange of ideas and provide easy access to information related to filmmaking, film distribution, business opportunities, and strategic marketing support for films and filmmakers. The Academy also conducts a robust Year Round Programme that acts as a hub for creators and cinephiles through screenings, networking opportunities, access to labs and workshops for skill development, masterclasses, and, very importantly, creating a community of cinema lovers.

MAMI Year Round Programme (YRP) is a series of year-round activities that keep our members connected with all things cinema. MAMI Members, a huge community of cinephiles, aspiring and working filmmakers, technicians, and new audiences interested in films from around the world, can access the programme that is focused on building cinema-watching communities. We invite our members to watch, discuss, and connect over films from across the world and from the MAMI archives. The Year Round Programme also brings in specially designed programmes throughout

the year that are designed to enhance awareness and conversations around cinema from South Asia and across the world.

**More on MAMI:**

**Website:** [www.mumbaifilmfestival.com](http://www.mumbaifilmfestival.com)

**IG, FB & YT:** @mumbaifilmfestival | X: @MumbaiFilmFest

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