



Actor Sonam Kapoor Continues to Lend Her Support As Brand Ambassador For Options Market, 'Word To Screen' At MAMI Mumbai Film Festival

MAMI (Mumbai Academy of Moving Image) Mumbai Film Festival announces the latest edition of its popular options market Word To Screen in partnership with Soho House Mumbai. The Market is a first-of-its-kind platform in India where publishers and the literary community engage directly with filmmakers / creators to option stories for films, TV, and digital

Mumbai (India), 26th September, 2024

National Award-winning actor **Sonam Kapoor**, known for her strong author-backed roles and a self-confessed bibliophilic, continues to lend her voice and support as brand ambassador for **Word to Screen** at MAMI Mumbai Film Festival in partnership with Soho House Mumbai. Soho House Mumbai provides a space for filmmakers, industry leaders and creative minds to come together for meaningful conversations.

After yet another successful edition in 2023, Word to Screen Market is back on September 26, 2024. The Options Market offers a unique platform to writers, publishers, and filmmakers to engage and option stories for various film cinematic formats. This year the Market opened entries to non-fiction articles published in print and online newspapers and magazines. Over 120 books and magazines were submitted this year, out of which 15 titles have been selected to present at the Open Pitch Session at the Market. A first-of-its-kind initiative, Word to Screen, was launched in 2016 by MAMI and has since served as a dynamic and inclusive platform that explores the synergy between the power of the written word and the magic of cinema. It aspires to build an ecosystem that makes it easier for publishers from across the region to pitch, and filmmakers to foster collaborations and explore new stories for screen. Sonam Kapoor's keen interest in books and sharp instinct for a great story, as reflected in her choice of cinema, make her the perfect champion for Word to Screen, aimed at exploring the fascinating intersection between books and the silver screen.

Welcoming Sonam Kapoor as the Brand Ambassador for Word to Screen, Shivendra Singh Dungarpur, Festival Director, MAMI Mumbai Film Festival said, "Cinema is an amalgamation of all the arts and has been closely linked to literature over decades. Some of the greatest films in the history of cinema have been adapted from literary works and I am so pleased that MAMI has nurtured and developed this unique platform that creates a synergy that will enable filmmakers to use their craft to bring the art of the word to the screen. We value Sonam Kapoor's continued support for this initiative as its brand ambassador".



Within a few years of its launch, Word to Screen, has helped forge cross industry relationships and some of the books that have been optioned out of the market include Bhujia Barons by Pavitra Kumar, Indira by Sagarika Ghose, Inspector Saralkar series by Salil Desai, Strangers to Ourselves by Shashi Deshpande, The Spectacular Miss by Sonia Bahl, How I Became A Farmer's Wife by Yashodhara Lal and Cold Truth by Nikhil Pradhan.

Commenting on her association with Word to Screen, Sonam Kapoor said, "As an actor, I have always believed that a film is only as good as its script. It is imperative to encourage writers and publishers through an ecosystem like Word to Screen where they can ideate and collaborate with filmmakers who can bring their vision to screen in the most authentic and dynamic manner. As an avid reader, I am often drawn to roles that have been adapted from books. Such characters also bring a depth that is important to their evolution from paper to screen. Word to Screen is my attempt to give back to the art I love so much. It's a pleasure to continue my association with MAMI's Word to Screen and help enable and empower some truly engaging narratives on screen."

MAMI Mumbai Film Festival is focused on building an ecosystem for new cinematic voices, facilitating the exchange of ideas, collaborations, and business opportunities, while bringing the best of world cinema to Mumbai.

The Festival will take place from **Saturday 19 to Thursday 24 October 2024 in Mumbai.**