



## **Celebrating Cinema: MAMI Mumbai Film Festival 2024 Joins Forces with Soho House Mumbai**

**Mumbai, October 10, 2024:** The **Mumbai Academy of Moving Image (MAMI)** is thrilled to announce an exciting collaboration with **Soho House Mumbai** as the Community Partner for the highly anticipated MAMI Mumbai Film Festival 2024, scheduled to take place from **October 19th to 24th, 2024**.

MAMI will host a robust Industry Programme that includes panels and screenings aimed at fostering creative dialogue and knowledge sharing for filmmakers, and industry experts. To celebrate Indian and global cinema, community and culture at Soho House Mumbai from **October 21 to 23, 2024**.

This year's industry programme will feature an impressive lineup of panels at Soho House that delve into topics shaping the future of cinema. Attendees can expect engaging discussions with emerging filmmakers and directors of the industry on varied topics including independent film distribution strategies, elevating production values, the transformative role of artificial intelligence in media and entertainment, and more. Other sessions hosted at Soho House Mumbai will also highlight innovative approaches to reviving audience engagement in theatres, effective co-production strategies, and sustainable filmmaking practices, all aimed at fostering a healthy conversation about the ever-changing film industry landscape.

Films shown at Soho House, Mumbai can be viewed from the comfort of their very own screening room, and will see the entire selection of South Asia Competition, which includes international festival winners as well as the latest works by reputed independent filmmakers, across genres of fiction, documentary & animation features.

Talking about the partnership, **Deepti DCunha, Artistic Director of MAMI** said, *“We are delighted to collaborate with Soho House Mumbai, a creative hub that not only champions artistic expression but also serves as a vibrant meeting point for some of the brightest minds in the industry. By uniting industry professionals and thought leaders, we hope to ignite innovative ideas and foster collaborative solutions that will redefine the future of cinema, ensuring that it remains a relevant and powerful medium for storytelling.”*



**Kelly Wardingham, Regional Director, Asia, Soho House,** added, “At Soho House, we are elated to collaborate with MAMI Film Festival for its 2024 edition.

*This partnership reflects our commitment to supporting the arts and providing a platform for creative expression. We look forward to welcoming industry professionals and film enthusiasts to Soho House Mumbai, where we can collectively celebrate the transformative power of cinema and contribute to the evolving landscape of the film industry."*

This collaboration between Soho House Mumbai and MAMI Film Festival marks a significant milestone in supporting filmmakers’ creative journey.

### **Notes to editors:**

#### ***About MAMI Mumbai Film Festival***

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 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 and bringing joy to our audiences, we aim to facilitate the exchange of ideas and provide easy access to information related to filmmaking, funding, 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.

#### **More on MAMI:**

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

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

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