

20 MARATHI FILMS SHOWN IN SMIFF, SWEDEN

SIFA (Sweden India Film Association) in collaboration with Goa Marathi Film Festival organized the first ever SMIFF (Sweden Marathi International Film Festival) in Stockholm from April 20 to April 24. Lately the Marathi film industry has enjoyed enormous success as their quality films have awakened an interest from film festivals around the world. Sweden has had the honour of being the first country to profile these quality films. The themes of these films are very well-suited to Swedish sensibilities and values. The mainly Swedish audience responded very positively to the social themes portrayed in the films. The film festival was represented

by 28 prominent representatives of the Marathi film industry. A total of 20 films were screened to a mainly Swedish audience which was the target of the festival. The opening film "Harish chand rachi Factory" established the fact that it was the Marathi film industry that set the stage for Indian cinema.

The producers & directors are also interested in exploring the possibility of co-productions, shooting in Sweden and having Swedish actors in their films. This would open up new markets for both countries. Kunnie Topden of Topden Productions together with Sanjay Shetye of Vinsan World has been instrumental in bringing about this

initiative. They have had the full support of all the 28 producers/directors who represented their films. Besides participating in the festival, the film delegates were taken around the city of Stockholm and Uppsala. A visit to the famous island, Grinda in the Swedish Archipelago was also made possible. To the delight of the film delegates they experienced snowfall on the island. It was a magical experience for them. This film festival and the five days spent in Stockholm was a memorable experience for the film delegates. Their curiosity has been awakened and the future looks promising for an interaction between the Swedish and the Marathi film industries.

