



MEDIA RELEASE

www.gcfilmfestival.com

1 September 2010
For Immediate Release

Official 2010 Gold Coast Film Festival Poster Launches

The 2010 Gold Coast Film Festival presented by Australia Fair Shopping Centre has officially launched its poster and theme for 2010: ***Unexpected Treasures***.

The poster has been created by Australia's leading design company for the film and entertainment industry, Carnival Studio.

Of the direction, Demi Hopkins of Carnival Studio says "Approaching this project, we sought to create a strong key image which would help build the festival's profile and challenge the perception that the Gold Coast is just about sun and sand, but that there is a vibrant arts community. It is in essence an invitation for people to discover the festival in all its diversity."

Festival Director, Casey Marshall Siemer said the poster is a perfect representation of the festival objectives this year. "The Gold Coast is an epicentre for feature film production in Australia with 75% of all Queensland production occurring on the Gold Coast. We want the film festival to be the local access point to that industry and to be a source of exciting and ***unexpected*** screen culture experiences for the residents of South East Queensland".

"The film can is the film festival. It's buried treasure waiting to be uncovered in November for everyone on the Gold Coast! Carnival Studio has created an amazing poster." Casey Marshall Siemer

Carnival Studio has worked on over 150 feature films and other entertainment projects including the design of poster for the 2010 Italian Film Festival and the SBS Signature Works Festival. Carnival Studio is proud to be an official sponsor of the 2010 Gold Coast Film Festival.



GOLD COAST
Film Festival

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The Gold Coast Film Festival presented by Australia Fair Shopping Centre, will be held November 10-16 at Australia Fair Birch Carroll and Coyle Cinemas in Southport. Gold Coast City Council's Film Gold Coast is the major Government sponsor of the event. The full program of films and events will be launched in October. For more details please see www.gcfilmfestival.com

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