



GOLD COAST
Film Festival

www.gcfilmfestival.com

11 September 2011

For Immediate Release

Gold Coast Film Festival Launches Official 2011 Poster

The 2011 Gold Coast Film Festival, presented by Australia Fair Shopping Centre, has officially launched its poster and theme for 2011: ***Get Some Action!***

The poster has been created by the leading film and entertainment design company in Australia, Carnival Studio.

Of the direction, Demi Hopkins of Carnival Studio says "The brief was to develop a poster which captured a sense of action and communicated that the festival was young and exciting, and that the programming reflected this. The poster was to reflect that the film festival was where all the action was, that this was an event not to be missed. The poster invokes the ideas that we are taking people to the edge of their seats, flooring it down the highway, taking it to the limit. We are representing that this year's program is exciting, high octane, exhilarating and not to be missed!"

Festival Director, Casey Marshall Siemer said the poster launch is the first official step to another big year for the Gold Coast Film Festival. "Our theme for this year is "Get Some Action". This reflects that our film festival has a variety of exciting and entertaining programs scheduled including Action On Film: a showcase highlighting some of the best new action films from around the world; Cool Japan: a Japanese pop culture program; Queensland Showcase: a program of independent films shot in Queensland; as well as international critically acclaimed films, free outdoor movies and as always a program of free seminars on various aspects of filmmaking."

"Carnival Studio has created an amazing poster. It really personifies the energy of our team and the festival program. This November, the Gold Coast Film Festival is where all the action is!" Casey Marshall Siemer.



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Carnival Studio has worked on over 150 feature films and other entertainment projects including the design of poster for the 2011 Italian Film Festival and the SBS Signature Works Festival. Carnival Studio is proud to be an official sponsor of the 2011 Gold Coast Film Festival. To see their work please refer to www.carnivalstudio.com.au

Also recently launched is the new festival website www.gcfilmfestival.com created by Gold Coast based web marketing company IOnline (www.ionline.com.au). "IOnline have done an amazing job taking Carnival's key art and bringing it to life in the digital space. The website is the face of the festival where all event news breaks first." Casey Marshall Siemer.

The Gold Coast Film Festival presented by Australia Fair Shopping Centre, will be held November 21-27 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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