

## For Immediate Release

### Contact:

Jessica Lyness | [jessica@nwfilm.org](mailto:jessica@nwfilm.org)

503-221-1156 x 14

The Northwest Film Center presents:

# The 34th Portland International Film Festival

February 10-26, 2011

*Illumination Guaranteed.*

The Northwest Film Center announces the 34th Portland International Film Festival (PIFF), its annual cinematic foray of thought-provoking, engaging, and entertaining works from around the globe. Over the last 34 years, the Festival has provided diverse and innovative films to thousands of people from throughout the Northwest. This year's Festival will showcase 130 compelling new films, from three dozen countries, including regional work, to an audience of more than 35,000.

The **Festival opens Thursday, February 10**, at the Newmark Theater in the Portland Center for the Performing Arts (PCPA) with the French film *Potiche* from director François Ozon (*Under the Sand*, *Swimming Pool*, *8 Women*). This light-hearted, sharp-tongued comedy stars two of the most acclaimed and beloved French actors of all time, Catherine Deneuve (*The Umbrellas of Cherbourg*, *Belle de Jour*, *Indochine*) and Gérard Depardieu (*The Last Metro*, *Jean de Florette*, *Cyrano de Bergerac*). Following the screening, the Opening Night Party takes place at the Festival's new social hub, Nel Centro (1408 SW Sixth Ave).

One of the region's most culturally diverse arts events, PIFF illuminates the dark and rainy weeks of February with a broad mix of new international films, visiting artists, shorts, documentaries, and animation. Films include Oscar submissions, works by new directors, and family friendly films. To celebrate the return of Portland State University's **Cine-Lit Conference**, which explores Hispanic culture and storytelling, this year's Festival showcases new Spanish language films from Argentina, Chile, Colombia, Costa Rica, Mexico, Peru, Spain, and Venezuela.

Among this year's Festival line-up are international **award winners** *Honey* (dir. Semih Kaplanoglu, Turkey), which won the Golden Bear at the Berlin Film Festival; *Uncle Boonmee Who Can Recall His Past Lives* (dir. Apichatpong Weerasethakul, Thailand), which won the Palme d'Or at Cannes; and *Son of Babylon* (dir. Mohamed Al-Daradji, Iraq), which won the Grand Jury Prize at

Sundance. Other highly regarded films include *Of Gods and Men* (dir. Xavier Beauvois, France), the harrowing true story of French monks threatened by the encroaching Algerian Civil War; *When We Leave* (dir. Feo Aladag, Germany), about the plight of a Turkish German woman facing abuse and oppression; and the latest film from acclaimed director Abbas Kiarostami, *Certified Copy* (France), starring Juliette Binoche as an antiques dealer exploring art and love in the Tuscan countryside.

The Festival also puts a special spotlight on the tremendous accomplishments of **Oregon filmmakers** this year, with screenings of Peter D. Richardson's Sundance-acclaimed documentary *How to Die in Oregon*; Aaron Katz's Portland valentine *Cold Weather*; the Portland premiere of Matt McCormick's first feature film, *Some Days are Better Than Others*; and a program of "Made in Portland" short films featuring the works of Jim Blashfield, Joanna Priestley, and more.

The Festival expands its boundaries this year with new venues added on Portland's **East Side**: Cinemagic will host PIFF screenings February 18-24, and the Hollywood Theatre will host special **midnight screenings** on February 18 and 19. Previous venues including the Newmark Theatre at the PCPA, the Regal Broadway Metroplex, Cinema 21, and the Film Center's own Whitsell Auditorium in the Portland Art Museum also return. **Festival press screenings begin January 31, screening two films per day for two weeks.**

This year's Festival further expands its reach with the introduction of two **new social hubs**, ideal for tasty bites, drink specials, and cinematic conversation: on the West Side, the PIFF Lounge at Nel Centro, open February 11-26, and on the East Side, the PIFFbar located across from Cinemagic at 1524 SE 20th Ave, open February 18-24.

*The 34th Portland International Film Festival is made possible by the generous support of premiere sponsors The Oregonian and Regal Cinemas. Additional support is provided by major sponsors such as LAIKA, Wieden+Kennedy, The Paul G. Allen Family Foundation, Academy of Motion Picture and Sciences, Nel Centro, Alaska Airlines, Blue Heron Paper, Stella Artois, Firesteed Winery, the Hotel Modera, KINK.fm, Delta Airlines, and other Festival partners.*

The Northwest Film Center is a regional media arts resource and service organization founded to encourage the study, appreciation, and utilization of the moving image arts, to foster their artistic and professional excellence, and to help create a climate in which they flourish. In addition to the Portland International Film Festival, the Center produces the annual Northwest Filmmakers' Festival and a variety of year-round of film and video exhibition, educational, and informative programs serving Oregon and residents of the Northwest.

**Festival Screening Locations:**

Regal Broadway Metroplex, 1000 SW Broadway

Cinema 21, 616 NW 21st Avenue

Cinemagic, 2021 SE Hawthorne Boulevard

Hollywood Theatre, 4122 NE Sandy Boulevard

Newmark Theatre, 1111 SW Broadway

Northwest Film Center's Whitsell Auditorium in Portland Art Museum, 1219 SW Park Avenue

\*\*Check out all of the locations on the PIFF 34 [Google Map](#)

**Advance Ticket Outlet:**

Mark Building, Portland Art Museum, 1119 SW Park Avenue

Opens February 2 — daily from 12-6 pm

Advance tickets by phone at (503) 276-4310

Advance tickets online at [www.nwfilm.org](http://www.nwfilm.org) on January 28.

**Admission Prices:**

\$10 General; \$9 Portland Art Museum members, students, seniors; \$7 Silver Screen Club Friends

Opening Night: \$25 general; \$20 Silver Screen Friends and PAM members

Closing Night: \$15 general; \$10 Silver Screen Friends and PAM members

**Festival Schedule:**

The full PIFF Program is available online at [www.nwfilm.org](http://www.nwfilm.org) on January 28.

For more information, to set-up interviews, obtain screener copies and high-res images; please contact Jessica Lyness, [jessica@nwfilm.org](mailto:jessica@nwfilm.org) or 503-221-1156 x14.

# # #