



SXSW Conferences and Festivals

P.O. Box 4999 | Austin, Texas | 78765

T: 512.467.7979 | F: 512.451.0754

sxsw.com

SXSW ANNOUNCES NEW DESIGN COMPETITION

Inaugural "Excellence in Title Design" Award Planned for 2010 Event

Austin, TX – October 20, 2009 - The South by Southwest (SXSW) Film Conference and Festival is pleased to announce the inaugural "Excellence in Title Design" competition, as part of the annual SXSW Film Design Awards. This brand new initiative, the only one of its kind at any major film festival, aims to discover the very best in contemporary title sequence design. The Design Awards will also include the "Excellence in Poster Design" category, following the success of last year's SXSW Film/AIGA Austin Film Poster Award. The SXSW Film Conference and Festival will take place March 12 - 20, 2010 in Austin, Texas.

"SXSW has long prided itself on celebrating exceptional and unique creative vision in all aspects of filmmaking," said Janet Pierson, producer of SXSW Film Conference and Festival. "We are excited to shine an even brighter spotlight on those artistic touches that help set the tone for every film."

Eligibility for the "Excellence in Title Design" competition is open internationally to all title sequences that exist as part of a completed film finished in 2009 or later. Entries will be judged by an esteemed jury of experts from the worlds of film and design. Additionally, SXSW will showcase accepted Title Sequences at a dedicated screening during the event, and entries will be eligible for an Audience Award, chosen by the public. The "Excellence in Poster Design" competition will be open only to films accepted for SXSW Film 2010; additional details will be provided directly to accepted filmmakers at a later date.

ABOUT THE JURORS

SXSW is honored to have a select dream-team of industry experts and practitioners of title design, digital film production and online hosting and distribution to judge the "Excellence in Title Design" competition.

Kyle Cooper / Prologue Films

Kyle Cooper has directed over 150 iconic title sequences for films as diverse as *Se7en*, *Iron Man* and *Tropic Thunder*. A Yale graduate, Cooper co-founded Imaginary Forces before establishing Prologue, a VFX and Title design company that has produced award-winning work for Film, TV and Video Games.

Karin Fong / Imaginary Forces

A founding member of leading Film Title design company Imaginary Forces, Karin Fong has created across multiple disciplines. A filmmaker, animator, artist and more, her work has appeared in Cooper Hewitt National Design Museum, The Wexner Center and numerous books and publications. Her awards include D&AD, ADC, One Show, and an Emmy.

Alex Ulloa / The Art of the Title Sequence

Alex Ulloa is the co-founder and editor of artofthetitle.com, a leading web resource for information on film and TV title design from around the world. Since 2007, the site has accrued over a hundred title sequence video clips, hundreds of thousands of monthly visitors, and an enviable reputation as a major destination for cinephiles.

Femke Wolting / Submarine Channel & Forget the Film, Watch the Titles

A founding member of online channel and production company Submarine, Wolting is also involved in its offshoot, watchthetitles.com, the first internationally renowned website dedicated to title design. Femke Wolting is one of the Netherland's leading independent producers. Wolting also programmed Exploding Cinema at International Film Festival Rotterdam, and worked extensively in Dutch broadcasting, directing and editing web, cross media and digital productions across multiple platforms.

ADDITIONAL TITLE DESIGN ENTRY DETAILS

- Submissions are now open.
- The deadline to submit is Friday, December 11, 2009
- The fee for Title Sequence submissions is \$10.
- All Title Sequence submissions must be hosted online. (e.g YouTube HD, Vimeo or via personal or professional websites)
- Finalists will be notified upon acceptance and will need to provide a broadcast quality version of the sequence by February 13th, 2010.

For more information, visit http://sxsw.com/film/screenings/design_awards

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South By Southwest Film Conference & Festival

SXSW is a uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers lucrative networking opportunities and immersion into the art and business of the rapidly evolving world of independent film.

Over the first five days, the Film Conference buzzes as world-class speakers, creative minds, and notable mentors tackle the latest filmmaking trends amidst the unmatched social atmosphere of the SXSW experience. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, with a truly diverse program ranging from provocative documentaries to subversive Hollywood comedies.

2010 Festival Sponsors

SXSW Film Conference and Festival is sponsored by Miller Lite and The Austin Chronicle.

Contact:

Rebecca Feferman
Film Press & Publicity
filmpress@sxsw.com
T: 512-467-7979 x 236

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T: 512 467 7979 | F: 512 451 0754 | sxsw.com