



SOUTH EAST EUROPEAN FILM FESTIVAL | *a lot to SEE.*

For immediate release

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## **SEEFest Debuts Ambitious Promo for 2013 Festival**

### **Commercial shoot and Film Fest Sponsored by Turkish Airlines**

*Los Angeles, March 13, 2013* - SEEFest, the South East European Film Festival, announced Wednesday the launch of its ambitious new commercial for the upcoming 2013 festival, set to run May 2-6 in Los Angeles. Titled **THE WORLD WILL CHANGE YOU**, the spot's theme reflects the mission of the festival: "Cinema can show you the world, and the world will change you." Shot on location in Turkey, Romania, and Serbia, with travel furnished by the festival's official sponsor, Turkish Airlines, the promo underscores the festival's ambition and growth as it approaches its tenth anniversary. The commercial launches in 150-second (online) and 30-second (television) formats.

The spot was directed by filmmaker **Matthew Mishory**, whose stylish feature **JOSHUA TREE, 1951: A PORTRAIT OF JAMES DEAN** has toured more than fifty film festivals (including the just-wrapped Festival Internacional de Cine en Guadalajara) and screened theatrically around the world. Mishory and SEEFest Founder/Artistic Director **Vera Mijojlić** penned initial creative. Mijojlić produced for SEEFest. Renowned photographer and cinematographer **Nicholas Patrick Fahey**, an artist with deep roots in the Los Angeles fine art photography community and the legendary Fahey/Klein gallery, lensed. Composer **Željko Marasović** wrote the beautiful, haunting score. Says Mijojlić, "For this campaign, we didn't just want an experienced commercial director, we wanted a **filmmaker**. Matthew immediately connected to the beauty and rhythms of the region and its people. This spot really represents a journey of discovery."

Turkish Airlines, twice named Europe's Best Airline, has been an ideal partner for a growing festival. "We look forward to working with Turkish Airlines to bring more filmmakers to Los Angeles and to strengthen the ties between independent filmmakers in Hollywood and South East Europe through film and travel," says Mijojlić. "Our promotional campaign shows South East Europe as a special place of discovery and wonder, where many roads cross and create a unique medley of cultures, music, languages, and traditions."

Says director Mishory: "We wanted to bring these places alive as refreshingly impulsive, irreverent, quixotic, but also deeply contemplative and visually beautiful. It is easy to be inspired by South East Europe, perhaps the most fascinating, contradictory, troubled, welcoming, and creative place on Earth. This project is a cinematic kaleidoscope of images that truly mean something to the people who share them with us."

Featured in the trailer are seven filmmakers from the region: Nur and Selim Güneş, Hüseyin Karabey, Atıl İnaç, Binnur Karaevli, Sabin Dorohoi, and Ivana Todorović.

**About SEEFest**

The South East European Film Festival, SEEFest presents cinematic and cultural diversity of South East Europe to American audiences and creates cultural connections through films, artistic and social events. Festival's signature event is the annual five-day film festival in early May, a celebration of cinematic achievements from 15 countries of South East Europe, showing films that tell a larger story about South East Europe to American audiences. SEEFest Business Conference is the industry section of the festival for independent filmmakers to connect globally. In 2012, SEEFest was voted by staffers of Flavorwire as one of the 10 best-under-the-radar film festivals in America.

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**About Turkish Airlines:**

Established in 1933 with a fleet of only five airplanes, Star Alliance member, Turkish Airlines is today a four star airline with a fleet of 200 aircraft (passenger and cargo) flying to 217 cities around the world, comprised of 36 domestic and 181 international destinations. One of the fastest growing airline companies, Turkish Airlines has received several "Passengers Choice Awards" from the consumer ranking group, Skytrax. Based on 2011 and 2012 results, Turkish Airlines has been chosen as the winner of "Best Airline Europe", "Best Premium Economy Seats" for its Comfort Class seats and "Best Airline Southern Europe". It has also received awards for its catering and holds a coveted 4-star designation, putting the airline in a small group of top quality carriers. Turkish Airlines was also given the Skytrax designation of "World's Best Economy Class On-board Catering" in 2010, and Skyscanner's "Best On-board Food 2011". Long haul Business Class passengers also enjoy the Flying Chef service on-board.

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