

Symbiosis Institute of Media and Communication hosts 'SIMCuts 2018 - Film Festival'



The SIMC Film Festival 'SIMCuts 2018' which had some sessions of people from industry, film screenings and mobile filmmaking competition was held at the Lavale campus of Symbiosis Institute of Media and Communication on the 15th of September, 2018. The day-long event started in the presence of guests, that included Sohail Khan, Marketing and Operations Expert from The Viral Fever, & Eddei Avil and Ashley Rodrigues from VR Storytellers.

Sohail Khan, spoke from his 7 years of experience in marketing and operations at The Viral Fever about the evolution of Internet and OTT business from late 90s to till date. He talked about YouTube business and the type of content on YouTube. He also shared the strategies that TVF followed to promote TVF Play using YouTube. Eddie Avil shared his inspiration for VR and what makes VR the platform of the future and spoke about how he began his career in VR Industry. He spoke about the big names in the industry who are working on the Virtual Reality platform. He enlightened students to some of the technical terms including the infrastructure required to make VR Films.

Ashley Rodrigues gave the audience inside stories of what went into producing the first VR stereoscopic horror film. He talked about the challenges they faced and challenges they are facing to screen it commercially.

The second half of the day was marked by the screening of the film Ribbon - By Rakhee Sandilya. Rakhee is an Independent Filmmaker who studied filmmaking from London. The film was about the relationship of husband and wife, the challenges they face in life. After screening of film Rakhee shared her experiences in the making of the film, how she finalised the cast, what all topics about life she wanted to show in the film and about the writing process of the film.

Next film that got screened was POV - By PrabhakarJha. The film was a psychological thriller. After screening the director talked about his experiences and what inspired him to make a film. This was followed by the screenings of films that were shortlisted by jury for the Mobile Filmmaking Competition

with the theme Antagonist Centric. After all the screenings the winners of the competition were announced and the day concluded with the vote of thanks by Dr. Gagan Prakash.