



'S GRAVENDIJKWAL 104
3014 EJ ROTTERDAM

+31 (0)10 2417892
+31 (0)65 1081925
INFO@IMAGE-FESTIVAL.COM

→ IMAGE-FESTIVAL.COM

BANK 130602159
BTW 820759788B01
KVK 24461000

IMAGE FESTIVAL BRINGS IMAGERY TO ROTTERDAM

Rotterdam, September 6 - The Image Festival puts Rotterdam in the sign of imagery and visual culture in the last week of October. A festival with presentations of passionate image makers and inspirational exhibits for anyone who is interested in the making and meaning of images. The Image Festival is the continuation of the International Image Festival Rotterdam 2009. This year's theme is "Imagery & Music".

Program Image Festival 2010 - Specific presentations and 'RoundTown'

The core of Image Festival consists of presentations during two days (Thursday 28 and Friday, October 29) in the Cinerama Cinema at the Westblaak. Known and lesser-known names in the world of imagery and visual culture speak about the creation of images or use their own expertise, while crossovers and multidisciplinary use are conditions for the presentations. The different layers and aspects within the theme "Imagery & Music" will be discussed: VJ culture, pop music, music magazines, videos, music in games, sleeve design, flyer and poster design, music industry in relation to new media, moving graphics, styling and animation.

For two days the Cinerama Cinema is the "hang-out" for the (paying) visitors of the main program and is specifically designed for the Image Festival with a bookshop and several works by Hans Kievit, Sander van Bussel and Michel Casar Ramona. For the general image-loving public Image RoundTown Festival is organized. In many cafes and art institutions, surprising works and installations of a number of speakers are exhibited and appealing performances by visual artists will be shown. Information about the program and tickets can be found on www.image-festival.com.

New name: International title

On October 30 and 31, 2009, the Schiecentrale in the Lloydkwartier was the center of the first International Image Festival Rotterdam. Around 1000 visitors attended the highly visual festivalground with installations, screens, designer bumper cars, 'rodeo bull'-character, wind organ and impressive light and sound show at Rotterdam's most creative quarter: the Lloydkwartier. The festival was well received in and by Rotterdam and that was the reason for the creation of an annual international edition with an accompanying title: Image Festival.

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