INFOKIT 2021

THE IDEA

The **HipHopCineFest.org**, is an event that collects movie screenings and opportunities for young film-makers connected to the Hip Hop world through its most varied aspects: from the authors' background, to the soundtrack, to the cinematography, to the themes treated. The festival focuses on stories written, produced and directed by lovers of this universal culture, passing through all film genres.

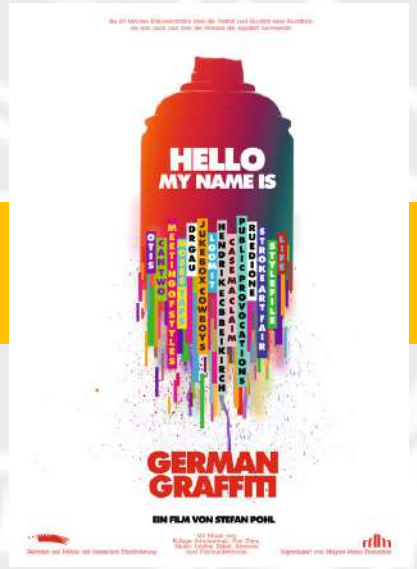
The HHCF wants to give space and **opportunities to future generations** of filmmakers and for this it does work with universities and schools.

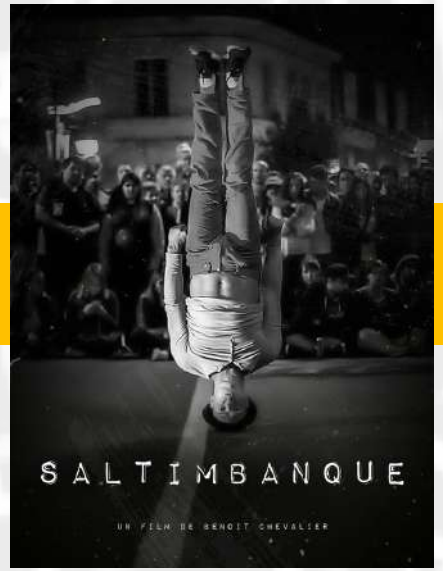
HHCF.ORG
OFFICIAL SELECTION
2021

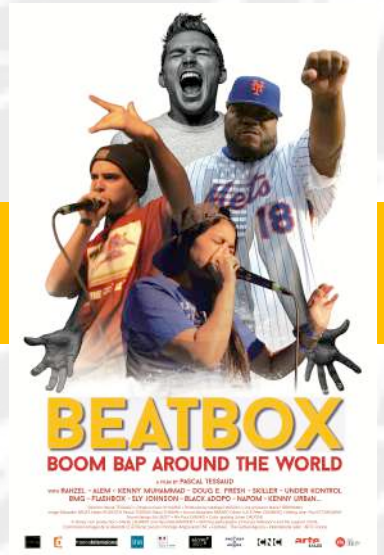
DIGITAL EDITION

Due to the Covid situation, the organization decided to transform the **festival first edition** into an **interactive online event**.

HHCF.org took place in collaboration with the major international festivals and genre platforms: Urban Films Festival (France), Golden Sneakers International Hip Hop Film Festival, Hollyhood Film Festival HipHop & Social Justice (Germany) , New Dance TV (Netherlands), H2Odyssey (USA).







PROGRAM

The festival ran from 7 to 20 June and saw the online streaming of 95 films selected from 25 countries, culminating in a 2-day event packed with activities (19 and 20 June 2021) with over 16 hours of live streaming on the YouTube channel of the festival, Dj sets, conferences and a digital art expo.

4 virtual rooms, gathered in a single landing page: hiphopcinefest.org.

SCREENING OF THE SELECTED MOVIES (7-20 June 2021)

LIVE PANELS on Youtube (19-20 June 2021),

DIGITAL ART EXPO (7-20 June 2021),

PARTY IN DA HOUSE (7-20 June 2021),

NUMBERS 2021

2500 minutes of streaming of the films in competition for 3 weeks

1800 interactions in Digital Art Expo

1000 and more views of the **16 hours** of live on YouTube (conferences and awards)

900 minutes of music played by **15 DJs** from **7** countries

500 tickets from **27** countries

400 visitors for Digital Art Expo

100 works displaied at the Digital Art Expo by **14 artists** from **6 countries**

95 films in competition from **25 countries**

30 conference speakers from **12 countries**

14 judges from **6 countries**

6 live conferences on **YouTube**

MOVIE COMPETITION

**The movie catalogue is downloadable on www.hiphopcinefest.org*

95 MOVIES

21 experimental / web projects

21 videoclip

11 fiction shorts

4 fiction feature

26 short documentary

12 feature documentaries

THE TOPICS:

Artistic redemption

Covid time

Social redemption

Use of rap as a narrative element

Inspirational and educational projects

Historical documentation of hip hop culture

WINNERS

BEST OF THE WEB: **Battleground Germany** directed by Julian Schöneich (Germany)

EXPERIMENTAL: **About face** directed by Yoram Savion (USA)

DOCUMENTARY FEATURE: **Marseille rap capital!** directed by Gilles Rof, Daarwin (France)

AUDIENCE AWARD: **CA4arts** directed by Roberto Pili (Italy)

DOCUMENTARY SHORT: **Saltimbanque** directed by Benoit Chevalier (France)

FICTION FEATURE: **Brooklyn** directed by Pascal Tessaud (France)

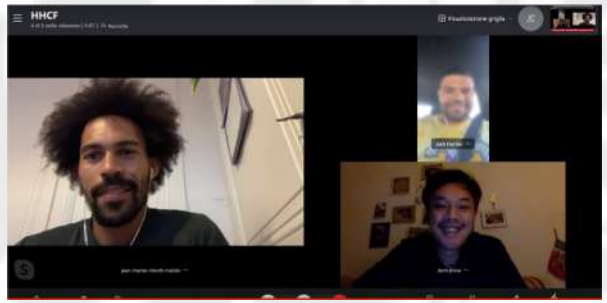
FICTION SHORT: **Pop Zombie** directed by Dominique Shi (Homarpayette) (France)

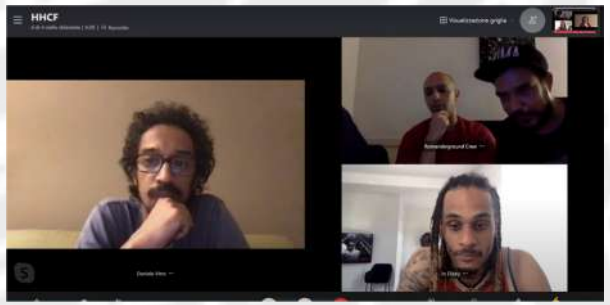
MUSIC VIDEO: **Bahia** by Diamante directed by Edvaldo Raw (Italy-Brazil)

SPECIAL MENTION EDUCATIONAL: **Freshello** directed by Daniela Cono (Italy)

SPECIAL MENTION INNOVATION: **Insecurity** directed by Joshua Caleb Horton (USA)

HHCF.ORG WINNER





PANELS

HIP HOP MOVIE HISTORY: Which are the movies that showed Hip Hop contents for the first time and allowed the spread of this culture outside of its place of origin?

Giulia Chimp (IT); Martha Diaz (USA); Veronika Urbonaitė (LT); Francois Gautret (FR) Karim Kouki (TN)

HOW TO PITCH A MOVIE: Present your movie project properly is fundamental: infokit, audience designe and much more

Andrea Traina (IT); Bill Bering (GL) Giulia Giorgi (IT); Greta Nordio (IT)

HIP HOP AND ARTEDUCATION: the use of Hip Hop disciplines for peer education and informal education in youth centers and schools.

Marcos Candido for Axé Project (BR - IT); Bgirl Saiko (IT); Bboy Piecez (CA); Kento (IT); Bboy house (USA)

**the recordings are available on the festival's YouTube channel*

PANELS

HIP HOP ENTERPRENEURSHIP:
there is a common line that allows who is part of this culture of being able to transpose its life principles into all kinds of professionalism.
Estelle Ebenga Hénot (FR); Paul Van Dal (Holland); MG (SK); David 'Footloose' Russel's (UK); Rob Schwartz (USA).

INDEPENDENT DISTRIBUTION OF YOUR PROJECTS:
How to understand the possibilities of self-distribution in the independent cinema world:
Valentina Guglielmo (IT) Yassine El- Idrissi (MA); Maurizio Ravallese (IT); Jacopo Testone (IT); 1895 (IT); NDTV (NL); Direct to digital (IT); Indiecinema (IT).

HIP HOP CINEMATOGRAPHY:
Which are the Hip Hop camera aesthetics standards? Which are the classical shots? What makes a Hip Hop cut?
Antoine Schirer (FR); Daniel Zhu (USA); Miniboj (SK)

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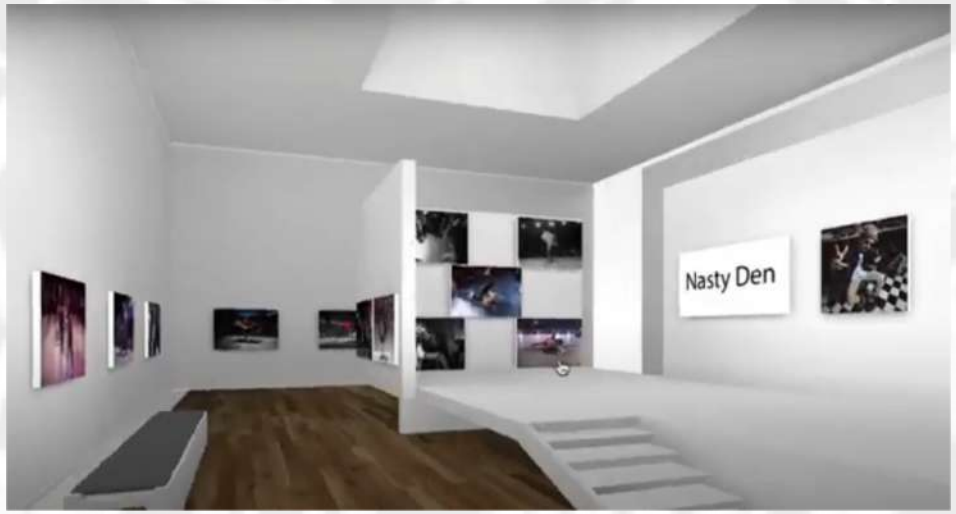
DIGITAL ART EXPO

In a **unique virtual space** that lasted 3 weeks,14 photographers and artists from the international hip hop world exhibited their works



DJ SETS

During the festival's week **15 international** renowned **DJs** created unique mixes that were played thanks to radioformusic.it, in the section "Party in Da House" that let the public dance even from their home.

**for all the details go on hiphopcinefest.org*

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