

## PRESS RELEASE

---

### THE IMPAC FILM FESTIVAL

#### “Exploring the moving image”

Due to public demand, highlights of the **IMPAC Exploratory Film Festival** will be presented at the Wits Theatre in Johannesburg on Saturday 17 October. The festival, which was launched in Pretoria earlier this year, showcases innovative audio-visual productions that explore the moving image. These short films range in expression from comic to conceptual, and in treatment, from film to animation to new media. They are all connected, however, in their wholehearted attempt at exploring the possibilities of meaning within the moving image.

IMPAC, the Initiative for Motion Pictures within the African Continent, is a project initiated by **Pluto Panoussis** from the Open Window School of Visual Communication. The goal of the festival is to promote and provide a platform for innovative short films of an exploratory nature. This year's festival showcases work created by The Open Window film and animation students, but will extend next year to include films from all South African institutions, and will in time extend its call for entries across Africa.

**Date:** Saturday 17 October 2009 - two screenings: 14:00 and 19:00

**Venue:** Wits Theatre, The University of the Witwatersrand, 24 Station Street, Braamfontein, Johannesburg

**Tickets:** R25 per person, available from [www.strictlytickets.com](http://www.strictlytickets.com) or tele-sales at 073 725 7381

**Enquiries:** The Open Window (012) 470 8680/1 or [janette@openwindow.co.za](mailto:janette@openwindow.co.za)

---

Issued by Janette Engelbrecht  
Marketing and Public Relations  
The Open Window  
012 4708685  
22 September 2009