

## Jeddah Old Town to Be the Home for Red Sea International Film Festival

*The festival will take place in the UNESCO world heritage site of Jeddah Old Town in the cosmopolitan city on the Red Sea Coast.*

### **Jeddah, Saudi Arabia – October 18th, 2021**

The Red Sea International Film Festival will be situated in the iconic Jeddah Old Town, a piece of Jeddah's history that has been perfectly preserved and maintains the soul of Jeddah's culture and architecture designs. Launching the festival there is an opportunity to showcase the Saudi Arabia's attractions and offer a better understanding of the region, its culture, and its people by inviting people from around the world to see the true portrayal of the Kingdom. The festival will enable guests to discover Saudi Arabia, the gracious and generous Arabian hospitality, the deep history and rich culture, the diverse and unique landscapes, and witness the positive changes happening in the country.

The festival aims to promote cross-cultural exchange and foster the growth of the Arab film industry, positioning Saudi Arabia as a contributor to the international film industry whilst creating and delivering a world-class event for the people of Saudi Arabia. The festival will showcase the best films from the region and a carefully curated selection of international acclaimed titles from around the world - an exclusive opportunity for the audience to see films that they wouldn't ordinarily get the opportunity to see.

"Calling Jeddah Old Town, otherwise known as 'Al-Balad', our home for the Red Sea International Film Festival is really significant and means a lot to us. 'Al-Balad' traces back to our roots in the Kingdom, it is the jewel of Jeddah city that melds the historic with the modern in perfect harmony. It is a true honour having this UNESCO world heritage site be the hub for the region's largest film festival that will put the Kingdom on the map of the global film stage.", said Mohammed Al Turki, Chairman of the Festival Committee.

The Red Sea International Film Festival is set to become a must-attend film festival on the international circuit and the leading Film Festival in the Arab World. The festival supports the growth of the local film community through cultivating film appreciation and enhancing industry knowledge to contribute to the development of the film industry in Saudi Arabia. The festival is also an opportunity for Saudi youth to discover global cultures through the power of cinema. The festival will kick off from December 6 until December 15, 2021, in Jeddah Old Town, Saudi Arabia.

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**Editors Notes:**

**Red Sea International Film Festival**

The inaugural edition of the Red Sea International Film Festival is set to bring the best in Arab and World Cinema to the UNESCO world heritage site of Jeddah Old Town.

The Festival will showcase a compelling slate of new and diverse films, alongside a retrospective program celebrating the masters of cinema as well as introducing audiences to exciting new voices from the region and beyond. The Festival will provide a platform for Arab filmmakers and industry professionals from around the world to connect, host feature and short film competitions, and present a series of events, masterclasses, and workshops to support emerging talent.

The Red Sea International Film Festival will take place from December 6 -15, 2021.