**PRESS RELEASE**

Jihlava, Czech Republic

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**MEMORY, GODARD, JI.HLAVA!**

**The leitmotif of this year’s edition of the Ji.hlava IDFF will be memory. “*Documentary cinema is inherently linked with the theme of memory*,” says Marek Hovorka, the festival’s director. On Friday, June 22, Marek Hovorka presented the visual design of the new festival poster created by visual artist Juraj Horváth at Jihlava’s Půda Gallery. The 22nd Ji.hlava IDFF will take place on October 25–30.**

“*Numerous documentary filmmakers focus on historical events, record testimonies, creating a map of personal memory. Actually, anything that is captured by camera lenses will be preserved for future generations, only the recording media are always new and different. Places and things have their own memory, too,*” adds Marek Hovorka in relation to the visual concept of this year’s edition of the festival.

“*I don’t collect them, I just find – used, bleached, worn, dusty, broken, decayed... objects,*” – these are the lines from a poem that every year accompanies the poster design, written by its author, Juraj Horváth. “*I place them next to each other, on top of each other. I slightly shape, combine and complete their stories. Soft documentation,*” continues Horváth in his poem.

**This year’s festival spot: Jean-Luc Godard**

**The first major herald of the upcoming edition of the Ji.hlava IDFF will be the festival spot, created by world renowned director Jean-Luc Godard**, the author of great works of world cinema such as *Breathless*, *Pierrot le Fou* and *Alphaville*. „*We are very excited to announce that this renowned director will be the creator of our festival spot. This year’s programme will include a Czech premiere of Godard’s latest film, Le Livre d'image, that won the Special Palme d'Or in Cannes,*” adds Marek Hovorka.

**The spot will be officially released on July 2 at the 53rd Karlovy Vary International Film Festival**. Ji.hlava IDFF’s festival spots are created by outstanding figures of world cinema including Icelandic director and composer Jóhann Jóhannsson, American director Godfrey Reggio and the legend of Czech new wave, Jan Němec.

**Ji.hlava at Sarajevo FF**

**On August 15, the Ji.hlava IDFF will be presenting at Sarajevo Film Festival** the *Docu Talents from the East 2018* - selection of the most remarkable upcoming documentary projects from the region of Central and Eastern Europe. Also the names of the *Emerging Producers 2019* as well as the recipients of this year's *Ji.hlava Film Fund* grant will be announced on this occasion.

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**Poem by Juraj Horváth** **accompanying the Ji.hlava 2018 Poster**

*I don’t collect, I just find*

*Used,
Bleached,
Cracked,
Worn,
Dusty,
Broken,
Decayed...
Objects.
I place them next to each other, on top of each other.
I slightly shape them,
Combine and complete their stories.
Soft documentation.
Story seemingly falling into place,
But I also lay traps, false tracks.
I exaggerate, steal others’ memories.
To get rid of my enemy,
To train my imagination.*

***The Ji.hlava 2018 poster for download:***

- [High resolution](http://www.ji-hlava.cz/press/2018/01-pred-festivalem/odhaleni-plakatu/22-ji-hlava_plakat_2500.png)

- [Normal resolution](http://www.ji-hlava.cz/press/2018/01-pred-festivalem/odhaleni-plakatu/22-ji-hlava_plakat_1400.jpg)

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