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PRESS RELEASE

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FESTIVAL DES 3 CONTINENTS: NEWS FROM NANTES

- . An edition especially devoted to solidarity to the filmmakers and to all branches of the industry
- . Arrival of a new executive manager
- . New graphic identity and new website

The 42nd edition of the Festival des 3 Continents will take place this year from November 20 to 29 in Nantes, under the sign of solidarity. Solidarity with the whole industry (cinemas, cancelled festivals, unscreened films, professionals in difficulty). But also solidarity with the different territories and publics of the festival.

« The team of the festival is continuing its work with a perspective and ambition that the future edition is held in conditions as similar as possible to those of previous years, explains Jérôme Baron, Artistic Director of the Festival. The Festival des 3 Continents proposes to experience "a different kind of cinema" in direct contact with the public. Maintaining the link of proximity, permitting the sharing of experiences, emotions and ideas are the DNA of the Festival ».

The key features of the programme will be announced at the end of the summer. The call for films for the Official Selection – made up of an International Competition and special screenings – can be found on the Festival website until September 2, 2020.

GUILLAUME DESCAMPS

The team of the 3 Continents is pleased to welcome Guillaume Descamps as the new executive manager. With more than 20 years experience in the cultural sector, Guillaume Descamps will handle administration of the Festival, which has a strong meaning:

« The Festival des 3 Continents is an intelligent combination of high artistic standards and accessibility for the greatest number, international influence and local commitment. I share its principles, values and objectives. This is why I am particularly proud to join this dynamic, professional and profoundly humanist team ».

A RENEWED GRAPHIC IDENTITY

During the lockdown, the graphic design studio LESBEAUXJOURS participated in the definition of the new visual identity of the 3 Continents. This signature and its understated style highlight the number 3 and the continents whose films are defended by the festival.

The *Montgolfière* remains a key element of identity, given a new dressing in the ochre/gold and silver colours which evoke both the lands and scents of the continents visited in films, but also the colours of the prizes awarded each year during the closing ceremony.

A NEW WEBSITE

To better accompany the festival-goers and facilitate access to the cinematographic resources on a graphic interface *responsive* to the colours of the Festival, the Festival des 3 Continents website has been completely revised by the Studio Travers Media agency.

The content of the web site can be found on pages which are more streamlined, giving prominence to images, with an intuitive navigation whatever device is used:

WWW.3CONTINENTS.COM

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Every year, at the end of November since 1979, **the Festival des 3 Continents** has been offering a different view on the cinema and the world, through a unique selection of films, both fiction and documentary, from Africa, Latin America and Asia. The 3 Continents is a public utility association, committed to accessibility for the handicapped, sustainable development (REEVE Network) and support for equality and diversity in the cinema industry (50/50 Charter).


