

VIENNA SHORTS: 280 FILMS FOR 9 EUROS IN THE ONLINE EDITION

Vienna's international short film festival presents all film programs from the 28th of May on a specially developed streaming platform – ÖkoEvent label & new festival animation – Complete program release on 20th of May

Instead of taking place at several venues in downtown Vienna, the international short film festival Vienna Shorts will be accessible exclusively online this year due to the Covid-19 pandemic and the resulting restrictions. To this end, the festival has adapted the program within a few weeks and developed its own streaming platform, the Vienna Shorts Festival Hub, where in three weeks (starting on the 28th of May) around 280 films in 50 film programs will be available both live and on demand.

Access to the entire offer is available to all (short) film enthusiasts via an online festival pass, which will be available from the 20th of May for the price of a cinema ticket – at 9 euros. For legal and fairness reasons, all films will be geo-blocked and can therefore only be accessed in Austria by the regular audience. For the (international) industry and press—i.e. all those who also work with the films professionally—access to the films from outside Austria is made possible.

Characteristics of a short film festival are maintained

This year's competition—with 96 films in two international and two Austrian categories—was already presented in April. The entire program will finally be released on the 20th of May and will definitely reflect the characteristics of a short film festival. "Even though we make use of many advantages of online platforms, we still wanted to stay as close as possible to the festival presentation in the overall design", explain the two festival directors Doris Bauer and Daniel Ebner.

The films are thus grouped together in curated programs of 60 to 100 minutes and arranged according to competition or theme. At the Festival Hub, all competition and late-night shows will be activated according to a classic timetable and can afterwards be viewed on demand for 48 hours; the thematic programs, on the other hand, will be available throughout. About three quarters of all films will be shown in Austria for the first time.

New festival animation between cinema love and spirit of new beginnings

"It was no easy task for the entire team to transfer the festival from analog to digital in the shortest possible time," Bauer and Ebner say in unison. "And even if some details have not yet been finally decided and a certain portion of melancholy is always present, that we can't bring together filmmakers, industry and audience in the cinema on location, we are now very much looking forward to the adventure of the online festival."

The great love of cinema and the simultaneous curiosity for new cinematic form—which are inherent to the festival in its basic character and will also be visible in the Online Edition—also characterize the new festival animation by German artist Robert Seidel and Austrian musician Christof Kurzmann. The short sequence, which in future will be shown and heard before every Vienna Shorts film program, bows to classical cinema and the avant-garde as well as to the countless expressive variations of the short form.

EU funding and the ÖkoEvent label provide a tailwind

In the past few days, the festival has also received support for its current work from two sides: On the one hand, the EU has awarded the festival MEDIA funding for the fifth time in a row—definitely not a matter of course in view of the current difficult conditions. On the other hand, the environmental authority of the City of Vienna (MA22) has honoured our efforts to organize an environmentally conscious and sustainable festival (still in the analog version) with the label ÖkoEvent.

After the recent publication of compliance rules, we have thus taken a further step towards fulfilling the self-imposed guidelines. The concept for Vienna Shorts 2020 included more environmentally friendly travel to and from the event, waste prevention and energy-saving use of equipment during set-up and dismantling, as well as regional, seasonal and fair trade catering and sustainably produced printed materials and give-aways.

