



GAIL (India) Limited



INTERDEPENDENCE: JOINING CINEMA AND ART TO RAISE AWARENESS ON CLIMATE CHANGE

Geneva (23rd September 2019), Eleven internationally recognised filmmakers have collaborated to raise awareness on the effects of climate change, each producing a short film. The shorts have been compiled into one powerful and unique film, spanning the genres of docufiction, drama, comedy, SciFi and video-art. The final piece explores the urgent need to reduce our environmental impact on the planet, and to preserve its natural resources.

Re-appropriating the idea of 'interdependence' through creative expression enables us to reflect on the relationship between humankind and nature, and understand our existence *within*, rather than *above*, nature. The stories narrated by the filmmakers reflect the intertwined relations between society and the environment, and explore the many levels on which these relations are affected through climate change.

Produced in co-partnership with the ITC Ethical Fashion Initiative, the films were shot in eleven countries around the world. They exist as single short films in their original language and as part of a 90-minute feature film, subtitled in English, French and Italian. Participants were selected for their strong artistic qualities, as well as their commitment to addressing the issue of climate change:

FAOUZI BENSÄÏDI (FRANCE/MOROCCO), ÁSA HJÖRLEIFSDÓTTIR (ICELAND), SALOME LAMAS (PORTUGAL), BETTINA OBERLI (SWITZERLAND), SHAHRBANOO SADAT (AFGHANISTAN), LEON WANG (CHINA), NILA MADHAB PANDA (INDIA).

After the World Première at the Film Festival of Rome on the 22nd October 2019, Interdependence will be screened in November as Special Event by the City of Milan and the Foundation Cariplo at the Cinema Anteo in Milan, followed by the UN Première at the UN Office in Geneva and as the Asia Première at the 50th Anniversary of the International Film Festival of India, Goa. In December the film will be presented at the Marrakech Film Festival (**tbc**) and at the COP 25 in Santiago (Chile) by the WMO.

In 2020-2021 Interdependence will participate in more than 20 Film Festivals and will be distributed by Eurovision/EBU to its public TV partners network in Europe and abroad. AirGuide Travel Tech & Media will distribute the eleven short film part of Interdependence in its North American circuits such as inflight & at airports, hotels, rails and airlines. Moreover, all the Interdependence partners and contributors, who can access the films free of charge will promote the film project actively around the world, and distribute them in their own circuits. ART for The World will screen the films in its own circuits of universities, museums, cultural institutions, NGO networks, social media, etc. Presentations of the films are planned for all five continents, together with supporting workshops, dialogues and educational activities

ABOUT

Interdependence is an **ART for The World** production, with the patronage of the **United Nations** in Geneva and **World Meteorological Organization**. It has been produced with the support of the **DDC/DFAE** (Swiss Direction of Development and Cooperation/Ministry of Foreign Affairs), the **ITC Ethical Fashion Initiative**, in partnership with the **European Union**, **GAIL** (India) and **SESC Sao Paulo** (Brazil) among others.

ART For The World

ART For The World is a Non-Governmental Organization associated with the **UN Department of Public Information** (UNDPI). AFTW was founded by Adelina Cübeyan von Fürstenberg in 1996 and is based in Geneva and Italy with a large network of collaborators and partner institutions, such the SESC Sao Paulo in Brazil. This anthology follows the ART for The World's successful production of *Stories of Human Rights*, 22 short movies commissioned by UNHCR for the 60th anniversary of the Universal Declaration on Human Rights, which received the distinction of the *Most Innovative Cultural Project in Europe in 2008* awarded by the Council of Europe. In 2010 AFTW produced a new series of seven short films of 10' each, *Then and Now*, commissioned by the UN Alliance of Civilizations and the Council of Europe on the freedom of religion.

Ethical Fashion Initiative and the European Union

For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies to connect discerning international brands in fashion, fine foods and culture sectors with talented local artists, designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and resilient women, men and communities. EFI is a flagship programme of the International Trade Centre, a joint agency of the United Nations and the World Trade Organization.

This event is the result of a collaboration with EFI's Identity Building and Business Sharing Initiative, funded by the European Union (EU). The programme showcases creativity and talent in cultural sectors like art, photography, cinema and music, in seven dynamic countries: Cote d'Ivoire, Eritrea, Mali, Uganda, Iran, Uzbekistan and Tajikistan. EFI works together with leading private sector players to strengthen culture sectors and increase cultural exports. More than any other product, culture reflects a people's uniqueness, value and heritage. Strengthening culture sectors builds social capital and reinforces identities, as well as generating trade and business opportunities.

CONTACT

Art For The World

www.artfortheworld.net

projects@artfortheworld.net

Press Office Rome: benny@studiolucherinipignatelli.it

Trailer : <https://www.dropbox.com/s/2knp3er1jjhvr0/TRL60propostaMOD2music.mov?dl=0>

Teaser: <https://vimeo.com/3472737444>

Ethical Fashion Initiative

www.ethicalfashioninitiative.org

Chloé Mukai: mukai@intracen.org

Instagram: [@ethicalfashion](https://www.instagram.com/ethicalfashion)

Facebook: [ITC Ethical Fashion Initiative](https://www.facebook.com/ITCEthicalFashionInitiative)