



NEWS RELEASE

**MAJOR RUSSIAN CINEMA RETROSPECTIVE SET FOR
APRIL 17 - 24 2003**

**First Major Exhibition of Russian Cinema Launches in L.A. Screening Classics
Masterworks, Presented by the Ministry of Culture of the Russian Federation**

March 10, 2003 Los Angeles --The world-famous tradition of Russian cinema comes to Los Angeles from April 17th to 24th 2003, in the first major exhibition of classic films from the Russian archives.

Representing 100 years of filmmaking, the week-long series of more than 30 features, documentaries, shorts and animated films will be organized by the Russian International Film Festival (RIFF) and the Stas Namin Cultural Center, the American Film Institute (AFI) and Seven Arts Productions. The exhibition, centered at ArcLight Hollywood, is an official function of the Russian Ministry of Culture of the Russian Federation.

"This exhibition will mark the first time that the great films that have thrilled and inspired Russian audiences since the earliest days of cinema will be presented in America within the context of a great filmmaking tradition," said Stas Namin, founder and president of the Stas Namin Cultural Center. "By showing these movies together in a single exhibition, students, filmmakers, film industry leaders and cinema lovers will discover the unique vision and artistry of Russian masters of moviemaking."

"Russian cinema has had an enormous impact on filmmakers worldwide," said Christian Gaines, Director of Festivals at the American Film Institute. "This collection is a rare treat for film lovers. AFI is thrilled to be playing a part in this film festival, which is part of AFI's expanding international programming initiative."

Minister Denis Molchanov, from the Ministry of Culture of the Russian Federation, commented: "We are proud to be bringing this historic exhibition of Russian cinema to Los Angeles, the heart of the film industry."

In addition to Stas Namin and Christian Gaines, the organizers of the Exhibition include Peter Hoffman, president and CEO of Seven Arts Productions and Denny Diante, Director of the RIFF.

The RIFF envisions the LA Exhibition of Russian Cinema as an annual event with a varying program drawing on Russia's great cinema archives.

Programming

The Exhibition program presents a diverse slate of films ranging from popular and well-known classics such as Sergei Eisenstein's early work *BATTLESHIP POTEMKIN*, Tarkovsky's *THE MIRROR* and *THE CRANES ARE FLYING* by Mikhail Kalatozov— to films popular and well-known in Russia but rarely seen by American audiences such as *THE WHITE SUN OF THE DESERT* by Vladimir Motyl and *DIAMOND ARM* by Leonid Gaidai. The exhibition also includes examples of early Russian animation, documentaries from the 1920's and short films, many largely unfamiliar to audiences outside of Russia.

Among the films to be screened are *SHADOWS OF FORGOTTEN ANCESTORS* by Sergei Paradzhanov; *BED AND SOFA (MENAGE A TROIS)*, by Abram Room; *JEWISH LUCK* by Azarkh Granovsky. *IVAN THE TERRIBLE, PARTS I AND II*, the masterpiece by Eisenstein, will be the exhibition's closing attraction.

Exhibition Venue: ArcLight Hollywood

The Exhibition's main program will be presented at ArcLight Hollywood on Sunset Boulevard. Especially for cinema-lovers, ArcLight Hollywood offers an immersive movie-going experience, featuring diverse cinema programs combined with unprecedented technology, amenities and comfort. A state-of-the-art film arts complex, ArcLight Hollywood serves as the headquarters of AFI FEST in November and supports diverse cinema programs as part of its overall programming mix. ArcLight Hollywood will be showing several screenings each night on two screens.

Opening and Closing Night

The Exhibition's Opening Night will take place at the landmark Cinerama Dome, located within the ArcLight Hollywood complex. Opening ceremonies will precede the screening of a special film (to be announced) and a gala reception will follow.

The Exhibition's Closing Night (at a venue to be announced) will include a closing night ceremony with honors and awards to personalities who have made significant contributions to Russian cinema and to the betterment of relations between America and Russia. A special closing night gala celebration will follow the final screening.

Exhibition of Russian art, photography and original film posters

To complement the film schedule at the ArcLight, RIFF will present a unique exhibition of Russian art, photography and film posters.

Visitor Hospitality

The Renaissance Hotel along with the ArCLight will be the social center of the Exhibition, a meeting point where event attendees (many of them housed at the hotel) can relax and conduct business.

A RIFF Hospitality center and staff will provide an attractive and comfortable atmosphere for overseas visitors, Russian-speaking VIPS, US celebrities, film professionals, and media covering the event.

About the Russian International Film Festival

The Russian International Film Festival (RIFF) is dedicated to furthering knowledge of Russian cinema worldwide through the presentation of classic works by Russia's great filmmakers.

About the Ministry of Culture of the Russian Federation

Headed by the Honorable Minister of Culture, Mikhail Shvydkoi, the Ministry of Culture of the Russian Federation is empowered by the Russian government, headed by President Vladimir Putin, to oversee and promote Russian culture both domestically and internationally. This mandate includes the educational promotion of and preservation of the Russian arts including theatre, art, music, literature and cinema and world famous institutions such as the Bolshoi and Kirov as well as museums such as the Hermitage and the Pushkin.

About the Stas Namin Cultural Center

The Stas Namin Cultural Center is a Russian cultural non-profit organization dedicated to preserving Russian cultural traditions and advancing contemporary Russian arts and culture. Founded by Stas Namin in 1987, SNC was the first non-governmental independent public organization to be established for cultural activities and education in the new Russia. The SNC has organized, created and set up the first independent Russian television and radio, music production studios, art galleries, design studios, formed the first Russian independent movie production and film festival, among other activities. As an independent legal entity, the Stas Namin Cultural Center often works in association with Russian ministries, governmental and public organizations and foundations.

About the American Film Institute

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los Angeles International Film Festival; the

AFI National Theater at the Kennedy Center in Washington, DC; and the annual AFI Life Achievement Award, the highest honor given for a career in film. Opening in April 2003, the AFI Silver Theatre and Cultural Center will offer a year-round program of the best in American and international cinema, featuring an eclectic mix of festivals, premieres, retrospectives, special events, tributes, guest appearances and education programs.

About Seven Arts

In 1996 Peter & Susan Hoffman founded Seven Arts Pictures (SAPL), an independent motion picture production and distribution company which produced and distributed the motion pictures: *Johnny Mnemonic*, *Never Talk to Strangers*, *9 _ WEEKS II* and *Shattered Image*. Seven Arts Pictures has a production and distribution agreement with Fireworks Pictures, Inc. a subsidiary of CanWest Global Entertainment, Inc. and together they have produced or acquired and distributed eleven motion pictures including: *Onegin*, *The Believer*, *An American Rhapsody*, *Cletis Tout* and *Interstate 60*. Seven Arts Pictures also co-financed three major motion pictures: *Rules of Engagement*, *Rat Race* and *Hardball* in conjunction with Fireworks and Paramount Pictures Corporation with whom Seven Arts Pictures has an overhead "first look" agreement. Prior to forming SAPL, Mr. Hoffman was CEO of Carolco Pictures Inc. until 1992 when he formed his own production and distribution company, CineVisions.

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