PRESS RELEASE
CINECITY ARCHITECTURAL FILM PROJECT

19 February 2015 - FOR IMMEDIATE RELEASE
CINECITY 2015 RISK: CALL FOR FILMS
60 second films exploring architectural ideas

Cinecity is an architectural film project that has been running since 2009 where filmmakers, architects, artists, academics and members of the general public are invited to make 60 second unedited* films exploring architectural ideas in relation to the theme of the annual National Architecture Conference.

This year the 2015 theme of the National Architecture Conference is RISK. The CREATIVE DIRECTORS of the Conference, Donald Bates, Hamish Lyon and Andrew Mackenzie state that “The Risk conference will explore this troubled nexus; between the professional necessity to take calculated and creative risks and a world incapacitated by risk minimisation.” Specifically, it will focus on four aspects of risk within the profession – risks related to: cultural relevance, architectural pedagogy, professional practice and the discipline of architecture.”

CINECITY Architectural Film Project invites submissions of local and international 60 second unedited* architectural films which explore the theme: RISK: by asking the question, from your point of view, What is architecture?**

The founder of Cinecity Louise Mackenzie has said ”We all, if we’re lucky, live, work and play within architecture and the city; whether coming from within the discipline or outside of it we are all constantly contributing to what architecture is, and in turn it contributes to who we are. This question falls within the discipline of architecture (the body of knowledge and a way of doing things) which in turns plays a role in creating - the architecture.”

30 shortlisted films, which explore What is Architecture? and adhere to the CINECITY submission format, will be selected by the curators and put forward to the panel of esteemed judges. Each judge will choose and score their top film. The overall first place prize is $1000 AUD.

JUDGES:
We are proud to announce that the Judges for CINECITY 2015 are:
CALLUM MORTON - MADA Monash University
CALLUM FRASER - Elenberg Fraser Architects
CLAIRE HEALY & SEAN CORDEIRO - Artists
ESTHER ANATOLITIS - Director of Regional Arts Victoria
KASPER GULDAGER JENSEN 3XN Architects & GXN Innovation
LOUISE LEMOINE & ILA BÉKA – Living Architectures
RICHARD GOODWIN – Artist & Architect

SCREENING:
Selected films by the Curators, and Judges will be screened in Melbourne May 2015.

SUBMISSION FORMAT:
* For information on submission format and how to enter go to www.thecinecityproject.com

DEADLINE: 25 MARCH 2015 5pm AEST

CINECITY 2015 is supported by LYONS ARCHITECTS and THE UNIVERSITY OF SYDNEY

FOR MORE INFORMATION CONTACT: Curators: Louise Mackenzie & Sarah Breen Lovett cinecity@thecinecityproject.com PRESS CONTACT ONLY +61 432 388 876

**RISK: [verb] to expose, someone or something valued, to danger, harm, or loss; [synonym] to chance.

**DISCIPLINE (of architecture): [noun] a method of instruction which results in a body of knowledge and informs a way of doing things.

**LIVE DANGEROUSLY *A traveller who had seen many countries and peoples and several continents was asked what human traits he had found everywhere; and he answered: men are inclined to laziness. Some will feel that he might have said with greater justice: they are all timorous. They hide behind customs and opinions. At bottom, every human being knows very well that he is in the world just once, as something unique, and that no accident, however strange, will throw together a second time into a unity such a curious and diffuse plurality: he knows it but hides it like a bad conscience – why? From fear of his neighbour who insists on convention and veils himself with it. But what is it that compels the individual human being to fear his neighbour, to think and act herd-fashion, and not to be glad of himself? A sense of shame, perhaps, in a few rare cases. In the vast majority it is the desire for comfort, inertia – in short, that inclination to laziness of which the traveller spoke. * Friedrich Nietzsche "Live Dangerously" in ed Walter Kaufmann Existentialism from Dostoevsky to Sartre New American Library, New York: 1975. (Page 122)