



99FIRE-FILMS-AWARD 2018

The registration period for the world's biggest short film competition has begun!

Berlin, 05.12.2017 – While all eyes in Berlin will be on the Berlinale this February, filmmakers will be holding on tightly to their stopwatches. The world's biggest short film competition, the 99FIRE-FILMS AWARD, is entering its great anniversary year. Since 1 December 2017, applications have been open for both up-and-coming and professional filmmakers.

The objective: creative storytelling in 99 seconds. The films submitted may not be any longer than that. Conceptualization, script, shooting, editing and sound – everything has to be completed within a record time of 99 hours. 2018 marks the 10th year of the award.

This year's topic will be announced on 1 February 2018, initiating a race against time. Creating an on-point concept and putting it into action in only 99 hours – roughly 4 days – does not only require significant improvisational talent, but also a considerable amount of passion and energy. Participation pays: the winner in the category “Best Film” will be rewarded with 9.999 Euro. A renowned jury will view and rate the films.

Ursula Karven has been an integral part of the committee for over nine years: *“What fascinates me most about being a jury member are the various ways the creative filmmakers approach the task. All of them have the same task, but the films are so diverse. They manage to surprise me every year and if I could I'd love to participate myself”*, the actress says.

Matthias Schweighöfer, actor, director and co-founder of Pantaflix, will be a first-time jury member in the anniversary year: *“I'm really looking forward to this firework display of short films. Conveying emotions in such a short format can sometimes be far more challenging than it is with a full-length feature film. The odds for amateurs to win are just as high as they are for professionals. That's amazing! There should be more initiatives like this one. A good film doesn't always have to be 90 minutes.”*

For the tenth time, the award is looking to identify the nation's best filmmakers and is not only a focal point for established filmmakers, but also a springboard for new talent. Adi Wojaczek, who won “Best Film” in 2015, made it on to this year's Oscars shortlist. In 2017, over 3.500 participants across Germany, Switzerland and Austria took up the challenge and Christopher Dürkop won the “Best Film” award with his 99-second piece, “Glücklich”.

The 2018 awards will follow the tradition of appointing renowned jury members who will award prizes in three categories: “Best Film”, “Best Concept” and “Best Camera”. There will be an additional award for the audience favorite. The exclusive award ceremony with over 800 guests from Politics, the Media, Sports and Entertainment industries will take place on 21 February 2018 in Berlin following the viewing and jury sessions.

Those who would like to take part in the world's biggest short film competition and face the challenging race against time themselves can still register on the award website www.99fire-films.de until 30 January 2018.

THE FACTS AT A GLANCE:

- Topic announcement: On 1 February 2017 at 10:00am, the topic will be mailed out to all registered participants and announced on the website.
- Short film production: The production period is from 1 February 2018 at 10:00am until 5 February 2018.
- All films must be uploaded to the website www.99fire-films.de by 1:00pm CET.
- Audience award: The voting will take place from 15 February 2018 at 10:00am until 19 February 2018 at 1:00pm CET.
- Award ceremony: The winners will be announced at the award Gala in Berlin on 21 February 2018.



ABOUT CAMPUS99 & 99FFA:

CAMPUS99 is a digital content engine for the creation and production of social media video content. The platform gives corporations, brands and small and medium-sized companies the opportunity to create high-quality content for all their channels. Only the most successful participants of the world's biggest short film competition 99FIRE-FILMS AWARD gain access to the platform. The copyright holder CAMPUS99 has already successfully collaborated with brands such as McCafé, Fiat, Telekom. Ergo, Ratiopharm and MediaMarkt. Further information is available on www.campus99.de or www.99fire-films.de

FOR QUESTIONS, PHOTOS AND INTERVIEWS CONTACT 99FIRE-FILMS AWARD PRESS

presse@99fire-films.de