

Dear Joanna,

Avid Learning presents **Avid Ideology Series** in partnership with Blue Frog!

AVID IDEALOGY explores breakthrough ideas and thinking poised to impact our culture and society in a whole new way. We believe that good ideas need to travel far, and we would like to do our bit to spread them across a broad audience of Mumbai residents including corporate executives, creative enthusiasts, innovation geeks, entrepreneurs and students. We have a fine lineup of innovators and bright minds as our speakers, from areas as diverse as new technologies, education, fashion, design, art, entertainment, new socio-cultural currencies, the post globalization era and much more.

And since one of the defining soft powers of India is cinema, our first scheduled event in this monthly series is a presentation on the topic '**The Future of Cinema- Where the World meets India**', by the Head of International Development- Faculty of Media, Arts, and Technology at the University of Gloucestershire, **Dr. Tico Romao** in conversation with former Head of the Department of the Social Communications Media department at the Sophia Polytechnic, Mumbai, **Professor Jeroo Mulla**.

The art and business of cinema are at crossroads like never before and cinema as we have known, is changing. And the most exciting driver of this change is that exceptional movies are being made for very little money, enabled by smaller theaters, online marketing and so on. In this future-gazing talk, **Dr. Romao** will examine trends w.r.t entrepreneurship, exhibition and distribution models and formats along with exploring new forms of narratives and content models. Dr. Romao has been Festival Coordinator for the Viewfinder film festival, has authored several publications and his research interests include cognitive film theory, film style and digital cinema. He is also a member of the editorial board of The New Review of Film and Television Studies and has won The Motion Picture Foundation of Canada Award in Film Studies. **Professor Jeroo** will anchor the talk, peppering it with India-centric insights. Jeroo has been teaching photography and film appreciation for over thirty years, has served as a jury member for the 57th National Film Awards, and is currently on the Advisory Board of Women in Film and Television (WIFT), Mumbai Chapter.

Details

Date : Thursday, 22nd May, 2014

Time : 6:00PM to 8:00PM

For More details :

[For Interview and chat with Speakers : Contact Dhwani Vyas +91 9930134152 or dhwani.vyas@essar.com](mailto:dhwani.vyas@essar.com)

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About Speakers:

Dr Tico Romao is Head of International Development for the Faculty of Media, Arts and Technology at the University of Gloucestershire. He has been Festival Coordinator for the Viewfinder film festival and has authored several publications and his research interests include cognitive film theory, film style and digital cinema. He has taught at both the undergraduate and postgraduate levels in the fields of film, narrative, documentary, soundtrack design and entrepreneurship. He is a member of the editorial board of The New review of film and Television Studies and has won The Motion picture foundation of Canada Award in film Studies. He has a BFA from Concordia University, Canada and a PhD from the University of East Anglia, with expertise in American Cinema.

Professor Jeroo Mulla has been the Head of the Department of the Social Communications Media department at the Sophia Polytechnic, Mumbai and has been teaching photography and film appreciation for over thirty years. She has served as a jury member for the 57th National Film Awards, and is currently on the Advisory Board of Women in Film and Television (WIFT), Mumbai Chapter launched in 2012. She was appointed to the Film Censor Board as an Advisory Panel member in 1987. Jeroo was honoured in 2007 with a Fellowship and a Gold Medal by the Association of Business Communicators of India in recognition of her long and distinguished career in communication practice, the only woman to be so honoured in the ten awardees from all over India. She has spoken at various public platforms including at the National Gallery of Modern Art (NGMA), National Centre of Performing Arts NCPA, Max Mueller Bhavanand at the FICCI Global Convention (2002).