

Avid Learning presents a film appreciation workshop with National Award-winning film critic **Meenakshi Shedde**

For Immediate Release

Avid Learning presents a second edition of its 101 Film Appreciation Workshop series with **Meenakshi Shedde**, Winner of India's National Award for Best Film Critic, Jury Member at 20 International Film Festivals, including Cannes, Berlin and Venice, and South Asia Consultant to the Berlin International Film Festival.

Meenakshi recently was invited to a reception given at Buckingham Palace by the Queen of England and the Duke of Edinburgh, to mark the official start of the UK-India Year of Culture. The British Film Institute (BFI) has commissioned her to be Guest Curator, UK-India 2017, to program various packages of Indian and South Asian films that will be shown at BFI Southbank, London, throughout 2017 as part of the UK-India Year of Culture.

The description of the workshop is as below:

Indian cinema is uniquely diverse, making films in an incredible 42 languages and dialects. Of these, Bollywood, in Hindi, is just one. There is a rich treasure trove of films in other Indian languages, including Marathi, Bengali, Tamil and

Malayalam, which are locally rooted, yet have won acclaim and prizes at international film festivals worldwide.

Discovering New World Cinema in India Part II unveils some of these gems, in a one-day Workshop.

Join us for a power-packed day to discover striking and innovative filmmakers such as Nagraj Manjule (Marathi), Suman Mukhopadhyay (Bengali), Rajeev Ravi (Malayalam) and Vetri Maaran (Tamil). Watch and analyze trailers/clips of their films to probe deeper into their trailblazing practices. The workshop will also introduce the conceptual frameworks of film appreciation and help participants discern the finer points of film analysis. The session will feature a special Q&A with a surprise guest filmmaker who will share his/her artistic journey, interact with the audience and spell out the mantra behind making cinema that stands out.

Whether you are an avid film enthusiast, a student or just a filmgoer who likes to know more, this workshop is sure to give you a behind-the-scenes peek which is surely not to be missed!

Where: Essar House - Podium 11 KK Marg, Mahalaxmi Mumbai 400034

When: Saturday, 22nd April, 2017; 10.00 AM – 10.30 AM – Registrations and Breakfast | 10.30 AM to 1.00 PM – Session I | 1.00 PM to 2.00 PM – Lunch | 2.00 PM to 4.00 PM – Session II

Fee: Rs. 1000 (including lunch); Rs. 700 for students with valid student ID.

RSVP Email / Call: avidlearning@essar.com / +919769937710; prior registration required

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About the Speaker:

Meenakshi Shedde is South Asia Consultant to the Berlin and Dubai International Film Festivals. Winner of the National Award for Best Film Critic, she has been on the jury of 20 international film festivals, including Cannes, Berlin and Venice. She has been India/Asia Curator/Consultant since 20 years to festivals worldwide, including the Toronto, Locarno, Busan, IFFI-Goa, Kerala, Mumbai and Colombo Film Festivals. A senior journalist with 30

years' experience, she freelances for Variety, Screen, Cahiers du Cinema, Middy, CNN-TV18 and news18.com. A Mentor on Film Critics' Labs and Scriptwriting Labs worldwide, she has written for 15 books.

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About Avid Learning:

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 600 programs and connected with more than 55,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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