

Sundance Institute Announces New Section for 2010 Sundance Film Festival

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Park City, UT ([rushPRnews](#))
09/03/09 — NEXT, celebrating
creativity born of limitation, to
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work in low- and no-budget
filmmaking

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Sundance Institute

The 2010 Sundance Film Festival
will feature NEXT, a new section
featuring six to eight films selected

for their innovative and original work in low- and no-budget filmmaking. Festival Director John Cooper made the announcement today, citing the desire to discover and promote filmmakers forging new ways to tell their stories, limited by resources but uninhibited by creativity. Presented by the non-profit

Sundance Institute, the 2010 Sundance Film Festival will take place January 21 – 31 in Park City, Salt Lake City, Ogden and Sundance, Utah.

A new aesthetic enlisting low-and no-budget filmmaking techniques has been on the rise. With NEXT, Festival programmers hope to provide a platform for these filmmakers to connect to audiences, industry and press while at the same time inviting the artists to be a part of an ever-evolving community of filmmakers working outside the system. Festival staffers refer to the new section with the symbol < = > which literally translates to “less than

equals greater than”.

Said Cooper, “Programming an event as important to the cultural landscape as Sundance Film Festival, we feel a responsibility both to represent new creative developments in the field and to contextualize films for our Festival goers. Historically, we have done this quite successfully with documentary, and most recently with New Frontier, ‘saving space’ as it were, to support different trends in storytelling. We want filmmakers to feel encouraged and intrigued by this new section of the Festival. We hope to excite audiences as well as inform a budding industry already investing in new models of distribution.”

“The filmmakers who are working in this realm and who I have spoken to about this have a ‘creative impatience’ that I find invigorating,” Cooper added. “These are not just the films that have been labeled mumble core...or dogma or even guerilla. They are an emerging counter culture within our counter culture.”

As of September 1, the 2010 Sundance Film Festival has received over 4,964 applications and 3,689 films. Submissions are still being accepted. Visit www.sundance.org/submissions for more information.

Sundance Film Festival

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting dramatic and documentary feature-length films from emerging and established artists, innovative short films, filmmaker forums and panels, live music performances ranging from solo acts to film composer events, cutting-edge media installations, and engaging community and student programs, the Festival brings together the most original storytellers of our time. Presenting sponsors will be announced later this month.

Supported by the non-profit Sundance Institute, the Festival has introduced

global audiences to some of the most ground-breaking films of the past two decades, including *sex, lies, and videotape*, *Maria Full of Grace*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Trouble the Water*, and *Central Station* and, through its New Frontier initiative, has brought the cinematic works of media artists including Isaac Julian, Doug Aitken, Pierre Huyghe, Jennifer Steinkamp, and Matthew Barney.

www.sundance.org/festival

Sundance Institute

Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre, and presents the annual Sundance Film Festival. Internationally recognized for its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Angels in America*, *Spring Awakening*, *Boys Don't Cry*, *Sin Nombre* and *Born into Brothels*. www.sundance.org.

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