



In 2011 the Festival:

- Doubled in size, taking place around London and attracting over 2,500 people
- Of our audience 46% had come to our venues for the first time!
- Our World and UK premieres and short films were a hit with critics and audiences alike
- Included a Hot Talent line-up included Directors Abhinay Deo, Shekhar Kapur, Anurag Kashyap, Rituparno Ghosh, Ketan Mehta and Actors Nandana Sen and Ferena Wazeir
- An amazing cross-over mix of audiences - South Asian communities, but also many non-Asians attending and becoming friends and fans of the festival.
- A Meteoric rise in PR presence with a reach of over 17 million, hitting papers, TV and radio around the globe, including extensive coverage in UK press - Guardian, Independent, Metro, Time Out, to the Times of India, GQ India, Indian Express and Bollywood Hungama site. ZEE TV also transmitted the festival to homes around Europe.
- Our Facebook site alone peaked at 81,000 impressions in July 2011 and has continued to attract young fans with a current estimate of 250,000 impressions last year, pretty funky for a 2 year old festival!
- Our fabulous partners have stayed with us to help us grow and we owe them a debt of gratitude for their faith in us, including Cineworld cinemas (Cineworld Haymarket, Shaftesbury Ave, Ilford, Wood Green and Feltham), Watermans Arts Centre, Nehru Centre, BFI South Bank, [Satyajit Ray Foundation](#), ImagineAsia Ltd, Official Hotel Partner [Grange Hotels](#), as well as [Voodoo Entertainment](#), and Media Partners [Eastern Eye](#), and [Exclusive London](#)
- In May 2011 LIFF held a pre-festival interview with Director Shekhar Kapur at the UK Pavilion, Cannes Film Festival.
- Our main programme kicked off in June with the red-carpet, World Premiere of the outrageously funny 'Delly Belly' by Aamir Khan Productions and UTV, Directed by Abhinay Deo who was a wonderful opening guest at the sold-out Cineworld Haymarket. Of course a range of other VIPs also attended.
- A range of other sold out and popular screenings included the UK Premiere of 'That Girl With Yellow Boots' followed by an on-stage Q&A with Director Anurag Kashyap and Wendy Iyde of the Times.
- The World famous V&A Museum hosted a magnificent screening of 'Rang Rasiya' (Colours of Passion), with Indian dancers moving through the Silver

Gallery in the poses of Artist Raja Ravi Varma (the subject of the film). Directors Ketan Mehta, and Actors Nandana Sen and Ferena Wazeir introduced the movie.

- Bengali Director Rituparno Ghosh lifted the audience to a standing ovation for his films 'Memories in March' and 'Aarekti Premer Golpo' (Just Another Love Story).
- Other highlights included Guru Lounge Industry events, exploring different elements of co-production and the Indian film business and a 2-day international academic conference at University of Westminster exploring the changing face of Indian cinema.
- The Satyajit Ray Short Film Competition & Awards, won by inspirational 'Amar' made by Andrew Hinton and the LIFF Audience Award, which was won by Mehta's 'Rang Rasiya'.

LIFF 2012

With another year of support from agencies including Film London, Satyajit Ray Foundation, and Cineworld the 2012 festival is rapidly shaping up to be even more spectacular than last year. Our programmers are hard at work sourcing some of the hottest new films and talent. Check out this website from time to time to see news updates on the programme, which will take place between 14-26 June. Put the dates in your diary, we look forward to seeing you there!