



Media Release

Delicious new theme announced for Celluloid Soup Film Festival 2010

The Jewish Museum of Australia's renowned short film festival, *Celluloid Soup*, will be a delectable feast of entertainment in 2010 with the announcement of this year's theme ***Kosher Lovin'***. From your bubba's kugel to your shviger's tzimmes and everything in between, organisers are hoping for a genuine cholent of film fare, short celluloid morsels, avant garde offerings and auteurish flights of fancy.

Festival Director Adam Krongold says, "You don't have to be Jewish to know what 'kosher' means; we're expecting entries from across the board. Think - I'll have what she's having... Waiter, taste the soup.... Is that a babka in your pocket or are you just glad to see me?"

Fleshing out this cornucopia of creative filmic abandon, for the first time in the event's 12 year history, the 2010 Celluloid Soup umbrellas a host of film-based activities, workshops and events, including:

- A five-week film workshop aimed at encouraging new film-makers to take part in the festival. Run over the summer, this workshop saw 16 aspirants navigating their way through writing, acting, directing and producing their own celluloid creations. Their films will be screened at the gala award night.
- "The Experts Talk!" - a series of film focused panel discussions, lectures, and presentations, commencing 6 May.
- A Gala Awards and Screening Night on 21 October at the historic Astor Theatre in St Kilda.

Entries must be submitted no later than 16 August, 2010. For more information about how to enter and all festival events visit: <http://www.celluloidsoup.com>

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