

## Embassy of India, Rome

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### Press Release

The opening ceremony of the XXI edition of the River to River Florence Indian Film Festival was held on December 3, 2021 at Cinema La Compagnia in Florence with the presence of the Ambassador of India, Dr Neena Malhotra and Hon'ble Mayor of the City of Florence, Dr. Dario Nardella.

The present edition of the River to River Florence Indian Film Festival, one of the most prestigious annual film festivals in Italy, exclusively showcasing Indian films, is being held under the aegis of AKAM (Azadi ka Amrit Mahotsav), the ongoing celebrations for the 75 years of Indian Independence as well as part of Srijan, the year long Festival of India in Italy that the Embassy is currently celebrating.

Over the last 21 years, the River to River Florence Indian Film Festival has been uninterruptedly promoting Indian movies and documentaries in Italy and gaining a wider consensus, acting like a cultural

promoter for the Indian cinematic industry. As highlighted by Ambassador Malhotra during her speech at the inaugural ceremony, in front of a packed auditorium, *"The Indian film industry is the biggest in the world. It's not just the scale. Indian films connect on a deeper cultural level. You can tell from the tremendous care and level of*



*detail in the expressions, costumes, spectrum of stories, melodrama, great music, catchy tunes I am glad to see so much enthusiasm for Indian cinema and culture and so many people gathered here in the theatre."*



Among the most awaited screenings at the Film festival are the opening movie - "RK/Rkay", Rajat Kapoor's latest film - and the Italian premiere of "Chehre", a mystery thriller film starring Amitabh Bachchan, who will virtually connect with the audience in Florence. The festival will continue screening Indian movies, documentaries and serials, online and in presence in the theatre in Florence, till December 8.

December 3, 2021