



56th hof international  
film festival

# internationale hofer filmtage

25. - 30. Oktober 2022 plus7streamdays

München, 13. September 2022

## PRESS RELEASE 2 56th Hof International Film Festival

### FILM EXPERIENCE FROM ANALOGUE TO DIGITAL & CALL FOR ACCREDITATION

We are delighted to present this year's poster motif for the 56th Hof International Film Festival.

"An analogue film strip, apparently used several times already, shows a digital 56 within a counting circle. The counting direction is upwards. In this way, the poster motif reflects the festival spectrum as a unique analogue as well as a digital experience. The focus is on a future-oriented view of cinema, filmmakers and audiences.

Of course, digitalisation is constantly changing the world of cinema. Film content is available everywhere and at any time on a wide variety of platforms, and this has been changing the audience's behaviour for years. When, where and what is watched depends on the audience. The pandemic only encouraged such possibilities.

Hof Film Festival lives and loves cinema. That's why it's important for us to take a close look at changing conditions and utilise them proactively to guarantee the continuity of cinema culture. Since 2020, the festival has been held in a hybrid form for these reasons. Film screenings at the cinema in Hof are the primary way to enjoy films, and this also applies to the "I8 |16 |35 | - HoF Classics on Film" series. Because a visit to our customary family atmosphere at HoF, the Home of Films, is still the ideal.

In addition, Hof Film Festival uses digital distribution and communication channels to offer its audiences a diverse, lasting festival experience. The films and their makers are provided with an extended promotion and networking platform via HoF on Demand, as well as a chance to participate in industry events in Hof via the live stream channel.

Cinema seats and couch at home - past, present and future united through film. Our poster motif invites you to a great celebration of cinema."

Thorsten Schaumann, artistic director



Ana Radica  
Presse

Herzog-Wilhelm-Str. 27  
80331 München

Tel. +49 89 23 66120 / Mobil. +49 160 8003550  
ana.radica@hofer-filmtage.com



56th hof international  
film festival

# internationale hofer filmtage

25. - 30. Oktober 2022 plus7streamdays

**You can now register for this year's Hof Film Festival by clicking on the following link:**

<https://hofer-filmtage.filmchief.com/request-accreditation/press-2022>

There are two possible forms of accreditation:

## **1. Accreditation HoF vor Ort + plus7streamdays:**

We look forward to welcoming you personally, **on site** at the 56th Hof International Film Festival 2022. Your accreditation gives you access to all cinema screenings as well as to the digital **plus7streamdays** offer via HoF-on-demand (from the German film premiere until 6th November 2022).

## **2. Accreditation plus7streamdays:**

If you would like to participate exclusively online this year, you are cordially invited to register for the streaming festival **plus7streamdays**. This will give you access to the full festival programme. The films, including previews and conversations with the directors, will be streamed to you as from their German premiere, and will be available until 6th November.

Please use the same email address for registration as the one you will be using during the festival for tickets or HoF-on-demand.

## **Pandemic Information**

Health is our top priority. The 56th Hof International Film Festival will take place, therefore, in accordance with the pandemic regulations in force in October 2022. You will find up-to-date information about this on our website.

The 56th Hof International Film Festival will be taking place from 25th to 30th October 2022, the plus7streamdays festival will be open for you until 6th November 2022.

Best regards

Ana Radica



Ana Radica  
Presse

Herzog-Wilhelm-Str. 27  
80331 München

Tel. +49 89 23 66120 / Mobil. +49 160 8003550  
ana.radica@hofer-filmtage.com