

**ATHENS
OPEN AIR**
FILM FESTIVAL



The entire city of Athens turns into an open-air cinema!

The Athens Open Air Film Festival was launched in the summer of 2011 with a series of cultural activities throughout Athens. From June to September, the city of Athens hosts a series of open air screenings and events in various locations (parks, squares, museum courtyards, archaeological sites, open air cinemas), aiming to promote the city's cultural and architectural wealth and diversity, while attracting and entertaining local residents, visitors and tourists. It is organized by Nyxtes Premieras (Opening Nights) in collaboration with the City of Athens Culture, Sports & Youth Organization (OPANDA).

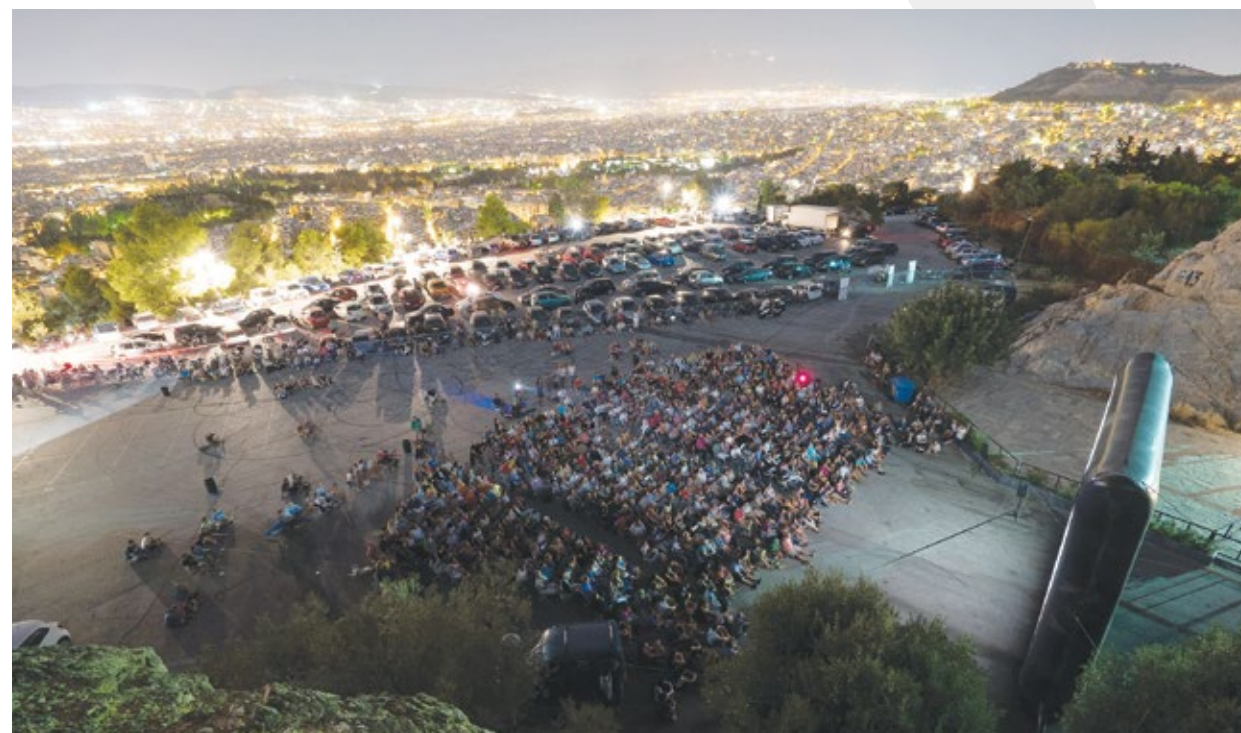
Rare gems of world cinema, classic masterpieces, premieres, short and long screenings of modern Greek cinema as well as silent movies with live music, transform each venue into a unique cinematic experience. The most active Festival in the capital offers an artistic summer full of passion and love for art and cinema, while all screenings and events are free of charge.

*The **Athens Open Air Film Festival** is the biggest film festival throughout the summer*



Up:
«Amarcord» at the Roman Agora

Right:
«Close Encounter of the Third Kind»
at Lycabettus Hill



Screening Venues

More than 50 different venues have hosted screenings of the Athens Open Air Film Festival. These venues include:

Archaeological sites and monuments

Little Theater of Ancient Epidaurus, the Temple of Olympian Zeus, the pedestrian walkway of Dionysiou Areopagitou beneath the Acropolis, Plato's Academy Park, the Ancient Theater of Kolonos, the Roman Agora, the Archaeological Site of Elefsina.

Cultural sites and courtyards / museum terraces

The Byzantine and Christian Museum, the National Museum of Modern Art, the National Archaeological Museum, the Theater of Rematia, the Benaki Museum, the Monetary Museum, The Railway theater at Rouf, Doukissis Plakentias Megaron, the Old Olive Mill Theater in Elefsina.

Parks & Squares

Petalona Park, Nea Smirni Park, the pedestrian walkway of Fokionos Negri & Ermou Street, Villa Drakopoulou, Kotzia Square, Avdi Square, Agia Eirini Square, Avissinias Square, Mesologiou Square in Pagkrati, October 28th Square in N. Erithraia, Egaleo Park, Peiraios 260, French Archaeological School Courtyard, Panaitolio Square.

Historical open-air cinemas

Thisio cinema, Cine Paris, Greek Film Archive «LAIS», Aigli Zappeiou, Dexameni, Cine Psirri, Ellinis, Zefiros, Trianon, Cine Riviera.

And in the more unexpected places of the city and its surroundings

Lycabettus theater, Agios Kosmas beach, «Dourgouti» district in Neos Kosmos, TECHNOLIS City of Athens, Vraxon Theater «Anna Synodinou», Drapetsona factory Multifunctional Park, «Vlycha» location Elefsina.

*All screenings
and events
are free of charge*

«The South» / «El Sur» at the garden of the Monetary Museum



Program

The Athens Open Air Film Festival organizes around 20 screenings each year:

- classic masterpieces of international cinema.
- multi award-winning films from around the world.
- acclaimed Greek movies.
- undiscovered gems of the cinematic world.



Up: «Dangerous Liaisons» at the Tower of Doukissis Plakentias

Left: «The Remains of the Day» at the National Archaeological Museum



Distinguishing moments



- » The 3rd Athens Open Air Film Festival began with the national premiere of the film «Before Midnight», **with the presence of Oscar nominee director Richard Linklater, stars Ethan Hawke and Julie Delpy and the entire Greek cast of the film.**
- » In the summer of 2015, the opening ceremonies of both the 5th and 6th Athens Open Air Film Festivals were hosted at the **Temple of Olympian Zeus**, one of the most emblematic archaeological sites in the center of Athens, accompanied by the fascinating original music from the silent film «Cameraman» by Buster Keaton. In 2016, the screening of the multi-awarded musical «West Side Story» was accompanied by the Philharmonic band of the City of Athens, which welcomed the audience with live music.
- » The Oscar-awarded composer, **Alexander Desplat** («Grand Budapest Hotel» & «The Shape of Water») who is of Greek descent, honored the closing ceremony of the 5th Athens Open Air Film Festival with his presence, at the screening of «Fantastic Mr. Fox» by Wes Anderson, in the «Greek Film Archive - LAIS» and **was given a special award by the City of Athens.**
- » In 2016, the Athens Open Air Film Festival celebrated European Music Day (June 21st) by screening «Purple Rain» starring Prince, while the evening «opened» with the sounds of the 70-membered Symphony Orchestra of the City of Athens and the Municipality of Athens Big Band.
- » **The official first Athens Open Air Film Festival screening outside the city** occurred in August of 2016 at Cine Anesis, in Aegina, under the auspices and support of the GNT0 and the Region of Attica. Residents and visitors of the island, Greeks and foreigners, watched «Amadeus», the 8 time Oscar award winning piece of art by Milos Forman.



» In July 2017, the 7th Athens Open Air Film Festival held an unforgettable screening of the «Big Lebowski» by the Coen brothers at the **beach of Agios Kosmas**, along with chairs, beach mats, towels and swimsuits right next to the sea!

» In June 2018, the **Little Theater of Ancient Epidaurus** hosted a film screening for the **first time in its history**. At the landmark event, in collaboration with the Athens Epidaurus Festival, the film «Electra» by Michalis Cacoyannis was screened for more than 800 viewers who attended the sacred venue, many of whom traveled from Athens and surrounding areas to attend the screening.

» In 2019, on the enchanting evening of Wednesday June 5th, the 9th Athens Open Air Film Festival hosted the film «Amarcord» by Federico Fellini **at the magnificent site of the Roman Agora**, while a special evening that will be remembered for a long time was the screening of «Dangerous Liaisons» by Stephen Frears, hosted at the imposing **Tower of Doukissis Plakentias in Penteli**, the most suitable venue imaginable.

» In 2020, the 10th Athens Open Air Film Festival managed to offer a breath of culture and entertainment, by organizing a series of screenings that strictly adhered to safety measures for public health protection. **At an unforgettable drive-in screening**, Festival viewers enjoyed the movie «American Graffiti» by George Lucas **at the scenic location of Lycabettus Hill**, in collaboration with the U.S. Embassy in Athens. The Oscar awarded movie for Best Film «Rebecca» by Alfred Hitchcock was hosted **at the magnificent archaeological site of the Temple of Olympian Zeus**, while the people of Athens **honored the late Ennio Morricone** with the screening of the epic masterpiece «The Good, the Bad and the Ugly» **at the park of Plato's Academy**, preceded by a **special dj set**, dedicated to some of the most emblematic musical scores of the great composer.



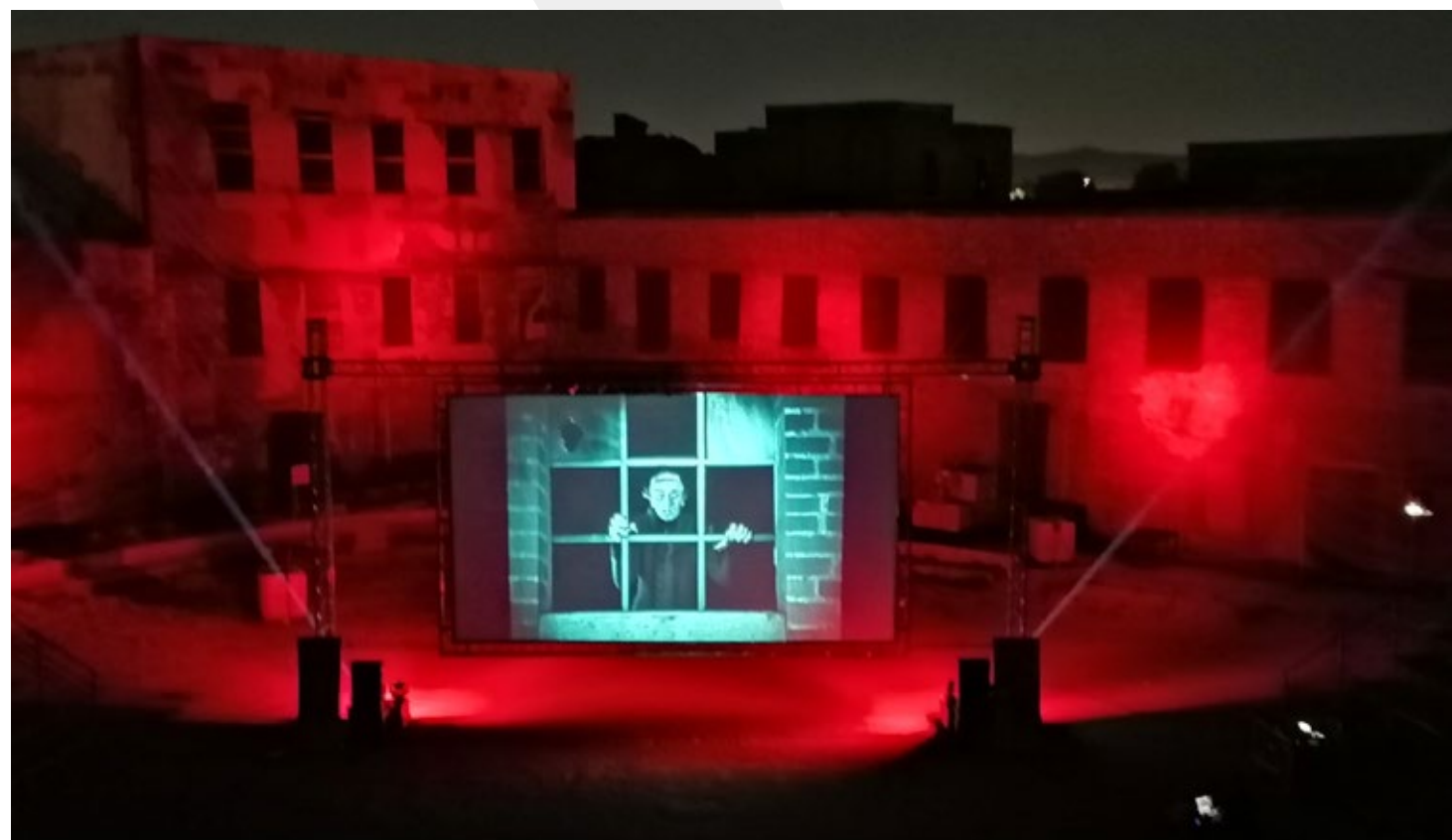


In July of 2021, the 11th Athens Open Air Film Festival in collaboration with «2023 ELEUSIS European Capital of Culture» organized **an unforgettable four-day cinematic fest including five screenings at emblematic but also hidden treasure-spots of Elefsina.**

The cinematic journey began at the stunning location of «Vlycha», with the screening of the Final Cut of Francis Ford Coppola's masterpiece «Apocalypse Now».

One day later, the beautiful Old Olive Mill Theater in Elefsina hosted a unique and unprecedented screening of the superb «Nosferatu: A Symphony of Terror», with the haunting music of Nikos Veliotis that accompanied the gothic imagery of Friedrich Wilhelm Murnau, «dressing» one of the timeless masterpieces of world cinema.

The last two stops of the four-day cinematic fest was the double screening experience at two emblematic venues of Elefsina. For the first time in its history, the Archaeological Site of Elefsina accommodated a cinematic event, a special screening for the particularly beloved movie «Mourning Rock», in the presence of its director for the 20 year anniversary of its premiere, while at another emblematic venue in Elefsina («Gefyra», the seaside location of Karnagio) the same evening, the film «Le Havre» by Aki Kaurismäki was screened at approximately the same time.



Screenings with live music

Each year the Athens Open Air Film Festival proposes innovative encounters between film and music:

- «Rêv(e)olution» (2012): a chronicled narrative on the relationship between dream (rêve) and revolution (révolution) curated by Orestis Andreadakis and presented by actress Themis Bazaka and violinist Blaine Reininger.
- «Go West» (1925) by B. Keaton with original score by Konstantinos B. (LAIS | Greek Film Archive, 2011).
- Three film gems of black and white Hollywood, from 1919 and 1920 directed by Harold Lloyd, accompanied by the music of Cayetano (Yiorgos Bratanis) (Avissinias Square, 2012).
- «Circus» (1928) by C. Chaplin, accompanied by music from His Majesty The King of Spain (LAIS | Greek Film Archive, 2013).
- «Häxan» (1922): Witchcraft through the Ages by B. Christensen with music by No Clear Mind (LAIS | Greek Film Archive, 2013).
- «Scorpio Rising» (1964) and «Lucifer Rising» (1974) by Kenneth Anger, with original music by Felizol (Yiannis Veslemes) (LAIS | Greek Film Archive, 2014).
- «Nosferatu: A Symphony of Terror» (1922) by Friedrich Wilhelm Murnau accompanied by the music of Mechanimal (Train at Rouf, 2015).
- «Dementia» (1955) by John Parker accompanied by the music of The Boy (Alexandros Voulgaris) (LAIS | Greek Film Archive, 2016).
- «The Adventures of Prince Achmed» (1926) by Lotte Reiniger, accompanied by the live music of Larry Gus with Jay Glass Dubs (Kotzia Square, 2017).
- «Sunrise» (1927) by Friedrich Wilhelm Murnau, accompanied by the live music of Sancho 003, in collaboration with the Goethe-Institut Athens | Euripides Theater in Rematia, 2019).
- «Nosferatu: A Symphony of Terror» (1922) by Friedrich Wilhelm Murnau. Nikos Veliotis composed original music to acoustically «dress», one of the timeless masterpieces of world cinema.



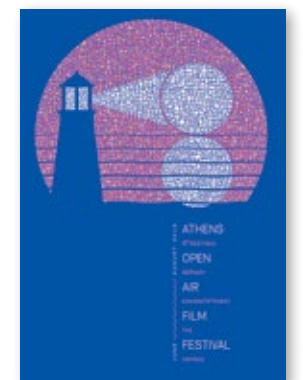
The Festival's posters are designed by famous Greek and foreign artists



Praise from EBGE (Greek Visual Communication Design Awards) in 2013 for our poster at the 2nd Athens Open Air Film Festival created by the team k2design.



«Athena Monroe» by Vassilis Mexis, goddess-symbol of the 6th Athens Open Air Film Festival, was honored with the EBGE award in 2017, with an award at the Young Designers Games 2017, as well as in the 3x3 magazine Awards 2018, all three under the «Poster» category.



Festival Publicity

The **Festival gathers domestic as well as international media attention.**

More than 20 press releases (Greek - English) are communicated through more than 5.000 contacts (TV journalists, print , web and radio press) in Greece and abroad.

Communication Sponsorships with leading media corporations.

More than 1.400 publications in media (print and online):

Features in foreign print and online media (Lonely Planet, 2board Magazine, Four Seasons Magazine, Welcome Magazine, Chinese News Agency etc).

More than 350 radio broadcast spots via Festival media sponsors.

More than 160 tv broadcast spots through media sponsors.

More than 5.000 social media mentions.

More than 200 mentions on the social media pages of the Festival and cinemazine.gr.

Social Media numbers

- Cinemazine FB page: 92.5K Likes, 94.4K Followers
- AIFF/AOAFB FB page: 36.8K Likes, 39K Followers
- Instagram: 18K Followers
- Twitter: 7.3K Followers

The page of CINEMA - cinemazine.gr on Facebook is the #1 page among film sites in Greece with the largest audience engagement.

Social media reach: 250.000+ viewers / per month

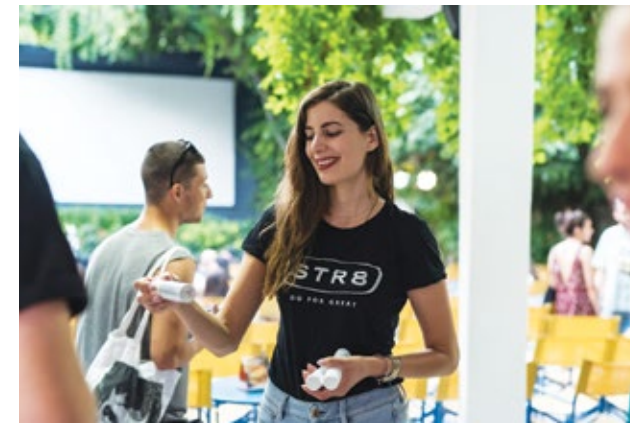


The Athens Open Air Film Festival won the **Golden Prize** at the **Tourism Awards 2015** under the category **Cultural Tourism**

Festival Sponsorships

Commercial sponsors that support the Festival receive significant publicity and media value.

Methods of sponsor display: Logo displayed on the Festival's promotional and communication materials (press releases, posters, flyers etc.), sample distribution of sponsors' product, placement of sponsors' roll up banners at screening venues, spots playing prior to our film screenings, tailor made social media content, and other creative events/ideas.



A Festival for everyone

The impressive screenings of the Athens Open Air Film Festival are attended each summer by more than 20.000 people.



Greek films that are screened have English subtitles so that they are accessible for tourists and non-Greek speaking viewers.

Since 2015, the Festival has cooperated with the Disabled Artists Movement in order to provide unobstructed access to as many viewers as possible. A series of actions are carried out in order to secure the best access to the Festival venues as well as to the screening content.

Since 2015, all Greek films have been screened with simultaneous interpretation in the Greek Sign Language.

With concern to vehicle parking for Persons with Disabilities, the Festival organization is in constant contact with the traffic police to ensure accessibility for the vehicles of Persons with Disabilities.



The Organization

The Athens Open Air Film Festival is organized by the Athens International Film Festival in collaboration with the City of Athens Culture, Sports & Youth Organization (OPANDA).

Every year, the Festival proceeds with co-operations and collaborations that secure value, and also validate the institution's original idea for the development and promotion of culture.

Among these, the successful partnership with the Athens & Epidaurus Festival, the collaboration with the U.S. Embassy in Athens, Institut français de Grèce, the Australian Embassy, the Goethe-Institut Athen, the British Council, the «Lost Avenue of Greek Cinema», the Animasyros Festival, Athens Pride, Greek Film Academy and «Eleusis 2023 European Capital of Culture».

The production of the screenings is undertaken by a specialized company that is responsible for the installation and dismantling of the screen and seats, as well as the acoustic installations, which we make certain to yield the best possible performance and suitability for outdoor use, while our production team ensures the cleaning of the venue before and after the event.

Long term collaborations with Cultural institutions such as Embassies, Institutes and other Festivals, but above and beyond all, the support of our audience (approximately 20 screenings per year with more than 20.000 spectators) are the strongest aspects of the Festival.

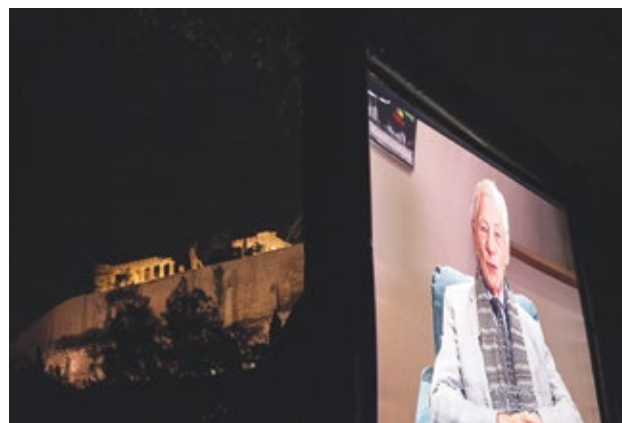


Aim of the Festival

The aim of the Athens Open Air Film Festival is to promote the city of Athens and entertain permanent residents, visitors and tourists.

All of its activities are guided by social sensitivity and with the aim of evolving and developing cultural activity in all sectors. At the heart of the Festival's activities is the effort to attract tourists, thus, strengthening the image of Athens as a modern European city and as a unique tourist destination. Tourists have the opportunity, not only to discover a different, widespread city, but also to discover the largest summer film festival.

Artistic events that are included in the Athens Open Air Film Festival's program, offer the audience high quality entertainment with free entry, and cultivate a festive atmosphere that contributes directly to the promotion of Athens and Greece in total.





Info

ATHENS FILM SOCIETY
ATHENS INTERNATIONAL FILM FESTIVAL
ATHENS OPEN AIR FILM FESTIVAL
www.cinemagazine.gr
Apollo Tower (metro Panormou)
64 L. Riencourt str. | 11523 Ambelokipi | Athens
tel.: +30 210 6018565 | mail: info@aiff.gr
www.aiff.gr | www.aoaff.gr