

## PRESS RELEASE

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# 66th Zlín Film Festival Unveils New Visual Identity; Golden Slipper Awards to Honor Petr Koliha and Petr Kostka

**Zlín – The 66th edition of the Zlín Film Festival is introducing a new visual identity aimed at connecting more closely with young audiences. This year’s President’s Award for Lifetime Achievement in Children’s and Youth Cinema will be presented to Petr Koliha and Petr Kostka.**

The Zlín Film Festival, the world’s oldest film festival dedicated to children and young audiences, is entering its 66th year with a renewed ambition to engage children and teenagers even more intensively. This focus is reflected both in newly established partnerships and in a fresh visual concept created by the Brno-based agency Nestydo. The fusion of internationally respected tradition with the boldness of young artists defines this year’s direction.

While the festival logo and typography remain unchanged, the new identity introduces a playful motif of two “F” letters representing “Film Festival.” In the design, they function as a cinematic frame – symbolizing a director’s hands searching for the perfect shot. The frame is intended to become a lasting element of future editions, with its content evolving each year. For the 66th edition, the designers have incorporated the shapes of two sixes, inviting audiences into an interactive visual game. *“Our goal is to spark the imagination of both children and adults – an imagination without limits. We want to explore together what the shapes of numbers can evoke and what this year’s festival can represent,”* said Mirek Mito, Art Director at Nestydo.

The festival offers audiences a rare opportunity to experience films for children and youth – as well as films about children and youth intended for adult audiences – on the big screen. Many of these titles are screened exclusively in festival Zlín. Across six competition sections and several non-competitive programs, approximately 300 films from around 50 countries will be presented, including new releases and world, international, and Czech premieres. The final selection will be confirmed by April 1, while the submission deadline closes on March 1.

The prestigious Golden Slipper Award for outstanding contribution to children’s and youth audiovisual work will be presented to two distinguished figures whose careers have shaped Czech cinema in different but exceptional ways. *“At the beginning of the festival, we will present the Golden Slipper to Petr Koliha, whose name is closely associated with our festival. He led the programming for nearly a decade and later, as Executive Director of ČT :D, significantly influenced the modern form of television content for young audiences,”* announced Festival President Čestmír Vančura. *“At the closing gala evening, we will honor acting legend Petr Kostka, whose masterful performances have accompanied both young and adult audiences for decades.”*

The 66th edition will commemorate the centenary of screenwriter, author, and poet Miloš Macourek. In addition to screenings of films based on his screenplays, visitors can look forward to discussions

and meetings with actors including Petra Černocká, Iva Janžurová, Jana Nagyová, Jiří Lábus, and Ondřej Kepka, as well as an exhibition of film costumes and a special evening dedicated to animation.

The program will also reflect the 90th anniversary of the founding of the Zlín Film Studios, established in 1936 as part of the visionary Baťa industrial concept. *“Baťa’s emphasis on modern communication laid the foundations of Zlín’s film tradition, which evolved from advertising films into distinctive animation and live-action productions for children,”* said Markéta Pášmová, Artistic Director of the festival. She added that the activity on Kudlov Hill – often called the ‘Hill of Dreams’ – also gave rise to the Zlín Film Festival itself.

In direct connection with Baťa’s legacy, the festival will mark the 150th anniversary of Tomáš Baťa’s birth, included in UNESCO’s Calendar of Anniversaries. The festival will also commemorate the centenary of writer Arnošt Lustig, likewise featured in the UNESCO calendar.

*“The festival’s industry program, newly unified this year under the name ZLINFEST PRO, will be more clearly profiled as a platform supporting students and emerging filmmakers,”* said Markéta Pášmová. She added that in doing so, it will naturally build on the long-standing and successful activities of the FILMTALENT ZLÍN Endowment Fund – drawing on its established infrastructure, experience and strong brand, which the festival intends to further develop. At the same time, the festival will open a fully-fledged GAMING PRO section for the first time. *“We do not view gaming as a marginal form of entertainment, but as a legitimate medium with a fundamental impact on education, mental health and the overall development of children and young people,”* Pášmová clarified.

The 29th year of the Film Clapperboard Salon will once again serve as a traditional prelude to the festival. The collection of original artworks on wooden clapperboards will first be exhibited at the National Museum in Prague from 10 to 19 March, opening with a ceremonial vernissage on Tuesday, 10 March.

The exhibition will then travel to Škoda Museum in Mladá Boleslav, the Birthplace of Ferdinand Porsche in Liberec, Art Rubikon Gallery in Olomouc, and Galerie Vaňkovka in Brno, before concluding in Zlín at the Golden Apple shopping center and subsequently the Congress Centre. Proceeds from the annual auction support films by students and emerging filmmakers. *“Thanks to the FILMTALENT ZLÍN Endowment Fund, we can consistently support the next generation of creators. This year’s Czech Lion Awards nominations include six films backed by our fund, demonstrating the tangible results of this support,”* said Čestmír Vančura, Chairman of the Endowment Fund’s Board of Trustees.

This year is bringing a major transformation to the supporting program area near Zlín Chateau. The ZLINFEST Zone will become a vibrant meeting place for audiences and filmmakers, extending the festival experience beyond cinema halls. Mornings will be dedicated to schools and international delegations, offering students direct contact with creators from around the world. Afternoons will be open to the general public, featuring meetings with actors as well as behind-the-scenes professionals: make-up artists, stunt performers, film journalists, and others whose work shapes the film industry.

The official opening of the festival will once again be organized by the statutory city of Zlín, which will launch the supporting program with the traditional Day of Infinite Possibilities on the main square on Thursday, 28 May.

Sunday, 31 May, will be dedicated to the key events of the supporting program. Alongside the traditional auction of film clapperboards, the city will also come alive with the 11th edition of the MONET+ Zlín 2026 Festival Half Marathon, the largest running event in the region. Throughout the entire festival week, Zlín’s city center will offer dozens of activities for visitors of all generations.



International  
Film Festival for  
Children and Youth

28/5—3/6 2026

*“Visitors can once again look forward to personal meetings with film delegations, filmmakers and other star guests. We have newly established a partnership with the United Islands festival, as we share the same philosophy of supporting young generations and discovering new talent. In addition to collaborating on the selection of some of the musical performers appearing at the festival, United Islands will also present its own Club Night on Saturday evening, which will smoothly follow our popular student band concerts,”* said Festival Executive Director Jarmila Záhorová.

The festival atmosphere will continue through the Echoes of Zlín Film Festival, held in Mikulov from 9–12 June. A selection of award-winning films will also tour cities across the Czech Republic throughout the year.

More information: [www.zlinfest.cz](http://www.zlinfest.cz)

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The organizer of the Zlín Film Festival, FILMFEST, s.r.o., extends its thanks to all partners and supporters, without whom the 66th edition of the festival would not be possible.

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