



Log in and show the world your trailer! The Rainbow Marble is open for registration.

March 28, 2013, Zlín – Students once again have the opportunity to present their film trailers. The eleventh Rainbow marble will take place from May 27 to 31, 2013 as part of the Film Industry program of the 53rd ZLÍN FILM FESTIVAL.

Rainbow Marble is organized by ZLÍN FILM FESTIVAL in collaboration with the students of the Faculty of Multimedia Communications of Tomas Bata University. The project provides young filmmakers with a competition of student film trailers. Aside from an award of glass design, the winner will also take home a check for CZK 10,000. Students will have the opportunity to register their trailers from April 1 to 30, 2013. You can find more information on the competition (along with the registration form) at www.duhovakulicka.cz.

This year, many interesting professional workshops have been prepared for young filmmakers. Film professionals from the Czech Republic and abroad will present case studies and share their own valuable practical experience with the public. The common theme of the Art of Selling Movies workshops will provide visitors with useful information on how to promote a movie or, vice versa, how to definitely NOT promote a movie.

In another competitive category of the Rainbow Marble, a student jury led by an expert chairman will hand out the prize for best marketing achievement in the area of audiovisual films of Czech and Slovak origin for the year 2012. Visitors can look forward to a supporting program that includes not only the announcement and awarding of the winners, but also debates, the screening of competing film trailers, and many other interesting activities.

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The history of the project goes back to 1999, when the first professional conference of Children and Advertising was held in Zlín. At first a non-competitive showing of advertising spots targeted at children and young people was added to the conference, then later a competitive one was added as well. Now the Rainbow Marble will announce winners in two categories: Best Student Film Trailer and Most Creative Marketing Works Carried Out in the Czech and Slovak Republics in 2012. The competitions are accompanied by professional workshops and a supporting program.

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