

JULY 2008

## MEDIA RELEASE

# UNDERGROUND TEAM ACTS UP IN THE NAME OF CREATIVITY.



For more information, visit [www.suff.com.au](http://www.suff.com.au)

### Media Contacts:

**Samantha Findley**  
Media Relations Manager  
Mob: +61 405 567 906  
Email: [media@suff.com.au](mailto:media@suff.com.au)

**Brooke Hemphill**  
Public Relations Executive  
Mob: +61 419 351 445  
Email: [pr@suff.com.au](mailto:pr@suff.com.au)

One film festival has celebrated the fast approaching opening night with a photo shoot like no other. The Sydney Underground Film Festival has today released the latest creative output involving its key members. Set up to unfold like a film shoot, each member was given a character, channelling and subverting well-known cinematic film stereotypes.

There was the deranged housewife, the creepy nerd, the narcissistic bride to name a few; each character involved in carefully directed images where they became the ghosts of popular culture, monstrous stereotypes that haunt our filmic psyche and subconscious.

Through the meticulous make-up and staging, the shoot was executed to comment on the glamorous promotional photography reserved for the mainstream.

The brainchild of SUFF director Stefan Popescu, the photo shoot was just one creative avenue that the members have explored and it won't be the last: "The Sydney Underground Film Festival is run by creative people, all volunteers. This is just one of our artistic endeavours that help reinforce to the SUFF audiences how passionate we are about the arts in this country." Stefan said. "It is also a way for us to broadcast how much we enjoy what we are doing, what we are trying to achieve."

The aims of the Sydney Underground Film Festival are unmistakable. To reunite audiences with the level of creative expression that has all but disappeared in Sydney. With the increase of glitz and glamour within major film festivals, the level of exposure for artistically diverse, independent filmmaking has decreased. "From the onset SUFF has been geared towards the public. It is a festival run by creative people for people hungry for creativity." Stefan said.

Now in its second year, the festival once again guarantees a film program like no other. However, it is more than just a four night long festival, it is a creative pursuit of these young artists to ensure that the filmic arts are given adequate exposure irrespective of red carpet events and corporate spend.

SUFF is also a collection of events leading up to and following the four nights in September. The first event being the official pre-festival launch on the 7th of August; a night where not only the program is announced but where these unique photographs will be unveiled as large-scale art works.

Check the website [www.suff.com.au](http://www.suff.com.au) for more details.

## About the Sydney Underground Film Festival:

The Sydney Underground Film Festival is dedicated to nurturing an alternative film culture through the promotion of independent and experimental films. The festival seeks to support filmmakers who operate outside established film industry infrastructures, by providing a platform for exhibition, exposure and critical discussion. Founded in 2007 by filmmaking team Stefan Popescu and Katherine Berger and assisted by a dedicated team of volunteers, the Sydney Underground Film Festival achieved vast success in its first year with a sell out opening night on the 7th of September and with weekend crowds of 2000 guests.