

Beat: Entertainment

## The only filmfestival where the „public is never wrong”

### Adolph Zukor International Film Festival

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**USPA NEWS** - Last October a very interesting press conference was held in Hungary. A small Eastern Hungarian town, Mátészalka opened its brand new multiplex cinema. It should not be breaking news, however it is. Adolph Zukor, the founder of Paramount Pictures finished his schools here, that is why the cinema got its name after Zukor. And this is the only Adolph Zukor Film Theatre all over the world. So, the breaking news was to announce in this very cinema the Adolph Zukor International Film Festival or in short the AZIFF.

It is a new international independent feature film competition with LIVE EVENTS in the Adolph Zukor Film Theatre in Mátészalka, Hungary. The mission of AZIFF is to represent the devotion of Adolph Zukor to feature films presenting the society forming strength of the cultural and esthetic contents of these films, forming them into real values in the world of the international films of public. It is essential that the basic idea of Adolph Zukor: „The public is never wrong” should determine the whole message of the festival. The independent filmmakers should stand the same chance as the big studios` filmmakers and those who have government supports. AZIFF looks for finding talented filmmakers and help them promote their work. Adolph Zukor has employed 22 stars so the organizers will be handing out 22 major Awards including BEST OF PUBLIC Adolph Zukor Award. AZIFF accepts films of all genres. The international jury will select the winners in each category, who will receive official laurels and certificates and awards. The shortlisted films will be screened at online event and on a closed platform too.

The festival will take place at August 12-14., 2022 in Mátészalka. Follow the [aziff.com](http://aziff.com) .

Tom Aspy, a director, a producer, a screenwriter with a CSU background having an MA at media marketing in motion pictures, as well as dealing with motion picture fiming technologies, post production and film coloring. His film, „ Moment” won in the US Hollywood Golden Film Award the Best Foreign Film and much more summarized 12 Winner, 12 Nomination/Finalist , 5 Semi- Finalist,15 Official Selection.

Balázs Bokor, a former Ambassador, the President of the Hungarian Hollywood Council is operating a unique civil organization which has the mission to keep the memory of all those Hollywood film icons coming from Hungary alive. Having decorated Quentin Tarantino with a high Hungarian award, maintained frequent contact with Arnold Schwarzenegger, accompanied Jamie Lee Curtis to the birthplace of her Hungarian grandparents, Bokor signs more then 80 films as producer.

György Várkonyi, a graduate of the Hungarian University of Fine Arts is a graphic artist by profession and by soul who started his unique interest toward arts at age 11. His hobby is the film, namely dealing with screenwriting and film post production works. Apart from participating at more then 30 independent exhibitions he is in charge of education of graphic arts and painting in a prestigious art school.

As a brand new project, the Festival, AZIFF has to fight to be well-known and popular. Frankly, it will not be very difficult, as Adolph Zukor had already paved the way for the success. The Hungarian born American film icon made it possible with establishing the Paramount Pictures that the world had become much richer with the existence of Hollywood. AZIFF has to make just another step to honor the memory of Adolph Zukor. AZIFF is available at FilmFreeWay and has a webpage, as well as a facebook page. The task for the public is just to follow AZIFF.

#### Article online:

<https://www.uspa24.com/bericht-20092/the-only-filmfestival-where-the-public-is-never-wrong.html>

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**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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