



TASVEER ANNOUNCES THE FIRST-EVER INTERNATIONAL SOUTH ASIAN FILM MARKET AT THE CANNES FILM FESTIVAL

***The three-day Film Market will coincide with the 19th Edition of the Tasveer Film Festival
October 15-20, 2024***

May 14, 2024 – Cannes, France. – **Tasveer**, the nonprofit film and arts organization based in Seattle, Washington, today announced the launch and partner sponsors for its inaugural film market, taking place during the **19th edition of the Tasveer Film Festival**. Sponsors including Amazon, NBCUniversal and Film Companion will support the festival, now called the **Tasveer Film Festival & Market (TFF&M'24)**, taking place **Oct. 15-20th, 2024 in Seattle, WA**. The Tasveer Film Festival is the first and only South Asian film festival whose winning films are eligible for the **Academy Awards**. In 2023, the Tasveer Film Festival became the first and only South Asian film festival whose winning films are eligible for the Oscars®. The Tasveer Film Market is the first market, launched outside of South Asia, that facilitates diasporic representation and filmmaking on a global level. In the past, Tasveer and Netflix's combined funding has been able to provide grants to filmmakers totaling more than \$150K. This never-been done before the unprecedented event will be game-changing and draw headlines for the entire film community.

With the theme of connecting creatives and creating opportunities, **TFF&M'24** will feature a **Co-Production Market**, a producer's lab, industry panels and a work-in-progress lab. The Co-Production Market will invite director/producer teams to pitch long-form and short-form projects, both scripted and unscripted, to financiers, investors, and studio executives. Featured verticals will include a Feature, Shorts & TV Series track with specific provisions for Narrative, Documentary & LGBTQIA+ projects.

The market will cater to filmmakers, producers, distributors, financiers, sales agents, legal, talent managers, festival directors, and those looking to collaborate in the U.S. market and invest in projects from the diasporic community. This market will serve as a commerce hub for a wide range of buyers and sellers offering business opportunities for South Asian diaspora projects from **Asia**, the **UK**, **South Africa**, **Australia**, and other countries that have potential for commercial viability in

the **U.S.** Other components will include a **Work-in-Progress Lab** and a **Producers Mentor Lab**. Selected filmmakers and editors will be invited to showcase rough cuts to industry executives and will receive strategic feedback and investment opportunities. Over three days of masterclasses, panels, mentoring sessions, and networking events, TFF&M'24 will facilitate informal conversations to help build industry connections and collaborations.

Tasveer's co-founder Rita Meher commented, "the goal of the Tasveer Film Market is to elevate South Asian filmmaking in the West and initiate a lucrative marketplace by tapping into the support of our creative community. Our aspiration is to be the Sundance of South Asian film festivals. We look forward to welcoming filmmakers, producers, distributors, financiers, sales agents, talent managers, and others in an effort to inspire, equip, and showcase the larger diasporic filmmaker community on a global stage."

Our sustaining sponsors include: *Amazon, NBCUniversal Launch, Film Companion, BECU, ACLUWA, UW South Asia Center, Bully Media, and more to be announced.* The market content advisory board includes *Apoorva Bakshi (Delhi Crime), Mohammed Ali Naqvi (Among The Believers), Neeraj Churi (Sheer Qorma), and Samudrika Arora (Afghan Dreamers).*

About Tasveer

Tasveer (meaning 'picture' in Hindi & Urdu) was founded 22 years ago, post 9/11, in Seattle by Rita Meher and Farah Nousheen. They aimed to recast harmful labels by providing a glimpse into the lives of South Asians through film, art, and storytelling.

Tasveer will be at the 77th Cannes Film Festival, hosting a networking session and dinner "Tasveer Matchmaking: Find your Funds" at the American Pavilion, Sunday, May 19th to celebrate the launch of the Tasveer Film Market news.

For Cannes events and sponsor opportunities at TFF&M'24, interested parties can contact Rita Meher, rita@tasveer.org and Anushree Shukla anushree@tasveer.org.

For more information on Tasveer Film Festival & Market 2024, visit tasveerfestival.org

For press inquiries about the TFF&M'24, please contact:

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