

The \$100 Film Festival Rebrands to the Artifact Small Format Film Festival

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(Calgary, AB) – The \$100 Film Festival, Calgary’s longest-running film festival, was started back in 1992 by the Calgary Society of Independent Filmmakers (CSIF). The name “\$100” emerged due to the challenge presented by the festival to shoot a short film on four rolls of Super 8 – which amounted to the cost of \$100. In following years, the festival dropped the budgetary limit and allowed 16mm film, which shifted the focus from low-budget to quality small-format films. Now, a quarter century later, CSIF is extremely proud to have a festival that is among a select few worldwide to exhibit exclusively on small-format celluloid.

In an effort to better reflect the \$100 Film Festival’s long-standing history and mandate, CSIF’s Board of Directors announced at the organization’s 2016 Annual General Meeting that the festival was to be rebranded. Today marks an exciting milestone in the evolution of the festival as CSIF announces the new name and brand, the Artifact Small Format Film Festival.

“Designed by the agency Fulcrum, the new name and brand were chosen due to their ability to convey a friendly, inclusive, and youthful feeling while simultaneously drawing attention to the tangible and complex nature of the celluloid medium,” said Wayne Bradford, Board President of CSIF.

“Experimentation, making mistakes, and not being afraid of the complexity of analog is an integral part of the medium, and we believe it is key to reflect those sentiments via the presentation of the festival itself,” added Raeesa Farooqi, Artifact’s Festival Director.

Moving forward, the festival aims to continue to foster a supportive community of celluloid lovers and filmmakers, and to generate interest in the medium itself.

“The mandate for the festival has always been to be an international celebration of creative storytelling on celluloid. What that means, essentially, is that this rebrand is by no means a change in the festival’s goals or culture but, rather, a refocusing of it,” concluded Farooqi.

The 26th edition of the festival will be taking place March 8 – 10, 2018 at the festival’s new home, Theatre Junction Grand. A new website and a call for submissions for the festival will be releasing early September.

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About CSIF

The Calgary Society of Independent Filmmakers is a non-profit arts organization that exists to fuel filmmakers, support storytellers, and connect the cinematic community. The organization's vision is to be a destination community for independent film production, exhibition, and people who love cinema.

For more information and/or interview requests, please contact:

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Hours of Operation:

Tuesday-Saturday 10AM-5PM