

MILL VALLEY FILM FESTIVAL 53-13 O 2024

MEDIA ALERT

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CALIFORNIA FILM INSTITUTE UNVEILS 47TH MILL VALLEY FILM FESTIVAL CREATIVE DESIGN AND POSTER *FESTIVAL DATES THURSDAY, OCTOBER 3 – SUNDAY, 13, 2024*



June 7, 2024 (San Rafael, CA)—The California Film Institute (CAFILM) is thrilled to unveil the official visual design for the 2024 Mill Valley Film Festival (MVFF), created once again by the talented team at Butler, Shine, Stern & Partners (BSSP) of Marin County.

Embodying the theme of “synergy,” the 2024 visual design captures this essence through dynamic visuals. The design features interwoven imagery, vibrant colors, and modern, fluid typography, all reflecting the interconnectedness of the communal viewing experience. This vibrant and captivating visual mirrors the diverse and dynamic nature of MVFF, renowned for its innovative programming, commitment to creative exploration, and dedication to showcasing exceptional cinematic works.

“We’re delighted to continue our collaboration with the talented team at BSSP for MVFF47. This year’s design is vibrant and captivating, embodying the theme of 'synergy.' It reflects the collective energy and shared emotional experience that makes our festival so special. We invite everyone to join us and immerse themselves in the magic of cinema,” said Mark Fishkin, Founder/Director of MVFF and Executive Director/Founder of CAFILM.

“We feel very fortunate to have a world-class Film Festival in our backyard. Our long relationship with MVFF has been as rewarding as watching the films they showcase. The identity work they continue to entrust us with developing highlights their confidence in our design expertise, and we are grateful for their ongoing partnership,” said John Butler, Co-Chairman and Founding Partner at BSSP.

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For more information: mvff.com

About Mill Valley Film Festival

Presented by the California Film Institute (CAFILM), the 47th Mill Valley Film Festival runs October 3-13, 2024. MVFF is a significant cultural cinema event in the San Francisco Bay Area. It has gained international recognition for its commitment to showcasing exceptional films, supporting emerging talent, and fostering creative dialogue. Over the years, it has hosted renowned filmmakers, actors, and industry professionals, further establishing its reputation as the West Coast launch pad for many Academy Award®-winning films and a hub for cinematic excellence.

About Butler, Shine, Stern & Partners

Butler, Shine, Stern & Partners (BSSP) is an independent creative company located in Sausalito, California. Through its distinctive philosophy and approach to brand building, BSSP has achieved remarkable outcomes for clients such as Blue Shield of California, ESPN, Constellation Brands, Rao's Homemade, and Noosa Yoghurt.

About the California Film Institute

The California Film Institute (CAFILM) is a non-profit organization dedicated to advancing film and media arts through acclaimed programs like the Mill Valley Film Festival and DocLands Documentary Film Festival. CAFILM Education provides students of all ages with opportunities to learn about the world through the art of film and filmmaking. Our premier independent theater, the Christopher B. Smith Rafael Film Center, engages over 275,000 guests annually with compelling cinema and storytelling on pressing social, environmental, and cultural issues. Additionally, CAFILM now owns and operates the Sequoia Cinema, reinforcing our commitment to preserving cinematic heritage and access to fine films locally. The organization relies on the generosity of its community; the invaluable support from our sponsors, foundations, donors, and members ensures our ability to continue expanding and sustaining our vital programs. Join us in celebrating, exploring, and championing the art of film. For more information, visit cafilm.org.

Supporters | Mill Valley Film Festival

The California Film Institute is once again proud to acknowledge the leadership support of the Christopher B. Smith Family, Jennifer Coslett MacCready, Nancy P. and Richard K. Robbins Family Foundation, and Vickie Soulier, and the continued major support of Marin Community Foundation, The Bernard Osher Foundation, and The Gruber Family Foundation. We are also fortunate to have the contributions of the following of the Mill Valley Film Festival: Raymond James, Delta Air Lines, Jackson Square Partners, Lucasfilm, Ltd., Wareham Development, and Bellam Self Storage and Boxes.