

**PRESS RELEASE:**

**THE 29TH JI.HLAVA IS HEADING UPWARDS! THIS YEAR'S VISUAL UNVEILED.**

**Jihlava, June 25, 2025**

The Ji.hlava International Documentary Film festival has unveiled a visual which will mark its this year's edition. It celebrates movement, curiosity and perseverance. *"This year's Ji.hlava visual is pointing upwards!"* says festival director Marek Hovorka about the poster, created by artist Juraj Horváth. The themes of the Festival's Inspiration Forum were also presented at the press conference in Jihlava today. The Forum will evolve around the themes of Europe, love, money, and radicalization in its discussions. The 29th Ji.hlava IDFF will run from 24 October to 2 November in the Czech city of Jihlava. Discounted accreditations are on sale until 30 June.

The Ji.hlava International Documentary Film Festival has unveiled its visual for this year, and it's pointing upwards! *"Despite the events around us, this year's visual identity shows a clear direction, movement and perseverance. The festival is a place for meeting people, understanding contemporary world, bringing new ideas and encouraging energy. And that is exactly what this year's poster expresses,"* says festival director Marek Hovorka.

*"The visual is dominated by a hare, which is the uncrowned symbol of the city. Especially in the evening and at night, you can encounter it almost everywhere. It embodies joy, curiosity, speed and loyalty. It is wild and domesticated at the same time"* adds Hovorka about the poster, which was created by artist and book graphic designer Juraj Horváth.

Other versions of the poster feature figures pointing upwards or a dove with a twig. *"The motif of the upward journey is powerful and universally valid, but at the same time it raises questions about where we are heading and what is valuable in life. It is important for us to also have human figures in the visual who are striving for something, heading somewhere. Humanity and humanism are the most important qualities that must not be lost from our perspective. This is also related to the image of a dove with a twig, a symbol of peace and tranquility. In today's world, it is important to ask what value peace has and what paths lead to it. Every day we see that peace cannot be taken for granted, and we are increasingly aware that freedom is also part of peace,"* says Hovorka.

Last year, Ji.hlava IDFF was successfully extended from six to ten days, which allowed for more film screenings and more comfortable accommodation for visitors. *"After many years, Ji.hlava took a breath and was able to give exceptional films the space they deserve in its programme. I*

*am delighted that we have managed to exploit the potential offered by a ten-day festival, and I believe that this year we will move a step further”* adds Marek Hovorka. The total attendance for last year's festival was 110,000 viewers, an increase of more than a quarter year-on-year.

Discounted accreditations for the 29<sup>th</sup> Ji.hlava IDFF festival can be purchased until 30 June.

### **Inspiration Forum invites to explore love and Europe, money and radicalization**

Seven days of debates, keynote lectures, workshops and meetings will be offered again this year by the Inspiration Forum, Ji.hlava IDFF discussion platform. Four themed days and three collective gatherings will focus on important contemporary issues: the future of Europe, radicalisation, money and love. Dozens of Czech and international guests will head to Jihlava.

The forum will open with a day dedicated to Europe. *“Europe is a word that today evokes fatigue rather than hope in many people. We don't want to talk about Europe as an institution, but as a common space. We will ask, for example, what holds Europe together”* says Tereza Swadoschová, head of the Inspiration Forum, adding that the next theme day will be devoted to love. *“We will talk about love between people, for the world and for ourselves. We will reflect on how not to get lost in a time that pushes us to perform and move fast, and why it makes sense to nurture relationships”* describes Swadoschová.

The second festival weekend will open with discussions on the topic of money. *“Money determines almost everything today, but few people feel they have any influence over how it is handled. We will talk about justice, dignity, values, and how money is actually created,”* explains Swadoschová. The Inspiration Forum will conclude with the topic of radicalization – growing mistrust, disinformation and information wars.

In addition to the main debates, this year's Inspiration Forum will offer a participatory format called Inspirational Meetings – a space for free discussion. *“Discussions take place in small groups and the topics are brought up by the participants themselves. They are often based on personal experience, but also reflect broader social issues. Everyone has a place here – regardless of profession, age or life story,”* says Tereza Swadoschová, describing the unconventional format.

The 29th Ji.hlava IDFF will take place on October 24–November 2, 2025. More information at [www.ji-hlava.com](http://www.ji-hlava.com) and on the festival's [Facebook](#) and [Instagram](#) profiles.

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