**PRESS RELEASE:**

**THIS YEAR'S JI.HLAVA FESTIVAL TRAILER WAS CREATED BY DIRECTOR ALBERT SERRA AND EVOKES A PHYSICAL EXPERIENCE**

**Prague, October 7, 2023**

**In less than three weeks, the 27th Ji.hlava Documentary Festival will kick-off and** [**this year's festival trailer**](https://youtu.be/f-BVsN-9V2c?si=28f67XbafBPmSF_U) **has just been released. It was created by the Catalan Albert Serra, who was listed by the legendary film magazine Cahiers du cinéma among the fifteen most important young directors of the last decade.**

Director Albert Serra, referred to as the "discovery of the Cannes festival," is among the most original voices in contemporary cinema. *"In one interview, I said that I decided to become a filmmaker so that I could make fun of the world. They put it in the headlines, and written in big letters, it seemed even more true to me. I think it's the healthiest attitude an artist can take. All my work stems from this principle. I love Ji.hlava. I love the festival,"* says Serra about this year's Ji.hlava trailer.

Serra's work resists straightforward categorization and is often described as baroque, crazy, or unrestrained. *"Albert Serra once said that a movie without mistakes is a bad movie and that he doesn't strive for technically perfect cinematography in his work, but for films with a statement. And by statement, Serra doesn't mean a simple message. His films are an intense physical experience, carried by a free and unmistakable signature,"* says Marek Hovorka, the festival director, about the author of the Ji.hlava festival trailer. *"This is exactly the kind of films and filmmakers Ji.hlava has been looking for long-term – perfect in authorship and daring to make films unlike anyone before them. Albert Serra is not a flaw in the system but a breath of fresh air and a rejuvenation of contemporary cinema. I'm very pleased that he immediately accepted our offer to create the festival trailer,"* adds Hovorka.

Serra's films have long been of interest to festival audiences and juries. He recently garnered attention at the Cannes Film Festival with his notable entry ***Pacifiction*** (2022) last year, which was included in the main festival competition. In 2013, he won the Golden Leopard at the Locarno Film Festival. A year later, in Ji.hlava, he presented his unconventional approach to filmmaking in his masterclass, and in the same year, he was also a jury member at Ji.hlava. The festival screened his films ***The Sun King*** (2018) and ***The Lord Worked Wonders in Me*** (2011).

In the past, the [Ji.hlava festival trailers](https://youtube.com/playlist?list=PLEQvuxbAK1YbWaQBW4FybMEuccq292SVK&si=WalZk85VP-Cjv1Fx) were created by French director Jean-Luc Godard, American director Godfrey Reggio, Icelandic film and theatre music composer Jóhann Jóhannsson, Czech director Jan Němec, and Slovak director Viera Čákanyová. Last year, the trailer was made by internationally respected Roberto Minervini, an Italian director living in the USA, whose retrospective was featured at Ji.hlava in 2020.

The full Ji.hlava festival programme will be revealed on October 11.

**The 27th Ji.hlava IDFF will take place on October 24–29, 2023. More information at** [**www.ji-hlava.com**](http://www.ji-hlava.com/) **and on the festival’s** [**Facebook**](https://www.facebook.com/JihlavaIDFF/) **and** [**Instagram**](https://www.instagram.com/jihlava_idff/?hl=cs) **profiles.**

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