

MEDIA RELEASE



Glitz and Glamour at the Prestigious Vienna International Film Festival

It's another amazing celluloid fest filled with glitz and glamour at the Vienna International Film Festival.

HolidayCity.com – The movie screens in Viennas' historic centre would light up to celebrate Viennale, Vienna International Film Festival, from 21st October to 3rd November 2010. One of the oldest and respected festivals of its kind, Viennale 2010 once again would offer a carefully picked selection of films from Austria as well as the rest of the world, with many being screened for the first time to an international audience. About 130 feature films from different genres would be featured which includes documentaries, international short films and experimental and crossover films. Vienna hotels are expected to play host to hundreds of filmmakers, producers, media members and avid moviegoers.

Viennale is well-regarded as a true festival of films which gives equal attention to well-know directors such as Woody Allen, Jean-Luc Godard and Olivier Assayas, and new names in the industry that bring fresh cinematic innovations to the industry. Movie fans can expect to see up-and-coming filmmakers such as Paz Fábrega, Aaron Katz, Pietro Marcello and many more. Viennale 2010 is also the place to be for those who are keen on viewing original and distinctive short films, avant-garde and experimental films that would include a good number of entries from Austria such as works from Peter Tscherkassky, Sasha Pirker and Johannes Lurf.

Lee Lai Huat, CEO of HolidayCity.com, said, "If you're a true fan of cinematic creativity, make your way to Viennale, which is highly regarded for its offering of quality selection minus the intensity of other venues such as Cannes or Berlin. In its relaxed urban atmosphere, visitors can also partake in some celebrity sightings especially at international premier screenings and the various parties in and around the city." He went on further to remark, "For two whole weeks, Vienna's beautiful cinemas would see the attendance of thousands of visitors from Austria, the neighboring countries and other countries, eager to enjoy some of the best films of the year. For those thinking of booking Vienna accommodation, you are advised to do it early to avoid any disappointment."

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