

4 things about IIFA that will get you excited for the IIFA Weekend



Image source: www.iifa.com

The wait for the most-awaited event of the year is finally over! This weekend, the world will once again witness the finest and the best of Indian movie industry rock the city of Bangkok. From June 22 to June 24, IIFA 2018 will celebrate cinema, cinematic art, and fashion at its 19th edition of the industry's most significant event. We cannot hold our excitement to experience this gala and here are our four reasons why:

The venue



Image source: www.trazy.com

This year, IIFA will be back in Bangkok after a 10-year break, at a new venue, and with a whole new idea. The event is set to be hosted at the city's most prestigious and significant Siam Niramit Center. The cultural center was established years ago to showcase fine art performances. The Ratchada Theater, housed here, has a capacity to host more than 2000 audience. The center itself is built like a miniature Thai village with ponds, landscaped gardens, restaurants, and boutique stores, which makes for an experience in itself. Our favorite celebrities in their best avatar gracing this scenic locale is something you cannot miss!

The hosts



Image source: www.dnaindia.com

A great show is incomplete without great hosts to keep the audience hooked. And that is why we have anchors like Karan Johar and Riteish Deshmukh to take us through the award night. Both Karan and Riteish will be returning to the IIFA stage after being the emcee for last year's show in New York.



Image source: www.spotboye.com

To add to this dynamic duo, we have Kartik Aaryan and Ayushmann Khurrana to host the IIFA Rocks night. While Ayushmann has hosted earlier editions of IIFA, Kartik will be debuting as an anchor for the first time ever and will add a lot of freshness with his charming personality. We can't wait to see these incredible men rock the stage with their interaction and entertain us through the weekend!

The performers

Ima



Image source: www.indiawest.com



Image source: www.masala.com

This year, the academy has taken it one step further with sensational music and dance routines with a super line-up of performers. The IIFA Rocks night will see Pritam bring some unique compositions to the stage, while singers like Shalmali Kholgade, Amit Mishra, Nakash Aziz, Antara Mitra, and Sree Ram will enthrall the audience with their melodious voice. We will also get to see the bold and beautiful Nushrat Bharucha and Vaani Kapoor rock the stage with their dance performances.



Image source: www.onsindia.com

The main awards night will be star-studded with Ranbir Kapoor, Arjun Kapoor, Varun Dhawan, Bobby Deol, Kriti Sanon, Shraddha Kapoor, and Lulia Vantur, setting the stage ablaze. But our real excitement is all pegged on the most exclusive presentation of the night by none other than evergreen Rekha. After all, her return to the stage after 20 years will be worth every minute of it!

The cause



Image source: www.quint.com

Every year, the International Indian Film Academy takes initiatives to contribute to social causes and do their bit for the planet. This year, with the rising concern of plastic pollution engulfing the planet, the academy joined the #BeatPlasticPollution campaign. As an important part of the event, IIFA, with the support of UN Ambassador Dia Mirza, will encourage its audience to fight this pressing issue by using environment-friendly alternatives to plastic and contribute to a cleaner and healthier world.

With elements like these to look forward to, we are sure that the IIFA weekend will be an event to remember!