

FOR IMMEDIATE RELEASE



IIFA 2018 COLLABORATES WITH OSIAN'S TO PRESERVE CINEMA HERITAGE

Bangkok, 21st June 2018: The most spectacular celebration of Indian Cinema, the **19TH EDITION OF NEXA IIFA AWARDS STYLED BY MYNTRA**, is finally underway as the crème de la crème of Bollywood descend on **Bangkok, Thailand** amid much fanfare. The star-studded 19th edition is going to be held at the reputed **Siam Niramit Theatre** on the **22nd & 24th June**.

Along with the mélange of glitz and glamour that symbolizes the IIFA Weekend & Awards, IIFA has partnered with institutions which promote the interests of the film industry. In a first of its kind collaboration between **IIFA & Osian's**, India's foremost Arts and cultural Institution & Auction House, a new vision for preserving cinema heritage has emerged.

The first-ever Cinema Heritage Auction outside of India that showcases vintage cinema memorabilia is being held by Osian's in association with the IIFA Foundation at **IIFA 2018**. A glimpse of the memorabilia was displayed at the Official IIFA press conferences held in Mumbai and Delhi as a precursor to the grand exhibition and auction to be held at the Marriott Marquis hotel between the **21st & 23rd of June**. This auction is expected to significantly help increase the awareness and efforts towards the needs and value of preserving India's cinematic heritage.

To gain an insight into the need and ways to preserve our cinematic heritage, **Sudhanshu Vats**, Group CEO, Viacom18 will converse with Founder & Chairman of Osian's **Neville Tuli**, Bollywood Superstar **Anil Kapoor** and venerated actor **Anupam Kher** on 23rd June 2018. They will be speaking on 'The Globalisation of Indian Cinema' and 'Preserving & Nurturing Cinematic Culture & Heritage.'

Commenting on this historic association, **Wiz Andre Timmins, co-founder Director- Wizcraft International, the producers and creators of the IIFA movement**, said, "With this partnership with Osian's, IIFA has taken a significant step in ensuring the preservation of the rich history of Indian Cinema. While IIFA has always travelled the world to try and bring people and cultures closer together, an important aspect of that is promoting our unique cinematic history in other countries. I'm sure the event will be a huge success and India's cinematic heritage will be appreciated globally."

Regarding the collaboration with IIFA, The Chairman of the Osian's group, Neville Tuli, commented "It is critical that leading institution with common objectives and values work together wherever possible. IIFA has built a wonderful and vibrant global platform and we are very pleased that it is focusing on the preservation of India's cinematic heritage. For 25 years we have focused our energies and work on taking forward this cause, having built the world's largest achieved and liberal for the Indian and world cinemas and arts." In this connection, Neville Tuli will take part in a conversation with the film fraternity on Preserving and Nurturing cinematic heritage and culture at the Great hall of hotel Marriott Marquis Queens Park in

Bangkok on 23rd June 2018 at 3pm. Indeed the focus of the conversation will be on how we can radically influence.

The principal partners for the 19th IIFA are *Title Sponsor of IIFA Awards* **NEXA**, *Styled by* **Myntra**; *Cause Partner* **Woosh Washing expert** campaigning about Equality at home; *Official Host Destination Partner* **Tourism Authority of Thailand**, *Official Hotel Partner* **Marriott Marquis Hotel**, *Host Venue* **Siam Niramit**;

Other key partners of IIFA 2018 include Associate Sponsor **QNET**; *Brand Partner* **Ease My Trip**; *Official Travel & Hospitality Management Partner* **Wedniksha**; *Airport Hospitality Partner* **Pranaam GVK Guest Services**; *Official Hair & Makeup Partner* **Nabila's Salon**; *Official Time Partner* **Craig Shelly**; *Pre-Event Cocktail Partner* **Superdoc**.

Fans and media are welcome to keep abreast of the latest news and details on IIFA and Hindi cinema by logging on to www.iifa.com or checking out the social media handles:

- **Instagram** - <https://www.instagram.com/iifa>
- **Twitter** - <https://twitter.com/iifa>
- **Facebook** - <https://www.facebook.com/IIFA/>

About IIFA (International Indian Film Academy)

Conceptualized and produced by Wizcraft International and supported by the key members of the Indian film fraternity, IIFA is the most appreciated South Asian film academy and a global platform that gives the Indian film fraternity an opportunity to reach audiences in international territories. The alliances made via the platform of IIFA provide huge benefits and gain to India and an equally important objective is to create similar benefits in the host country. The aim is to establish a system of mutual benefit to both India as well as the host destinations by boosting tourism, economic development, trade, culture, cross-border investments and film co-productions.

Wizcraft International promotes the IIFA Weekend & Awards globally each year and travel to new, exciting and beautiful destinations, taking the film fraternity to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience. www.iifa.com

About Wizcraft International Entertainment

Wizcraft International Entertainment, India's leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage. Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 18 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world. It has pioneered and developed India's biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world. The growth story of the company reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision "Believe in the power of dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

www.wizcraftworld.com

For further queries, please contact:
Wizspk Communications | PR

iifa@wizspk.com, +91 9987099265