

# Film fest to be wide in focus

Event to showcase  
international movies

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Organizers of a new film festival for downtown Greenville expect it to draw visitors from around the world and bring attention to an industry they say South Carolina is neglecting.

The Greenville International Film Festival is set for April 25-28, organizers said Friday.

Miguel Berg, a filmmaker from Fair Play who is the festival's executive director, said 185 films from 32 countries have been submitted for showing.

That will be whittled down to 20-25 hours of film shown over three days during the festival.

Organizers are considering two event spaces downtown — Zen Greenville near Fluor Field and Huguenot Mill Loft at the Peace Center — as possible sites for film showings. Workshops in acting and directing will be held at Centre Stage theater.

Berg said the festival will include categories for green, Latino, spiritual and Native American films.

A locally made statuette similar to the Oscar is being developed to present to winners in various categories such as best actor and actress and best original score.

Berg said films chosen for the festival will be included in the Internet Movie Database ([www.imdb.com](http://www.imdb.com)). In five years, he's hoping films presented at the festival will be included among those eligible to win Oscars.

A native of Bogota, Columbia, Berg grew up in New Jersey and was studying mechanical engineering at the University of Delaware "until someone handed me a camera."

Later, he got a degree in media arts from the University of South Carolina and now is senior production director for Frosty Palm Studios, a film and television production company in Fair Play.

Berg said he thinks the film festival can build on other annual events downtown such as Euphoria and Artisphere to develop Greenville's brand for an international audience.

He's also hoping to give the film industry a higher profile in South Carolina.

As it is, Berg said, film professionals in South Carolina are looking outside the state for opportunities because of the state's lack of focus on the industry.

"It's definitely something that's being overlooked as a potential for economic development," he said.

More information is available at [www.gviff.com](http://www.gviff.com).