



## **Melbourne Queer Film Festival Logo press release**

**12 January 2016: For Immediate release**

Melbourne Queer Film Festival is making a bold start to 2017 by unveiling a brand new logo for the first time in 17 years.

The new look will be officially unveiled at Midsumma Carnival this Sunday when staff, Board members and volunteers will greet the community wearing T-shirts bearing the new logo.

MQFF Executive Director Dillan Golightly said this year was the perfect time for the Festival to make a change. “Last year we had everyone talking with our award-winning Proudly Different campaign with its cheeky take on traditional film titles and our To Russia with Love live streaming event,” she said. “This year we felt it was time to refresh the Festival logo to reflect our place in Melbourne’s LGBTIQ community and our place as a major cultural event in the city.”

The logo was developed by the talented team from Industry Partner J Walter Thompson in consultation with Festival staff and the Board and is a clever combination of the letters MQFF.

The M is most prominent to represent that MQFF is proudly Melbourne. The M also references a crown – a nod to our fabulous community. The Q motif is inspired by the energy/power icon and is also designed to represent a film projector – so the core purpose of the Festival is integral and central to the overall design. The double Fs appear upside down and lock it all together in a modern and striking design.

Golightly says the new logo perfectly encapsulates the position of MQFF as a premier cultural event and reiterates MQFF’s strong ties to the Melbourne LGBTIQ community, “we wanted a logo that would embody the Festival’s 27-year history of ‘doing movies differently’, the strength of our LGBTIQ community and the power of queer cinema to transform lives”.

MQFF welcomes all members of the community to drop by their Carnival stall and say hello. The Festival will be handing out i-Phone powered fans to their social media followers, and there will be the opportunity to sign up to the Festival’s e-news with a chance to win a three-film pass.

The Festival's previous logo, introduced for the 2000 Festival, was inspired by the first incarnations of the iconic 'I Heart New York' emblem, and was designed by local artist Lin Tobias for the princely sum of \$100. The brief had been to eschew traditional rainbow-flavoured emblems so prolific in the LGBTIQ community and film reel iconography in favour of a less traditional icon.

The Festival's pre-release featuring eight titles will be unveiled on Monday January 16, with the full program launched mid-February.

**Follow MQFF to get a sneak peek at this year's exciting program on Monday:**

Sign up to MQFF's newsletter at Carnival or [mqff.com.au](http://mqff.com.au)

Facebook: Melbourne Queer Film Festival

Instagram: [melbqueerfilmfest](https://www.instagram.com/melbqueerfilmfest)

Twitter: [@mqff](https://twitter.com/mqff)

Linkedin: [www.linkedin.com/company/melbourne-queer-film-festival](http://www.linkedin.com/company/melbourne-queer-film-festival)

#MQFF2017

**Details:**

**Logo:** Sunday 15 January – officially launched and unveiled at Carnival

**Pre-Release:** Monday 16 January. Tickets and passes will be on sale at [mqff.com.au](http://mqff.com.au)

**MQFF2017:** March 16-27 with screenings at ACMI, Kino Cinemas and Cinema Nova.

For all enquiries contact Dillan Golightly: [executive@mqff.com.au](mailto:executive@mqff.com.au) or 9662 4147.



**J. WALTER THOMPSON MELBOURNE**

**acmi** THE **SATURDAY PAPER**