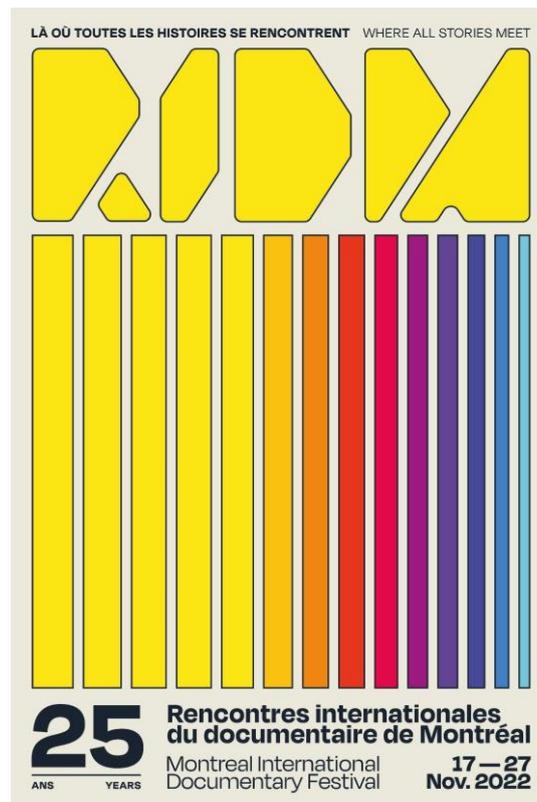


## The Montreal International Documentary Festival unveils an electrifying visual identity for its 25<sup>th</sup> edition



**Montreal, July 13, 2022** – The **Montreal International Documentary Festival (RIDM)** is pleased to unveil the visual identity of its 25<sup>th</sup> edition, which will take place from **November 17 to 27**.

To mark the RIDM's 25<sup>th</sup> anniversary, **Juliette Moal** has dreamed up a visual signature that taps into our collective nostalgia for the 1990s. That decade saw the launch of the Montreal International Documentary Festival, founded in 1998.

In a nod to the design of VHS cases – the iconic cassette packaging that was a staple in most households for about two decades – the poster serves as the de facto wrapper for the festival's complete 2022 program. Vintage and colourful, it showcases the RIDM logo as well as its slogan, **Where all stories meet**. It also heralds an edition that will foster dialogue between generations. The documentary films selected by the RIDM programming collective raise issues of relevance in the present, the past and the future. This 25<sup>th</sup> anniversary edition will provide an opportunity to bring filmmakers of the past, present and future together, along with the public, to take part in roundtables, discussions, and performances pertaining to documentary cinema.

*"Developing a festival's visual identity is an annual challenge that gives rise to much reflection and sometimes a little trepidation. When it's an anniversary, all of that is inevitably amplified. So it was with great joy that we welcomed our esteemed collaborator Juliette's proposal. Her design manages to evoke, in a very colourful way, a feeling of nostalgia by paying tribute to cinema and to one of its most universal (at least for a few generations) means of dissemination, all the while proudly featuring the RIDM's branding"* explains **Marc Gauthier**, the RIDM's Executive Director

### **Headquarters**

The Cinémathèque québécoise, located in the heart of Montreal, will also serve as the **RIDM's headquarters** for the duration of the festival. The RIDM's main box office, two screening rooms, and numerous activities (roundtable talks, as well as networking and festive events) will be held there, making for a vibrant venue for the festival's 25<sup>th</sup> anniversary.

The full program of the 25<sup>th</sup> edition of the RIDM will be unveiled at a press conference on **Wednesday, October 26 at 10 a.m. at the Cinémathèque québécoise.**

### **About RIDM**

Quebec's first film festival dedicated to documentaries, the Montreal International Documentary Festival presents the best non-fiction films, including the works of established directors and new talents.

### **About Forum RIDM**

Forum RIDM aims to stimulate the production and distribution of independent documentaries, both nationally and internationally, by promoting the exchange of information and meetings between the various professionals in the documentary industry. Roundtables, conferences and workshops on major current issues will bring together over 300 filmmakers and representatives of various production, broadcasting and distribution companies over five days.

**The 25<sup>th</sup> annual RIDM will take place in theatres from November 17 to 27, 2022.**

Information: [ridm.ca](http://ridm.ca) / [info@ridm.ca](mailto:info@ridm.ca)  
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- 30 -

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