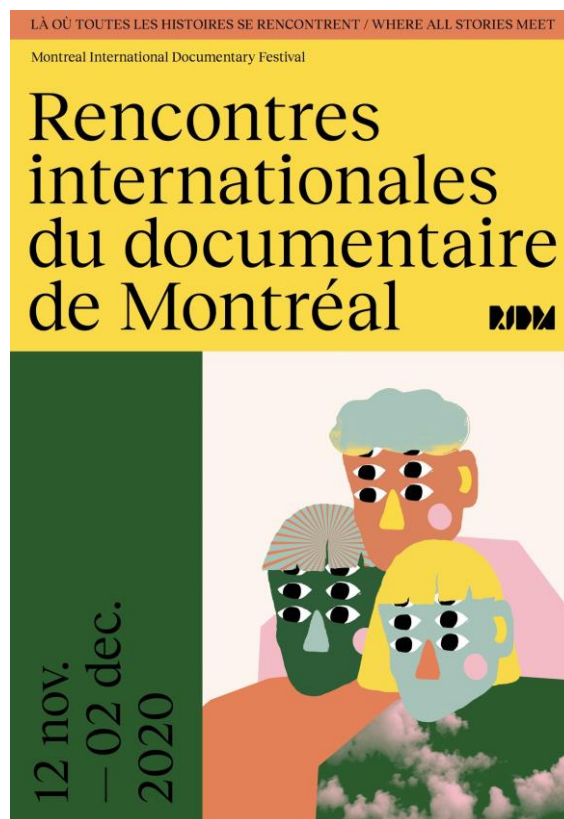




PRESS RELEASE
For immediate distribution

The Montreal International Documentary Festival unveils its visual signature for the 23rd annual festival!



Montreal, August 4, 2020 – The **Montreal International Documentary Festival (RIDM)** reveals its visual signature, along with a unique hybrid concept for the 23rd annual festival. For the fourth year in a row, the festival worked with Montreal-based graphic design studio **Caserne**. The collaboration has been lauded by critics, and led to a Grafika Award in 2018.

Caserne chose to **highlight the RIDM's unifying and socially aware character** by putting festivalgoers, represented by three characters, at the heart of the visual campaign. The characters also reference the **three weeks of the festival**, each one featuring a thematic selection of films that will appeal to a variety of audiences. The documentary works presented by the RIDM raise many questions, and audiences and filmmakers will have the opportunity to deepen their understanding of them through in-depth discussions and round tables on important contemporary issues.



The characters' many eyes are a nod to the RIDM's rich program and give the campaign a playful twist. The concept's eclectic textures are highly distinctive, and fit perfectly with the different visuals. The result is a strong visual echo of the RIDM's slogan, "where all stories meet."

"This year, the festival will be largely digital, but it will still be a unifying event! And that's what we want to convey to our audience with this year's visual signature." - **Sofia Laroussi**, executive director.

About [RIDM](#)

Quebec's only film festival dedicated to documentaries, the Montreal International Documentary Festival (RIDM) presents the best reality-based films, including the works of established directors and new talents.

About [Forum RIDM](#)

The 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 players in the documentary sector. Round tables, conferences and workshops on major current issues will bring together more than 300 filmmakers, producers, broadcasters and distributors for a week in 2020.

The 23rd annual RIDM will take place from November 12 to December 2, 2020.

Information: ridm.ca / info@ridm.ca

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The complete program for the 23rd annual RIDM will be announced on Wednesday, October 21.

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