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COUNTRY: Brazil

SUBJECT: Film Festival at Sao Paulo

DATE 7 Dec 53

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Supplement to:

DATE ACQUIRED (BY SOURCE)

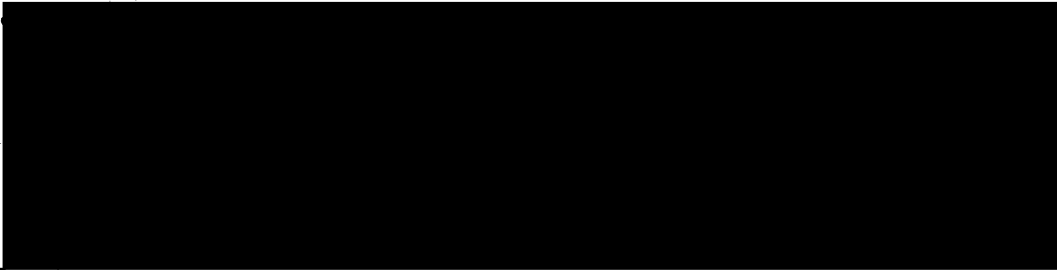
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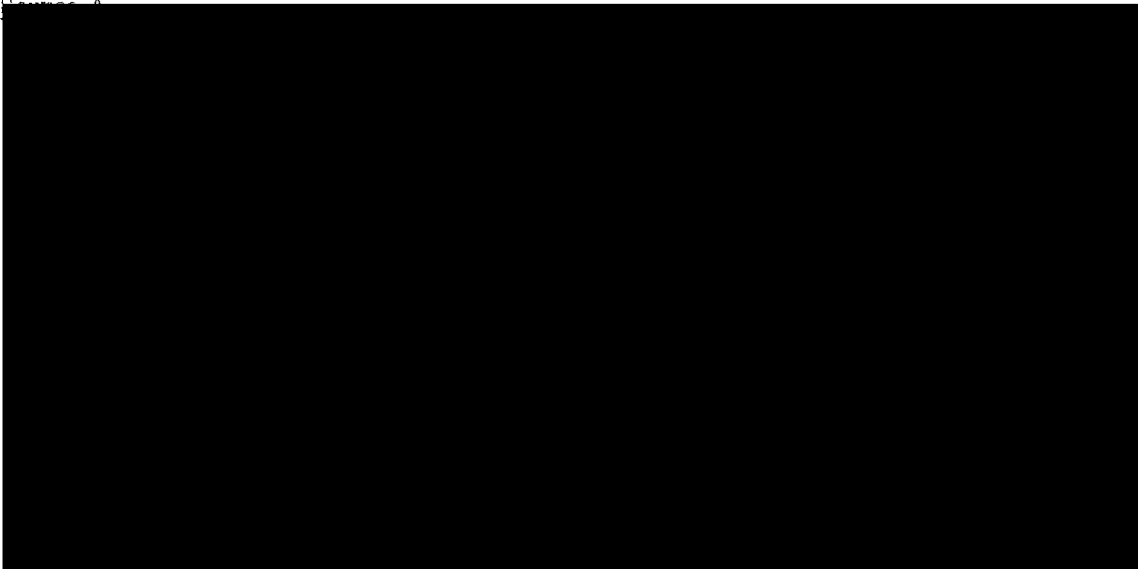
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REGULATIONS OF THE FIRST INTERNATIONAL FILM FESTIVAL OF BRAZIL, 1954

Art. 1 - The International Film Festival of Brazil will be sponsored by the President of the Republic of Brazil, and will have as its Honorary Presidents the Vice-President of the Republic, the Minister of Education and Culture and the Governor of the State of Sao Paulo, and as its acting President the Minister of Foreign Affairs.

Art. 2 - The International Film Festival of Brazil, to be held in the city of Sao Paulo in 1954, in celebration of the Fourth Centennial of the city, is an event designed for the purpose of exhibiting films of every kind and origin which, by reason of their artistic or technical quality, will contribute to the progress of Cinema.

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Art. 3 - The Festival will last from February 12 to February 26, 1954. The participants will then be invited to attend official festivities planned for them in Rio de Janeiro, until March 3, 1954.

Art. 4 - The Festival will comprise the following activities:

- A. Exhibition of feature films and short subjects of any kind;
- B. Exhibition of scientific and educational films;
- C. A retrospective show of Brazilian movies;
- D. A retrospective show of international movies;
- E. An international exhibit of books, magazines, newspapers, posters and photographs related to the motion picture world;
- F. Lectures and other artistic and cultural activities.

Paragraph 1 - Considering the exceptional nature of their presentation the films sent to the Festival will be excluded from the usual censorship established by competent Brazilian authorities.

Art. 5 - The number of films which each country will be allowed to present shall be determined by the Executive Committee considering the importance of each country's film production during the 12 months previous to the Festival. However this number will be limited to a maximum of 4 feature films and 5 short subjects.

Paragraph 1 - To each country is given the choice of the films intended for the Festival according to their artistic and technical quality, provided that these films respect the feelings and national institutions of all other countries.

Paragraph 2 - Relative to the above paragraph, the Executive Committee, either directly or through a specially appointed Sub-Committee, will preview the films sent to the Festival. Their work will be strictly confidential, and no judgment, opinion, or reference pertinent to the subject will be made public.

Paragraph 3 - Films chosen for the Festival must not have been released outside their own countries. However, when justified by their high artistic or technical quality, permission may be granted to films not yet released in Brazil.

Art. 6 - All films must be presented in their original version, that is, in the language of their country of origin, and must have subtitles in Portuguese.

Paragraph 1 - If this is not feasible, subtitles in Spanish may be accepted. Only in exceptional cases, as judged by the Executive Committee, will a country be allowed to submit pictures with no subtitles, but these films must be accompanied by a synopsis of their contents in Portuguese, or in English, French, Italian and Spanish.

Art. 7 - During the Festival the participating countries are given the possibility, in accordance with the Executive Committee, to organize, during the Festival, presentations of films not officially inscribed in the Festival, grouped in National Propaganda Days. These films are nevertheless subject to the same rules as the official films (art. 1, paragraphs 1 and 2).

If a nation wishes to include an officially inscribed film in its Propaganda Days, its presentation can only follow the official one.

Art. 8 - There are no official prizes for the films exhibited during the Festival. Therefore, the Executive Committee will not be responsible for any steps taken in this direction by unofficial parties. The participants are also required not to accept any prizes or rewards, of either material or symbolic value. All participants will be given a commemorative medal, and an official diploma will be conferred on each as a token of their participation.

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Art. 9 - Applications for registration for the Festival must be in the hands of the Executive Committee on November 30, 1953. Those received after that date may be taken into consideration by the Committee if the reason for the delay is fully justified. No applications whatsoever will be received after December 15, 1953.

Art. 10 - The participating countries must send a list of the films officially selected, as well as a list of the films designated for the National Days, to the Executive Committee before December 31, 1953. These lists must be accompanied by a detailed description of each film and for this purpose technical questionnaires will be mailed in due time.

Art. 11 - Films reaching the Executive Committee after January 15, 1954, will be denied the right to be included in the Festival.

Art. 12 - The official sessions will be held twice a day at a time scheduled by the Executive Committee.

Paragraph 1 - Only authorities especially invited, the participants of the Festival, the Executive Committee and duly authorized representatives of the press will be freely admitted to the official sessions, but all must present their invitations, passes or special tickets.

Art. 13 - The Executive Committee reserves the right to schedule extraordinary sessions in Sao Paulo during the Festival, in which films belonging to the Festival can be shown after their official exhibition.

Art. 14 - In the official and in the extraordinary sessions shorts will be shown (documentaries, art films and cartoons) in accordance with the requirements for the elaboration of a well-balanced program.

Art. 15 - During the Festival, the Executive Committee will sponsor public sessions in an auditorium of adequate capacity, to which all delegations of the Festival will be invited.

Paragraph 1 - This show will include numbers of Brazilian music and dance, and will close with the introduction of the guest artists who wish to take part in it.

Art. 16 - The producers will assume responsibility for expenses of transportation and insurance of the films from the time they leave their country of origin until they arrive in Sao Paulo, and vice-versa. The Executive Committee will be responsible for the expenses incurred by insurance against fire and consequent damage or destruction of the films while they remain on Brazilian territory.

Art. 17 - Each country enrolled will appoint among its members a delegate, who will receive his credentials through diplomatic channels, and who will be in charge of all problems related to his particular delegation.

Art. 18 - All participants of the International Film Festival of Brazil, 1954, are implicitly subject to abide by the present Regulations.

Art. 19 - The Executive Committee will decide without appeal on all cases omitted in these Regulations.

Art. 20 - All communications must be addressed to:

Comissao Executiva
1 Festival Internacional do Cinema do Brasil, 1954
Rua Guaianazes, n. 1.058
Sao Paulo - Estado de Sao Paulo
BRAZIL

Post Office Box 1778

Telegrams: "FESTIBRAS"

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IMPORTANT NOTES ABOUT SOME OF THE ARTICLES OF THE REGULATIONS

Art. 5 - The Executive Committee has determined as follows the number of films each country may officially inscribe:

I - Feature films

- For a yearly production of less than 30 films 1 film
- For one of 31 to 80 films 2 films
- For one of 81 to 150 films 3 films
- For one of more than 150 films 4 films

II - For short subjects

- For a yearly production of less than 30 films 1 film
- For one of 31 to 150 films 3 films
- For one of more than 150 films 5 films

These quotas may be changed pending the Executive Committee's opinion, in consideration of the artistic and technical values of the interested country's production.

Art. 6 - The Executive Committee calls the attention of all countries to the important necessity of presenting their feature films with subtitles in Portuguese. A special service is from now on put at their disposal to translate these subtitles into Portuguese. It is therefore asked that the original text of the subtitles be sent in time. The Portuguese text will be returned in the four days following its arrival. If a film's subtitles are to be printed in Brazil it is necessary to send the copy to the company in charge of the work as soon as possible.

Art. 7 - The National Propaganda Days that each country has the possibility to organize even though not included in the official sessions, are nevertheless included in the Festival itself. Their initiative belongs to the participating country, who decides on their orientation, chooses the films to be shown, establishes their program and the propagandist manifestations that are to take place. The technical organization and the general program of these Days is in charge of the General Secretariat of the Festival. Their number will be limited to a maximum of 2 per country, meaning 4 early performances and 2 evening performances. In case of a public presentation, the percentage usually given to the distributor will be turned over to the official cinematographic organization of the interested country.

The sessions will take place in a big theater of Sao Paulo designated by the General Secretariat.

Art. 10 - The list of films composing a country's participation must be forwarded by the official cinematographic organization. Proposals coming from individual producers will not be taken into consideration.

All information concerning the films must be given by means of forms addressed to the official cinematographic organization of each country. These forms must arrive at the General Secretariat before the 7th of January.

To avoid all possible errors the producers are requested to number the reels of film in order.

The participants' attention is insistently called to the fact that the deadlines of the various operations are scheduled as follows:

- Notification of the list of films December 31st
- Communication of the technical forms January 7th
- Reception in Sao Paulo of the copies of the
films and of the propaganda material January 15th

These dates are scheduled for Sao Paulo and each participant is asked to foresee the delay necessary for transport.

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The General Secretariat calls the attention of all participants to the fact that these dates are extremely near to the Festival. The needs of a good organization will oblige it against its will to refuse to accept all material after the scheduled dates have expired.

PROPAGANDA DOCUMENTATION AND PUBLICITY

During the Festival various means of propaganda and publicity are offered to the producers of the participating countries.

1. Stand. The official or professional cinematographic organization has the possibility, if it so wishes, to install an exhibition and propaganda stand of its national cinematographic production. Location plans will be forwarded soon to all participating countries. The participants will have the installation and decoration expenses only. The reservation of these stands must reach the General Secretariat before the 31st of December.
2. A Documentation Service located in the same Hall will distribute propaganda material for the countries that do not wish to install stands.
3. Big Panels are located in the center of the town and near the Festival grounds. The dimensions of these panels are about six meters in length by four meters in height.
4. A great number of panels of posters are set on pennon masts. The rent of these panels will be settled soon. It is therefore important to foresee the shipment of a sufficient quantity of propaganda material. The minimum quantity should be for each film: 1000 press books, illustrated and preferably edited in many languages (Portuguese, Spanish, English, French, etc.), 400 photos, if possible with captions, and from 20 to 100 posters according to the importance of the desired publicity.

DECORATION SERVICE

A special service is from now on put at the participating countries' disposal to supply them with all information concerning the decoration work, for the stands as well as for the propaganda panels and also for the Hall of the theater where the National Days shall take place.

After receiving the projects and maquettes, an estimate will be made, and after an agreement between the interested parties, service can also proceed to its execution.

POSTERS

In order to lend to the Festival an internationally artistic character the General Secretariat would welcome a series of the best posters of the more important films produced in the last few years.

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