

Press Release for SPCM 107 (Public Relations)

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CALABARZON Filmmakers Come Together in Pelikultura 2017

LAGUNA, Phils., (March 1, 2017) - From the same group that brought *Cinema Rehiyon V, Sine-zoned: The Best of 2014 Indie Films* and the annual *Elbi Invasion*, UPLB pelikuLAB, in partnership with University of the Philippines Los Baños, Department of Humanities, Film Development Council of the Philippines and National Commission for Culture and the Arts, bring you *Pelikultura: The Calabarzon Film Festival 2017!* Pelikultura is back in the University of the Philippines Los Baños for the second time in a row and features film screenings, workshops, forums and activities happening on March 6-10 at the CAS Auditorium.

UPLB pelikuLAB is the media arts division of SamaSining under the Department of Humanities from College of Arts and Sciences and is composed of student and faculty film enthusiasts. There are currently more than 40 volunteers this year which are lead by Faculty Head Prof. Katrina Ross Tan, who is also Pelikultura 2017's Festival Director.

This year's installment of Pelikultura introduces Lawrence Fajardo, an award-winning filmmaker and film editor, Sue Prado, an award-winning tv and film actress and a UPLB graduate with a degree in BA Communication Arts, and Edward Paciano Cabagnot, a founding member of Cinemalaya Independent Film Festival and film critic, as the festival jury. The jury is given the task of deciding who the winners will be under the #BuhayElbi competition, Student Catrgory, Open Category and other special awards. With more than 30 films in competition and exhibition, Pelikultura offers 9 screenings in the 5-day festival, including Christian Linaban's *SUPERPSYCHOCEBU*, Bagane Fiolas' *Baboy Halas*, and Mike de Leon's *Kung Mangarap Ka't Magising*.

Series of workshops are also in store in the event namely Film Producing with Baby Ruth Villarama, Acting with Sue Prado, Cinematography with Bagane Fiola, Directing with Arnel Mardoquio and Editing with Lawrence Fajardo. Also, a talkback with filmmakers and a round table discussion with CALABARZON filmmakers are to look forward to.

For ticket inquiries and reservations, contact UPLB pelikuLAB's marketing head at 09065818211. For festival updates, check facebook.com/uplbpelikuLAB or follow @UPLBpelikuLAB on twitter.

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