

Good evening ladies and gentleman and to all the esteemed Dignitaries present here today !

The Embassy of Iceland in collaboration with the Icelandic Film Centre , Honorary Consul General of Iceland Mr. Kumar Sitaraman and Mr. Thangaraj the Festival Director at the Indo Cine Appreciation Foundation would like to welcome you all to the opening of the Icelandic Film festival from 26 to 27 November with showcasing 3 films during this period . In this connection, I may add that Indo Cine Appreciation Foundation has been associating with the Embassy of Iceland and the Icelandic Film Centre since 2010 and we have the had the pleasure of showcasing Icelandic Films ever since.

My sincere thanks to our Honorary Consul General , Mr. Katragadda Prasad – President , South Indian Film Chamber of Commerce and the Festival Director Mr. Thangaraj along with their associates for bringing this about & making this happen.

There is no question that films, motion pictures, from around the world, bring people and places closer to each other and establish an understanding and know how about peoples life in far away places, their living conditions, their feelings and their dreams.

Iceland and India are not close neighbours geographically - there is a distance between the two as well a huge difference in population between the two countries. But this reality doesn't change the fact, that the cooperation between the two countries in various fields have been growing rapidly and will continue to do so in the coming years. That will for sure open new doors and bring along new opportunities in India - Iceland cooperation - not least in culture and the film industry.

The festival will open with the screening of the film Echo that is Iceland, Christmas time. As everyone prepares for the holidays, a peculiar atmosphere falls upon the country revealing emotions of both excitement and concern. In the middle of the countryside, an abandoned farm is burning. In a school, a children's choir is singing Christmas carols. In a slaughterhouse, chickens are parading along a rail. In a museum, a mother is arguing with her ex-husband on the phone. In a living room, a young girl is making her grandmother try on her new virtual reality headset... Through 56 scenes, Echo draws a portrait, both biting and tender, of modern society

The film has been recognised with the following awards at various festivals.

Festivals & Awards

Locarno Film Festival – International Competition – 2019

Sarajevo Film Festival – Kinoscope – 2019

Filmfest Hamburg – Kaleidoskop – 2019

Year of production: **2019**

Running time: **79**

I would like to thank you all for coming !

Enjoy the movie and please join us for some refreshments and networking post the screening of the film !