

FOR IMMEDIATE RELEASE

RURAL ROUTE FILM FESTIVAL AT MOVING IMAGE SPANS THE GLOBE

**August 3–5, at Museum of the Moving Image with special 70mm
screening of *Baraka* on opening night**

Astoria, New York, July 12, 2012 —Museum of the Moving Image (movingimage.us) is pleased to partner with the Rural Route Film Festival (ruralroutefilms.com) for a second year to present the only U.S. festival of films from around the world devoted to all aspects of rural life. The eighth edition of the festival will take place at the Museum from August 3 through 5, 2012, featuring a weekend of new feature films, preview screenings, and short films. Closing night events will be hosted by Brooklyn Grange, New York City's largest rooftop farm, in Long Island City, just down the street from the Museum.

The Museum screenings include five programs pairing features with short films, including a spotlight on ethnographic filmmaker **Robert Gardner**. Opening night on August 3 features a special 70mm screening of *Baraka* (1997), Ron Fricke's majestic, globe-spanning film essay posing nature vs. human civilization, preceded by an exclusive clip of Fricke's forthcoming *Samsara*. Over the course of the weekend, the festival will present a preview screening of *Upside Down*, Ajay Singh's family-friendly drama about a rural child's visit to Mumbai; the New York premiere of *The First Season*, a chronicle of the first year in the life of an urban family's dream of running a dairy farm, with a personal appearance by director Rudd Simmons (producer of *The Royal Tenenbaums*, *Boardwalk Empire*); the U.S. premiere of *How Are You Doing, Rudolf Ming?*, Roberts Rubins's portrait of a Latvian boy obsessed with violence and film, presented with a selection of new short films; and a preview screening of *Now, Forager*, Jason Cortlund and Julia Halperin's indie fiction about a marriage put to the test against the backdrop of mushroom foraging, screening with Tibetan director Pema Tsenden's (*Old Dog*) first short film *The Grasslands* (Pema will be present for a Q&A). A full schedule with detailed descriptions is included below.

"Rural Route is an adventurous film festival with independent, global films that explore our relationship to the world," said the Museum's Chief Curator David Schwartz. "We are delighted to host Rural Route, and to be working with festival director Alan Webber."

"This year's films are truly choice cuts. The artistic quality of our program content is the best I've seen, and we consider our collaboration with Museum of the Moving

Image a big part of that,” said Webber.

Each program will include a short film by Robert Gardner, who in a career spanning 50 years, produced a body of works that document his encounters with traditional societies around the world. His subjects have included the Danakil tribe in northeastern Ethiopia (now Eritrea) who make a living capturing sharks (*Hauling Sharks*, screening with *Rudolf Ming*); a woman in the Kalahari Desert (*Old Lady*, screening with *The First Season*), Ethiopian salt traders (*Salt*, screening with *Now, Forager*), among many others. Gardner’s films have been described as “at once beautiful and unsettling, instructive and mysterious, brutally true and mythically transcendent” (from Light Industry).

With the exception of Friday evening, festival screenings at Moving Image are free with Museum admission (\$12 adults, \$9 senior citizens and college students, \$6 children 3–17). All festival screenings are free for Museum members. For information about becoming a member, visit <http://movingimage.us/support/membership/>.

About Rural Route Film Festival

With its focus on rural life, the Rural Route Film Festival’s fiction, documentary, and experimental programs are dedicated to highlighting people, places, and cultures not normally represented in mainstream media. Centering on all things non-urban, Rural Route presents an exciting, quality line-up of progressive green/agriculture films, indie fiction, documentaries from around the world, and a fun/diverse array of shorts. For more information about Rural Route and for “warm up” events leading up the festival, please visit <http://ruralroutefilms.com>.

For more about closing night events on August 5 at Brooklyn Grange farm, please visit <http://rooftopfilms.com>.

Press Contacts:

Lora Grillo, Rural Route Films, 646 206 9616 / press@ruralroutefilms.com

Tomoko Kawamoto, Moving Image, 718 777 6830 / tkawamoto@movingimage.us

DVD screeners available on request.

SCHEDULE FOR RURAL ROUTE FILM FESTIVAL, AUGUST 3–5, 2012

Unless otherwise noted, screenings are included with Museum admission and take place at Museum of the Moving Image, 36-01 35 Avenue, in Astoria.

SPECIAL 70MM SCREENING

Baraka

FRIDAY, AUGUST 3, 7:00 P.M.

Dir. Ron Fricke. 1992, 96 mins. United States. Magnificently photographed on six continents, *Baraka* views the wonders of a world, without words, through man’s and nature’s prisms of

symmetry, savagery, harmony, and chaos. This rare 70mm screening will be preceded by a special preview of Fricke's new film, ***Samsara***, and by the Robert Gardner short ***It Could Be Good, It Could Be Bad*** (1997, 6 mins.), about a breathtaking flight over the Chilean Andes. **Tickets for Friday evening screenings: \$12 (\$9 for senior citizens and students / free for Museum members) and includes admission to the Museum's galleries, which are open until 8:00 p.m.**

PREVIEW SCREENING

Upside Down (Khalti doka varti paay)

SATURDAY, AUGUST 4, 2:00 P.M.

Dir. Ajay Singh. 2012, 80 mins. India. Sneak preview screening. The endearing and family-friendly *Upside Down* is about a child's much-anticipated trip from rural Maharashtra to the big city of Mumbai. The film offers a metaphorical revelation about the ways and means of everyday city life as seen through the eyes of a young boy from a distant village. The high-paced, glamorous, and at times over-excited norms of city behavior are nothing short of a spectacular circus in his eyes. Preceded by ***Life Keeps on Passing*** (Dir. Robert Gardner, 1985, 5 mins.), filmed on the River Ganges.

The First Season

SATURDAY, AUGUST 4, 5:00 P.M.

With director Rudd Simmons in person

Dir. Rudd Simmons. 2012, 83 mins. United States. New York premiere. Paul and Phyllis van Amburgh, embracing the values essential to life on a small farm (honest toil, thrift, and dedication to family), take their life savings and buy a defunct dairy. With three children, plus a fourth on the way, they fight to become full-time farmers. Simmons (producer of *The Royal Tenenbaums*) makes his directorial debut with this documentary, filmed over a year. Preceded by ***Old Lady*** (Dir. Robert Gardner, 1958, 4 mins.), about a woman in the Kalahari Desert, and ***Headwaters: Phebel and Flora*** (Prod. Headwaters Television/Appalshop, 1982, 6 mins. Southeast Kentucky, United States.), rare archival community television footage of local bluegrass musicians at home.

How Are You Doing, Rudolf Ming (Kā tev klājas, Rūdolf Ming?)

SUNDAY, AUGUST 5, 2:00 P.M.

Dir. Roberts Rubins. 2010, 60 mins. Latvia. U.S. premiere. Latvian thirteen-year-old Rudolf Ming's near-obsessive passion for filmmaking and violence is captured in this intimate documentary. He draws bloody scenes frame by frame on long, thin strips of parchment paper, adding the voice of every character in his scripts while moving the homemade filmstrips in front of an old slide projector. Preceded by short films: ***Hauling Sharks*** (Dir. Robert Gardner, 1968, 10 mins. Eritrea), ***Charlie Cline and the Lonesome Pine Fiddlers*** (Prod. Mountain Community Television/Appalshop, 1977, 6 mins. Wise County, Virginia, United States. Archival material), ***Our Summer Made Her Light Escape*** (Dir. Sasha Waters Freyer, 2012, 5 mins. United States. World premiere.), ***Morning Glory*** (Dir. Robert Todd, 2011, 14 mins. United States. New York premiere), and ***Crosshairs*** (Dir. Mike Hoath, 2011, 12 mins. Australia. New York premiere).

PREVIEW SCREENING

Now, Forager

SUNDAY, AUGUST 5, 4:30 P.M.

Dirs. Jason Cortlund and Julia Halperin. 2012, 93 mins. United States. Exclusive sneak preview screening. Lucien and Regina are an atypical couple who live in Jersey City and forage deep into the Garden State for wild mushrooms to sell to gourmet restaurants. As Regina seeks more stability as a prep cook at a trendy restaurant and Lucien wants to devote himself to fulltime, nomadic, cross-country mushroom hunting, their marriage is put to a test. Preceded by ***Salt*** (Dir. Robert Gardner, 1968, 3 mins. Ethiopia), ***George Thompson: Street Cleaner*** (Prod. Mountain Community Television/Appalshop, 1977, 2.5 mins. Norton, Virginia, United States. Archival material), and ***The Grasslands*** (Dir. Pema Tseden, 2004, 22 mins. Tibet). **Director Pema Tseden will be present for a Q&A.**

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 10:30 a.m. to 7:00 p.m. Closed Monday except for holiday openings

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–17. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: R or M (weekdays only) to Steinway Street. N or Q (weekdays only) to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: 718 777 6877, members@movingimage.us

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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