



The Festival of Globe strives to bring great Indian cinema to Silicon Valley

Indian cinema is gaining traction in all international festivals. With the fervour of digital platforms like Netflix, Amazon, Voot and Hulu, YouTube is also becoming a go-to platform for Indian short-film makers. However, with the glut of short films and web series available, it is difficult to gauge which of these is quality entertainment and which aren't. In such a scenario, one of India's emerging digital media publications, *TheDigitalHash.com*, peaks into a major new platform in Silicon Valley, California: The Festival of Globe (FOG).

Feature Films, Short films and Web Series made by Indian film-makers are becoming popular with foreign audiences. In recent years, New York, Los Angeles, Chicago, Dallas and San Francisco have launched film festivals – outlets for independent and more art-house Indian cinema that otherwise doesn't find a major commercial success domestically.

The Festival of Globe is an endeavor to introduce Indian films to a whole new

audience. The festival takes place in San Jose, California, in the heart of the Silicon Valley. Founded by local community leader and renowned cardiologist Dr. Romesh Japra, the platform strives to create a unique outlet to showcase Indian cinema. It aims to unite regional cultures of India onto one platform and create a confluence of technologists, investors and filmmakers to take the industry ahead on the global level.

Now in its fourth year, it has grown from a 3-day event to 10-day event. The festival has the who's who of Bollywood in its guest list, including Indian entertainment giants and celebrities like Krishika Lulla (Eros), Divya Khosla Kumar (T-Series), Saurabh Shukla, Rajat Kapoor, Richa Chaddha, Guneet Monga, Gulshan Grover, Bappi Lahiri, Prosenjit Chatterjee and Raima Sen in the past. Actor Prashantt Guptha serves as the Indian Ambassador of this platform.

"In the long term, the vision is to create a platform that creates access for Indian and International filmmakers to the wealth of Silicon Valley. Closely at home, the thought is to unite all regions of India and other cultures onto one platform for a week and celebrate India, cinema, fashion, trade and life overall." – **Dr. Romesh Japra, FOG Founder**

This year, the platform will mark the 70th Indian independence with a focus towards showcasing a tribute to patriotic films in the past 70 years. Three films have been selected to screen on the basis of this purpose. Vivek Agnihotri's Buddha in a Traffic Jam, debutante Lom Harsh's Yeh Hai India and Nirang Desai's Taabeer. The Facebook Summit is a FOG highlight event that will be covered LIVE globally and point of discussion will be Emerging Trends in Entertainment.

For Indian cinema and its makers to gain such formidable ground in the greatest and wealthiest tech hub of the world, the possibility of new investment and international collaborations are surely on the cards.

"Much like the way VHS, then DVD, then Satellite ... all affected traditional cinema. Making it that much tougher to generate footfall in theatres unless the consumer really has a reason to get out. Web entertainment itself has a long way to go in India, but its just scaling competition a whole lot more." – **Prashantt Guptha, Actor & FOG India Ambassador**