



**SAN  
FRANCISCO  
INTERNATIONAL  
NEW CONCEPT  
FILM  
FESTIVAL**

**3**

**第三屆舊金山國際新概念電影節**

**Oct.6th to 9th, 2016**

**INTERNATIONAL PLATFORM FOR  
CREATIVE FILMS**

Oct.6th, Thursday,  
7:30 pm - 9:30 pm,  
Opening Film Screening,  
BlueLight Cinemas 5,  
Cupertino, CA.

Oct.7th, Friday,  
6:00 pm - 10:00 pm,  
Opening Banquet,  
New Asia Restaurant,  
San Francisco, CA

Oct.8th, Saturday,  
Selected Film Screening  
& Discussion Forum

Oct. 9th, Sunday,  
3:00 pm - 6:00 pm,  
Ceremony  
Herbst Theater,  
San Francisco, CA

CALIFORNIA LEGISLATURE

# Assembly

CERTIFICATE OF RECOGNITION

San Francisco International  
New Concept Film Festival

*Third Annual Festival*

第三屆舊金山國際新概念電影節

Recognizing the San Francisco International New Concept Film Festival on the occasion of their third annual festival. Your work promoting the work of filmmakers from China and throughout the world through this festival is commendable. Congratulations on this notable occasion.



A handwritten signature in blue ink, reading 'Philip Y. Ting'.

PHILIP Y. TING

加州眾議員丁右立

*Assemblymember, 19<sup>th</sup> District*

*Presented October 9<sup>th</sup>, 2016*



## **THE HONORABLE FIONA MA**

*California State Board of Equalization Chairwoman*

*Recognizes*

*Across Pacific: China Arts Festival*  
*跨越太平洋—中国艺术节*

*In the Celebration of the*

**2016 San Francisco International  
New Concept Film Festival**

*It is my pleasure to extend my sincere congratulations to the Across Pacific: China Arts Festival on the occasion of celebrating the 2016 San Francisco International New Concept Film Festival.*

*Congratulations and Best Wishes for Continued Success.*



**Fiona Ma, CPA**

**马世云**

**California State Board of Equalization**

*Dated this 7<sup>th</sup> Day of October, 2016*



## 中华人民共和国总领事馆

### 贺 信

旧金山国际新概念电影节：

欣闻第三届“旧金山国际新概念电影节”将于2016年10月6日至9日在旧金山举办，并参加第三届“跨越太平洋——中国艺术节”，我谨代表中华人民共和国驻旧金山总领事馆表示热烈的祝贺！

自创办以来，电影节为热爱电影事业的新人、机构、团体提供了崭露头角的机会，为发现来自世界各地的潜在优秀电影后备人才提供了便利的交流渠道，日益成为旧金山发展电影新概念、新思路的国际性平台。衷心祝愿本届电影节越办越好，为促进中美电影、微电影交流与合作做出积极努力。

祝第三届“旧金山国际新概念电影节”取得圆满成功！

中华人民共和国  
驻旧金山总领事



二〇一六年九月二十九日



## 旧金山国际新概念电影节百部影片参展盛典

美国旧金山国际新概念电影节今年将举办第三届。电影节已从世界各地的数百部报名影片中选择了50多部入围参赛，第三届颁奖典礼将于10月9日，星期日下午在旧金山市中心著名的Herbst Theater隆重举行。

美国旧金山国际新概念电影节(San Francisco International New Concept Film Festival,简称: SFNCFF, 网站: [www.sfnewfilm.org](http://www.sfnewfilm.org)), 是由美国联邦政府批准的501(C)(3)非营利组织, 电影节与任何政治或宗教倾向无关。电影节创办以来为热爱电影制作的学术团体, 专业影视企业/机构, 独立制片团体, 个人, 新手以及在校学生提供了崭露头角, 发展新概念, 新思路的国际平台; 也为发现和甄选来自世界各地的潜在优秀电影后备人才, 提供了便利的自由交流渠道, 更好地为推动未来电影事业的蓬勃发展作出贡献。电影节以影会友, 相互交流, 为电影发展不断提供新鲜血液。美国旧金山市是全世界电影和电视的重要发源地之一, 让来自世界各地的优秀电影人才一年一度聚会在此地, 为共同促进未来电影的新发展开拓思路与踊跃实践是本电影节的宗旨。今年的参赛电影包括各种类型: 剧情片, 纪录片, 动画片, 广告片及音乐片等等, 今年还特别增加了电影文学剧本单元。参赛的影片来自美国, 中国, 德国, 日本, 韩国, 巴西, 委内瑞拉, 智利, 乌克兰, 哈萨克斯坦, 伊拉克, 巴基斯坦等几十个国家。可喜的是一大批年青的电影制作人涌现出来, 影片的质量明显提高, 剧本创作的内容也很广泛, 有战争片, 创业片, 爱情片, 科幻片等。绝大部分影片都有着正能量, 热爱生活与生命, 积极向上。评委会成员有资深的电影工作者: 制片人, 导演, 电影学院或动画学院的院长或教授, 电影音乐专家, 也有个别媒体代表。电影节还请到数位中美著名导演, 影星参加颁奖, 共襄盛举。电影节专门请到好莱坞著名制片人, 奥斯卡提名导演兼明星Will Wallace先生, 好莱坞著名影星Patrice Fisher。特别值得一提的是, 北美著名独手小提琴演奏家殷兆基先生作为颁奖嘉宾并现场演奏电影插曲。殷兆基先生出生于加拿大, 母亲祖籍为中国香港, 父亲祖籍为泰国, 哈佛大学音乐教育博士毕业, 获取多项国际小提琴演奏比赛大奖, 在北美与中国颇负盛名, 获许多专业音乐会或赛事争相邀请作为演出嘉宾或评委。蜚声中美两地的独口秀主持人北美崔哥也将出席颁奖礼为大会助兴。

今年电影节正式开幕前有着一系列的热身活动: 七月份电影音乐会已成功举办, 八月份电影歌曲大赛即将举行, 九月份电影作曲大赛正在接受报名。这些活动都得到了广大电影爱好者的热烈支持, 报名十分踊跃, 尤其可喜的是有很多热爱电影音乐的少年儿童报名参赛, 他们预示了电影创作的巨大潜力, 展现了电影事业欣欣向荣的市场趋势。

旧金山国际新概念电影节得到了中国驻旧金山总领事馆的大力支持, 2014年第一届和2015年第二届中国总领馆文化组特别参加指导。2016年本电影节很荣幸地受邀加入中国总领馆主办的中国艺术节, 相信会为中美电影文化交流做出特殊贡献。电影节还别出一格开展“最受欢迎影片”网上投票。兹定于10月6日 7:30pm - 9:30 pm与湾区著名媒体丁丁电视合作举办电影节首映式, 放映中国新片《野长城》, 在 Bluelight Cinemas 5, 21265 Stevens Creek Blvd., Cupertino, CA, 免费电影观看。10月7日晚6:00到10:00举办电影节慈善酒会, 在“新亚洲大酒店”, 772 Pacific Ave., San Francisco, CA 94133。10月8日电影放映与座谈, 10月9日下午2:30颁奖典礼及文艺表演, 在Herbst Theater - War Memorial, 401 Van Ness Ave., San Francisco, CA 94102。售票电话: 415-781-8330。详情可上网查询: [www.sfnewfilm.org](http://www.sfnewfilm.org)。

## SAN FRANCISCO INTERNATIONAL NEW CONCEPT FILM FESTIVAL – 2016 OPENING

San Francisco International New Concept Film Festival\_SFNCFF will hold the Third Annual Festival in October, 2016. SFNCFF has selected more than 50 films from hundreds of films submissions around the world entries. The Third SFNCFF Film Festival Award Ceremony will be held on October 9, Sunday afternoon at 2:00 pm at the beautiful Herbst Theater in downtown San Francisco. San Francisco International New Concept Film Festival\_SFNCFF\_ is the US federal government approved 501 (C) (3) tax-exempt non-profit organization, which is without any political or religious orientation. By providing an international platform for all film lovers, professional filmmakers and film/media students who love filmmaking to stand out, SFNCFF discovers and selects potential talents with new technique & skills, who demonstrate original concept and accelerate their development within the film industry. It encourages new filmmakers especially young and first-time filmmakers for their new productions. It also encourages and celebrates original and insightful screenwriting and new ideas in films. SFNCFF accepts films in all categories and subject matter as well as makes friends and enhances communication through films.

In 2016, the Third Film Festival gradually grows. The film entries include various categories: drama, documentary, animation, commercial and music, etc. Particularly this year, we added film scripts unit. The films submitted from different countries: the United States, China, Germany, UK, Australia, Japan, South Korea, Brazil, Venezuela, Chile, Ukraine, Kazakhstan, Egypt, Iraq, Pakistan and many other countries. The good news is that SFNCFF attracts a large number of young filmmakers; the quality of the films significantly improved; the content of the script writing is widespread, such as war films, entrepreneurship, romance, science fiction and so on. The vast majority of the films are positive, loving life and lives. Our Judge Committee members are well-acclaimed filmmakers: producers, directors, dean or professor of Film or Animation Schools, film music experts a few media representative. The festival invited well-known US and Chinese directors, stars to be the awards ceremony special guests. The Oscar nominated Director and Star Mr. Will Wallace, Film Star Ms. Patrice Fisher and an well-acclaimed singer-hand Violinist Adrian Anantawan, etc. Before the Award Ceremony in October, SFNCFF holds 2016 Film Song Contest in August and Film Music Composing Contest in September, which attracts numerous film music lovers, especially young talents to join in.

San Francisco International New Concept Film Festival has been supported by the Chinese Consulate General in San Francisco since 2014. SFNCFF is honored to be invited to be part of China Arts Festival in 2016. We are sure SFNCFF will make a special contribution for Sino-US culture exchange.

On Oct. 6th, Thursday, at 7:30, SFNCFF will hold the Opening Film screening "Papa" at Bluelight Cinemas 5, 21265 Stevens Creek Blvd., Cupertino, CA.

On October 7th, Friday, 6:00 pm – 10:00 pm, Charitable Banquet at New Asia Chinese Restaurant, 772 Pacific Ave., San Francisco, CA 94133 and Award Ceremony on October 9th, Sunday at 2:30 pm.

**Tickets information on-line: [www.sfnewfilm.org](http://www.sfnewfilm.org), e-mail: [sfncff.rsvp@gmail.com](mailto:sfncff.rsvp@gmail.com).**

## MISSION

San Francisco International New Concept Film Festival is a US government approved 501(C) (3) tax-exempt non-profit organization. Provide an international platform for all film lovers, professional filmmakers and film/media students who love filmmaking to stand out. Discover and select potential talents with new technique & skills, who demonstrate original concept and accelerate their development within the film industry. Encourage new filmmakers especially young and first-time filmmakers for their new productions. Encourage and celebrate original and insightful screenwriting and new ideas in film. Accept films in all categories and subject matter. Make friends and enhance communication through film.

## FESTIVAL SCHEDULE

**October 6, 2016 – October 9, 2016**

## CONDITIONS OF ENTRY & FEES:

Please catch the Early Bird Deadline:

### CONDITIONS

- a. Originality
- b. Theme: Optimistic Creative Proactive
- c. Genre

Feature Film	(TRT between 60 min to 120 min)
Documentary	(TRT between 60 min to 120 min)
Animation	(TRT 60 min to 120 min)
Screenwriting For Feature	(60 to 120 Min, PDF format, in English or Chinese)
Short narrative movie	(TRT within 40 min.)
Short documentary	(TRT within 30 min.)
Screenwriting For Shorts	(2 to 40 Min, PDF format, in English or Chinese)
Short Animation (2D, 3D)	(TRT within 30 min)
Music Video	(Maximum 5 min.)
Commercial	(Maximum 2 min.)
- d. Format of Submission

We accept digital submissions only. Entry on the website: [sfnewfilm.org](http://sfnewfilm.org) or through

**Withoutabox.com** or **FilmFreeway.com**. Vimeo, Youtube or Youku for film entry are accepted.

### ENTRY

Channels of submission

1. Register at the festival's official website: [sfnewfilm.org](http://sfnewfilm.org). Submit films online.
2. Recommendations by experts and film committee. Filmmakers still need to register online.
3. Register through related film schools, and submit films online.

Contest system

1. The contest is organized and supervised by the film festival committee.
2. Committee divisions:  
Website group, promotion group, works collecting group, accounting group, contest group, judge group



## FILM EVALUATE

### 1. Preliminary evaluation

- a. Submitted films are divided by categories and being viewed and graded by the primary Judge Group.
- b. Optional online vote for public audience for "Audience Award".
- c. Expert Judge Committee final review and grading.
- d. Judges vote according to quality of:
  - (1) Story
  - (2) Performance
  - (3) Director's Vision
  - (4) Cinematography
  - (5) Production Design
  - (6) Sound Design
  - (7) Editing

### 2. The system of evaluation (like, dislike)(is that all? Up or down? No gradation?

Online viewers' grading (20%), Judge Committee's grading (80%) to final stage.  
The film committee will issue award certificates to the best and most popular movies.

### 3. Final stage (October 6, 2016---October 9, 2016)

Selected films screening, workshop, celebration party and award ceremony.

### 4. Awards ceremony October 9, 2016

Award announce and ceremony.

## AWARDS CATEGORY

Best Picture Award (Feature Film)	a certificate & a trophy
Best Documentary Award	a certificate & a trophy
Best Short Native Film Award	a certificate & a trophy
Best Short Documentary Award	a certificate & a trophy
Best Commercial Award	a certificate & a trophy
Best MTV Award	a certificate & a trophy
Best Animation Award	a certificate & a trophy
Best Director Award	a certificate & a trophy
Best Screenwriting Award	a certificate & a trophy
Best Short Screenwriting Award	a certificate & a trophy
Best Cinematography Award	a certificate & a trophy
Best Editing Award	a certificate & a trophy
Best Music Score Award	a certificate & a trophy
Best Action Design Award	a certificate & a trophy
Best Leading Actor Award	a certificate & a trophy
Best Leading Actress Award	a certificate & a trophy
Best Supporting Actor Award	a certificate & a trophy
Best Supporting Actress Award	a certificate & a trophy
Sofia University Humanity Award	a certificate & a trophy
Best Student Creation Award	a certificate & a trophy
Best Student Talent Award	a certificate & a trophy
Most Popular Film Award (Audience Vote)	a certificate

**Note The final decision is made by the Festival Committee.**



## 目的

美国旧金山国际新概念电影节（San Francisco International New Concept Film Festival），是由美国联邦政府批准的501（C）（3）非营利组织电影节，电影节与任何政治或宗教倾向无关。

电影节创办以来为热爱电影制作的学术团体，专业影视企业/机构，独立制片团体，个人，新手以及在校学生提供了崭露头角，发展新概念，新思路的国际平台；也为发现和甄选来自世界各地的潜在优秀电影后备人才，提供了便利的自由交流渠道，更好地为推动未来电影事业的蓬勃发展作出贡献。电影节以影会友，相互交流，为电影发展不断提供新鲜血液。

美国旧金山市是全世界电影和电视的重要发源地之一，让来自世界各地的优秀电影人才一年一度聚会在此地，为共同促进未来电影的新发展开拓思路与踊跃实践是本电影节的宗旨。

**影展时间** 2016年10月6日至9日

颁奖礼时间：2016年10月9日

## 参赛作品的条件

### 1. 条件

#### a. 原创

#### b. 主题

健康 新颖 积极向上

#### c. 题材

剧情长片 - (60至120分钟)

纪录长片 - (60至120分钟)

剧情长片剧本 - (60至120分钟)

动画片(2D,3D) - (30分钟以上)

故事短片 - (40分钟以内)

纪录短片 - (30分钟以内)

故事短片剧本 - (2 - 30分钟以内)

动画短片(2D,3D) - (30分钟以内)

MTV-音乐短片 - (5分钟以内)

广告片 - (2分钟以内)

\* 总之是百花齐放，百家争鸣。

#### d. 作品提交形式:

网上提交。可接受形式: Vimeo, Youtube or Youku .

## 作品征集方式

1. 选手报名: 选手通过组委会网址报名，网上提交。
2. 专家推荐征集: 由相关专家推荐，网上递交作品
3. 由相关学校或团体统一报名，网上递交作品

## 比赛设置

1. 比赛由比赛组委会全程组织进行。

2. 组委会下设:

网络组, 宣传组, 作品收集组, 财务组, 竞赛组, 专家评审组; 分工合作。

## 作品评选

1. 初赛评选方式

- 将征集到的作品分为几组, 由初审评委会观看及评估。
- 在网络上开辟参赛作品展示窗口, 设置选择功能, 由网民浏览, 选择最喜爱作品。
- 专家评审团观看作品, 点评打分。
- 评委评选标准:
  - 故事
  - 表演或演绎
  - 导演的视野
  - 摄影
  - 背景设计
  - 音效音乐
  - 剪辑

2. 网民评分制度 (喜欢, 不喜欢)

网络观看评分占 (20%), 专家评审团评分占 (80%), 最终颁发奖状以资鼓励及评选人气奖, 最受欢迎电影奖。

3. 决赛期 (2016年10月6日-----2016年10月9日)

入围作品展映, 专题讨论会, 学习班, 庆祝晚会, 颁奖典礼。

4. 颁奖 (2016年10月9日)

邀请著名专家为颁奖嘉宾, 举行颁奖典礼, 比赛落幕。

## 奖项设置

最佳影片奖(故事片)	证书及奖杯	最佳剪辑奖	证书及奖杯
最佳纪录片奖	证书及奖杯	最佳音乐创作奖	证书及奖杯
最佳电影短片奖(故事片)	证书及奖杯	最佳动作设计奖	证书及奖杯
最佳纪录短片奖	证书及奖杯	最佳男主角奖	证书及奖杯
最佳广告片奖	证书及奖杯	最佳女主角奖	证书及奖杯
最佳MTV音乐片奖	证书及奖杯	最佳男配角奖	证书及奖杯
最佳动画片奖	证书及奖杯	最佳女配角奖	证书及奖杯
最佳导演奖	证书及奖杯	索菲亚大学人文奖	证书及奖杯
最佳剧情片剧本奖	证书及奖杯	最佳学生创作奖 (各项目)	证书及奖杯
最佳短片剧本奖	证书及奖杯	最佳学生表演奖	证书及奖杯
最佳摄影奖	证书及奖杯	最受欢迎影片奖(网络观众投票)	证书

注: 比赛的最终解释权属于比赛组委会  
 加州政府批准号为: C3328156。  
 本电影节美国联邦政府批准号为: 27-3949804,  
 电影节与任何政治或宗教倾向无关。