



What is Animation? PAF 2014 Graphic Design

The Festival of Film Animation in Olomouc is now introducing its new visual identity for this year. The PAF 2014 graphic design was again made by Fiume Studio, Brno, the graphic studio without a studio and graphics. Never established.

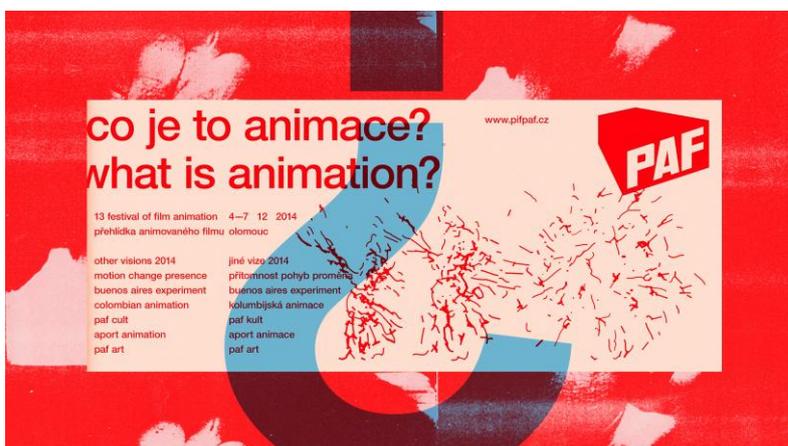
“The visual conception – in the same way as in the previous years – works with mingling of main festival thematic sections including “Motion, Change, Presence” and authorial selections of national animation from Colombia and Argentina. The basic question “What is Animation?”, to which the festival gets back after several years, is accompanied by layering of graphic symbols suggesting the festival topics.”

(Fiume Studio)

Commercial Spot on the Radio

As well as the last year, the Czech artist **Roman Štětina** prepared the commercial spot for PAF.

Besides placement on the radio, the thirty-second sport is available for free on:
<https://soundcloud.com/pafolomouc/paf-2014-co-je-to-animace> and is intended for free propagation.





Festival of Film Animation

The Festival of Film Animation (PAF) involves a wider concept of the animation phenomena, in the context of cinematography and visual arts. The PAF team members' main activities include the yearlong running of dramaturgical and curatorial activities that culminate in a four-day festival of film animation and contemporary arts which has attained international prestige. The festival takes place in Olomouc every year, at the beginning of December.

The leading topics and key words include *animation, moving image, audio-visual arts, cinematography, experimental film, video art, digital culture, net art, remediation, archiving and media archaeology.*

The 13th year of the Festival of Film Animation will take place **from Thursday, the 4th of December to Sunday, the 7th of December** in Art Centre of Palacký University (Konvikt) and other festival venues in Olomouc. For more information see www.pifpaf.cz.

For further information see www.pifpaf.cz.



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Main media partners of the 13th Festival of Film Animation:

TV Morava
Radio Wave
Radio FM
ArtMap

Festival was supported by:

Ministry of Culture
State Cinematography Fund
City of Olomouc
Olomouc Region

If reflected on-line, we'd like to ask you to incorporate in your text at least one of the following hyperlinks:

PAF web page: <http://www.pifpaf.cz/en>

Visual identity: <http://www.pifpaf.cz/en/vizualni-identita-2014>

Radio jingle: <http://www.pifpaf.cz/en/2014-spot>