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THE 34th CHICAGO LATINO FILM FESTIVAL ANNOUNCES WINNER OF THEIR ANNUAL POSTER CONTEST

Designed by Jorge Pomareda, the poster's image of a strip of celluloid breaking down a wall is a powerful metaphor for film as an art form that knows no borders

*SAVE THE DATE! The 34th Chicago Latino Film Festival
will take place April 5-19, 2018 at the AMC River East 21 Theaters.*

CHICAGO (January 24, 2018) – The International Latino Cultural Center of Chicago (ILCC), producer of the **Chicago Latino Film Festival (CLFF)**, announced today that Chicago-based graphic designer **Jorge Pomareda** is the winner of the 34th Chicago Latino Film Festival Poster Contest. Pomareda is a **three-time winner** of this contest, having previously won first prize in 2012 and 2015 for his design of the official posters for the 28th and 31st Chicago Latino Film Festivals. The ILCC received 639 submissions for this year's poster contest from around the world; entries came from Argentina, Brazil, Iran, Mexico, Russia, Spain, Venezuela and the United States, among other countries.

Pomareda's winning design depicts a strip of celluloid breaking down a wall in the middle of the desert. "The idea behind the poster is centered on the power of film. Films can transport audiences thousands of miles, across mountains, deserts and oceans to create an emotional connection with Latin American stories and characters," said Pomareda. "I used the visual metaphor of a filmstrip breaking through these natural and man-made barriers in order to connect cultures. The style is minimal and the color palette very simple to focus attention on the idea."

"Jorge's design is of the moment and timeless. It speaks of film as a transcendental art form, one that knows no barriers, whether they are linguistic, cultural, social or even racial. It also speaks of film as an art form that embraces other expressions such as theater, literature, dance

and music. In that respect, Jorge's design stands as a symbol of the International Latino Cultural Center's and the Chicago Latino Film Festival's core mission," said **Pepe Vargas**, founder and executive director of the International Latino Cultural Center of Chicago.

Jorge Pomareda graduated with a Master in Visual Design from the Scuola Politecnica di Design in Milan, Italy. His career in graphic design and advertising spans over 15 years, living and working in Latin America, Europe and the United States. His work has been awarded in international festivals and has been featured in Communication Arts, Creativity, Lurzer's ARCHIVE, Festival Fever, PRINT and the D&AD. He has also participated in collective exhibitions and experimental visual projects.

Five judges in the fields of design, arts, public relations and marketing were involved in selecting the winner. The winner's identity was not revealed until all votes were tallied. This year's judges were: Ed Tua, Freelance Writer and Creative Director; Marisabel Muñoz, Senior Art Director for Elemento L2, a Chicago-based marketing and advertising agency; Dominika Czerniak-Chojnacka, graphic designer and winner of the 33rd Chicago Latino Film Festival Poster Contest; Myrna Salazar, Executive Director of the Chicago Latino Theater Alliance; and Alejandro A. Riera, Media Relations Coordinator for the 34th Chicago Latino Film Festival. The winning poster will be the face of the Festival, as it will be on the cover of newsprint schedules, invitations, program books, t-shirts, the Festival's website and more. The winner receives a \$1,000 cash prize.

The 34th Chicago Latino Film Festival will take place April 5 – April 19 at the AMC River East 21, 322 E. Illinois St. The full program will be announced in mid-March. Sponsors of the 34th Chicago Latino Film Festival so far include BMO Harris Bank, DePaul University, Corona and Casa Noble Tequila with more to be announced. With additional support from the Illinois Arts Council, Prince Charitable Trusts, Reva and David Logan Foundation, Department of Cultural Affairs & Special Events.

ABOUT THE ILCC

The International Latino Cultural Center of Chicago is a pan-Latino, nonprofit, multidisciplinary arts organization dedicated to developing, promoting and increasing awareness of Latino cultures among Latinos and other communities by presenting a wide variety of art forms and education including film, music, dance, visual arts, comedy and theater.

The Center prides itself for its outstanding multidisciplinary local and international cultural programming which spans Latin America, Spain, Portugal, and the United States.

Born out of the Chicago Latino Film Festival, The International Latino Cultural Center of Chicago also produces other programs, including the Latino Music Festival, which will celebrate its 13th edition in the Fall; Film in the Parks, also in its 13th season; the monthly Reel Film Club, already in its 9th year; and many others. All in all, the audience has grown from 500 people in 1985 for the first Chicago Latino Film Festival to more than 70,000 (Latinos and non-Latinos) who enjoy the year-round multidisciplinary cross-cultural exchanges offered by the Center.