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ATLANTA JEWISH FILM FESTIVAL PRESENTS IMMERSIVE FILM ART EXPERIENCE, CINEBASH

AJFF Teams up with Atlanta Contemporary, Taste of Atlanta to Celebrate the Work of Designer Saul Bass on June 23

ATLANTA: A first-of-its-kind event that marries movies, immersive art installations and food, the Atlanta Jewish Film Festival (AJFF) is pleased to announce **Cinebash**, translating literally to a “film party,” that celebrates Jewish cinema through multimedia art forms. The inaugural event will blend food, music, and other production elements for an unforgettable evening. The 2018 edition of Cinebash will pay tribute to **Saul Bass**, a Jewish-American graphic designer and Academy Award-winning filmmaker, best known for his motion picture title sequences, including Alfred Hitchcock’s *Vertigo* and *Psycho*, promotional posters for such films as *Exodus*, *The Shining* and *West Side Story*, as well as corporate logos. Cinebash will be held at **Atlanta Contemporary** on **Saturday, June 23** from **7:00 p.m. to 12:00 a.m.** Tickets are \$35 in advance and \$40 at the door. A \$150 VIP ticket includes admission to Cinebash, plus an exclusive sushi dinner and sneak peek event, **Roll with Saul Bass: A VIP Cinebash Preview**, on **Thursday, June 7** from **7:00 p.m. to 9:00 p.m.**, featuring a pop-up dining experience catered by High Roller Sushi. Tickets for members go on sale Monday, May 7, and to the general public on Wednesday, May 9. Purchase at cinebash.org.

Cinebash party guests will step into the world of Saul Bass via a collection of art installations that make dynamic use of light, color, and movement, conceived and produced under the creative direction of Danny Davis of Protect Awesome, known for his ambitious and wildly imaginative work with such clients as The Goat Farm, Terminus and Atlanta Contemporary. Other party highlights include an assortment of delicious bites from favorite restaurants presented by Taste of Atlanta, signature themed drinks, fun photo ops, a commemorative poster, plus a custom swag bag filled with branded giveaways.

“Cinebash extends beyond traditional film screenings, allowing AJFF to open film culture to a broader community, including art and design aficionados, cinephiles, and most importantly those seeking a truly unique experience and ultra-creative party,” says Kenny Blank, AJFF’s executive director. “Immersive art installations that allow audiences to step into a world of film do not exist in this capacity in Atlanta. We look forward to curating this and other nontraditional celebrations of film, film artists and Jewish culture.”

“As a longtime supporter, Taste of Atlanta is proud to partner with AJFF and honored to support the first-ever Cinebash. We are excited to join the AJFF team and bring a taste of the arts to the Atlanta food-lovers community,” says Dale DeSena, Taste of Atlanta’s Founder & CEO. Collaborating with AJFF, Taste of Atlanta has curated a selection of seasonal, sample-sized dishes from some of our city’s most popular restaurants.

While not a household name, the work of Saul Bass is instantly recognizable, and his cultural legacy undeniable. A prominent designer of promotional movie posters and film title sequences, Bass has collaborated with some of Hollywood’s greatest filmmakers, including Alfred Hitchcock, Stanley Kubrick, and Martin Scorsese. Working in the mid-20th century when the importance of graphic design was on the rise, Bass is responsible for some of the most recognizable brands in North America, including the logos for AT&T, Kleenex, and the Girl Scouts.

For media interested in attending Cinebash, please email rsvp@360media.net. For more information, visit AJFF.org. Stay connected via social media on [Twitter](https://twitter.com), [Facebook](https://facebook.com), and [Instagram](https://instagram.com) and use #Cinebash2018.

About Atlanta Jewish Film Festival: AJFF’s mission is to entertain and engage diverse audiences with film through a Jewish lens while simultaneously challenging conventional perspectives on culture and history, life in Israel, and the work of Jewish artists—particularly where these stories intersect with other communities. AJFF features year-round programs, including several tent pole events such as its annual Film Festival, AJFF Selects, AJFF On Campus, Cinebash, and the Icon Award for Contributions to the Cinematic Arts. In addition to its core programs, AJFF continues to work alongside its many partner organizations to support the greater Atlanta community while raising the bar for film festivals worldwide. Founded by the Atlanta Regional Office of American Jewish Committee (AJC) in 2000, since 2014, AJFF has operated as an independent non-profit arts organization that continues an active partnership with its founding agency, American Jewish Committee.

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