



AFI and Audi debut â??Changing the Chairsâ?• #AFIFEST2019

Description

Posted by Larry Gleeson

AFI and Audi continue to champion female directors in films and television through the campaign â??Changing the Chairs.â?•

51% of the films at AFI FEST 2019 presented by Audi are directed by women.

Making its debut at this yearâ??s AFI FEST presented by Audi, â??Changing the Chairsâ?• will celebrate, embrace and recognize the change happening now within the industry â?? more women directing big budget films, more women in leadership positions and more opportunities for women to share their perspective.

To share the #ChangingTheChairs campaign with all audiences during the festival, AFI and Audi are lifting up female directors and sharing their responses to a very important question: â??What changes when a woman sits in the directorâ??s chair?â?• From increasing underrepresented voices to creating more complex storytelling, the answers show the transformative effects of having a woman in the directorâ??s chair.

â??Having a woman sit in the directorâ??s chair will inspire generations of little girls to conquer that chair one day too. Having many WOMEN taking these seats, will guarantee equality and diversity in storytelling perspectives and representation.â?• â?? Oran Zegman, Director ([MARRIAGE MATERIAL, THE MUSICAL!](#))

â??Everything. Everything changes when a woman sits in a directorâ??s chair. A female director provides female characters with depth and a refreshing and accurate depiction of how life is lived. Women need to be in the directorâ??s chair because weâ??re in a time where women need to be heard, represented and defended. â?? Isabella Issa, Director ([YELLOW GIRL AND ME](#))



• "Changing the Chairs" art exhibit inside the Roosevelt Hotel Lobby at the 2019 AFI FEST sponsored by Audi

51% of the films at AFI FEST 2019 presented by Audi are directed by women.

In 2018, 4.5% of the 100 top-grossing films were directed by women.

In 2019, upwards to 14% of the 100 top-grossing films this year will be directed by women.



(Sourced from AFI.com)

Category

1. #AFI
2. #AFIFEST
3. American Film Institute
4. television

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