WHY WE LOVE
THE PHOENIX
FILM FESTIVAL

1. THE UNDISCOVERED TALENT
The Festival was founded in 2001 to celebrate independent films and the visionaries behind them. Showcasing both full-length features as well as shorts, the festival introduces local audiences to the future Kevin Smiths and Doug Limans of the world. If those names don’t ring a bell, perhaps it’s time to cut back on the cookie-cutter action flicks.

2. THE INTERNATIONAL FLAVA
Travel the world without leaving your stadium-style seat. This year’s festival features films from Turkey, Greece, Canada, the UK, Israel, the Czech Republic, Ireland, India, Australia, the Netherlands, France, Mexico and Spain.

3. THE COCKTAIL CONVERSATION FODDER
She’ll be putty in your hands when you sidle up to her and launch into your rap about how A Sunday in Kigali so brutally illustrated man’s inhumanity, or the scholarly and psychological value of the NEA’s “Operation Homecoming” that was so poignantly explored in Muse of Fire.

4. THE A-LISTERS
It’s not quite the celebrity draw that Sundance is (yet), but the Phoenix Film Festival draws some big league Hollywood talent to our humble burg. Purchasing a V.I.P. Pass for this year’s event will give attendees the chance to rub shoulders with stars like Judd Nelson (Breakfast Club), Amy Davidson (8 Simple Rules), Jason Mewes (Clerks) and others.

5. THE IAN ITSELL POPCORN TECHNIQUE
What’s a movie without popcorn? During the festival try eating it utilizing the Itsell Method. Order one medium-sized popcorn. Ask for a cardboard box/drink-holder and a small water cup with a few squirts of the fake butter goo. The 17-year-olds behind the counter will roll their eyes, but pay no heed. Transfer the popcorn from the bag into the box and distribute evenly. (This maximizes your corn surface to butter and salt ratio.) Pour the butter flavoring over the popcorn and fling salt all over the whole mess. Never settle for eating popcorn out of a tub again.