



FIRST
INTERNATIONAL
FILM FESTIVAL
XINING
青年电影展

2022.7.27-8.4



The 16th FIRST International Film Festival
FIRST FRAME Award
Guidelines



1. About FIRST FRAME

FIRST FRAME, co-initiated by FIRST International Film Festival and CHANEL, presents a special selection of films that cast the eyesight on the diverse images of women in the works of emerging filmmakers in contemporary sinophone cinema and encourages the creative depiction of female characters and themes. We hope to take on the mission of cinema and the responsibility of public culture in the discourse of inherent issues such as identity, living experience and social perspectives with critical thinking, stimulating diversified expressions that take roots in life itself and creator individuality, the vivid existence of female modernity and the spirit of times. In the process of vitalizing the filmmakers' creative landscape, FIRST FRAME also intends to supply the world with unique visual specimen and explores the future of narratives on femininity.

2. The FIRST FRAME Award

2.1 About the Award

FIRST FRAME Film of the Year

The award winner is decided by an independent jury from the nominated films, in recognition of the diverse images of women in the works of emerging filmmakers and to encourage creative depiction of female characters and themes. The winning film shall break through the shackles of traditional narratives and issues regarding femininity with rich cinematic vocabulary, creative observations and depictions that



are closely connected to contemporary life.

The award is presented to the creative ensemble of the film. The winning film is endowed with:

- an award trophy
- an award certificate
- a prize bonus of RMB 50,000.

2.2 Eligibility

In order to be eligible for the FIRST FRAME Award, films must fulfil the criteria outlined in the *16th FIRST International Film Festival Competition Rules and Regulations*.

2.3 Selection Process

The Pre-selection Jury and the Shortlist Jury will decide the nominees of FIRST FRAME Award and the Independent Jury will decide on the award winner. The juries will be appointed by the festival committee. No jury member may be involved professionally with the production or distribution of any film eligible for the award.

2.3.1 Pre-selection Jury

The Pre-selection Jury consists of the Narrative Feature Jury, the Documentary Jury and the Short Film Jury, who will review the submitted titles in corresponding categories. The film will be informed via email of the pre-selection result no later than May 30, 2022.



2.3.2 Shortlist Jury

The Shortlist Jury will decide the titles in the Official Competition of FIRST International Film Festival and the nominees of FIRST FRAME Award. The selected films will be screened during the festival and further reviewed by the Independent Jury. The nominees of FIRST FRAME Award will be announced in early July, 2022.

2.3.3 Independent Jury

The Independent Jury will decide the award winner among nominees, and the result will be announced during the festival.

3. Submission

The selection of FIRST FRAME Award follows the same rules and regulations as the Competition of FIRST International Film Festival. Please refer to the *16th FIRST International Film Festival Competition Rules and Regulations* for details. All the submitted films will be equally considered, and the result of FIRST FRAME is independent from that of other sections. **Please DO NOT repetitively submit and pay the entry fee for the same title.**

4. Nominated Films

4.1 The nominated films of FIRST FRAME Award will receive further instructions via email regarding screening formats, information dossier, hospitality protocol, premiere status and festival schedule. Please refer to the *16th FIRST International*



Film Festival Competition Rules and Regulations for details.

4.2 The festival committee will provide laurels and logos for the nominated and award-winning films. The filmmakers and/or producers and distributors of all films are requested to use them in their publicity and advertising materials. The logo must not under any circumstances be modified or altered without the prior permission of the festival.

*The festival committee reserves the right to decide on any eventuality not foreseen in the guidelines and to modify the guidelines in due form. Participation in FIRST International Film Festival by submitting the work and/or accepting FIRST's invitation implies acceptance of the rules and regulations by the filmmaker, producers, and rights holders. The Chinese text of these Rules and Regulations is the authentic and binding version.