The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Weekend in Moscow: First Ever Sweding Festival

By The Moscow Times

August 05, 2016



sweding.ru

This Saturday Moscow's first ever sweding festival comes to the Winzavod Center for Contemporary Art.

If you're not familiar with the concept, sweding has nothing to do with Scandinavia and everything to do with budding actors and actresses getting together to remake their favorite scenes from iconic films.

Over the last few weeks amateur filmmakers and thespians have been submitting their own three-minute film parodies to the project's website for a chance to become overall winner of the competition.

"Sweding immerses ordinary people into the magical world of movies, where everyone can try their hand at filming and acting," said Yury Strelyukhin, the director of the project. "In

sweding amateurs and professionals are equal and everyone stands a chance."

If you missed the chance to enter your masterpiece, you can still enjoy the festival as a spectator. Winzavod will turn itself into a cinephile's paradise for the event, with an urban beach, food court and cinema screen in the central courtyard.

Events kick off at 2 p.m. when the final shortlisted films will be shown to the audience, followed by a number of masterclasses and lectures by film industry professionals. Costume designer Alice Maksimova will be on hand throughout the day to turn visitors into movie stars. At 5:30 p.m. the ultimate winners will be announced.

The days events will be followed by an awards ceremony, DJ set and costume party which will continue into the evening. If all that isn't enough to persuade you, Winzavod have also mocked up the stern of the Titanic so that Muscovites can experience their very own "Do you trust me?" scene from the iconic film.

The sweding festival takes place on August 6 at the Winzavod Center for Contemporary Art. 1 4th Syromyatnicheskaya Ulitsa. Metro Kurskaya. sweding.ru*. Tickets cost 560 rubles and can be bought online in advance, or at the festival.*

Original url:
https://www.themoscowtimes.com/2016/08/05/weekend-in-moscow-first-ever-sweding-festival-a54878