

#CannesYouSeeUs trends at Cannes Film Festival

By Leigh Andrews

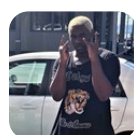
21 May 2018

The Cannes Film Festival is usually filled with chatter about the winning work and those impressive evening gowns the celebs wear. Comments following the 2018 version are proving more substantial than usual, as diversity was front and foremost at the 71st Cannes Film Festival.



Having taken place from 8 to 19 May 2018, there have been accolades aplenty for Africa at this year's Cannes Film Festival, with the following five SA films selected to take part in this year's Festival: The following five South African films will be included in the official programme: *Rafiki*; *The Harvesters/Die Stropers*; *Miles from Nowhere*; *The Colour of the Skull*; and *Inxeba/The Wound*.

SA's own Daniel Moleka – owner of RedThread Apparel X and first-year student at Fedisa Fashion Design School in Cape Town – also had the chance to showcase his third collection, 'Immortal', at the first Cannes' Fashion Street Show.



#Newsmaker: Daniel Moleka to showcase 'Immortal' collection at first Cannes' Fashion Street Show

Jessica Tennant 10 Apr 2018



There's further recognition of African artistry behind the lens from African residency initiative Realness. Now in its third year, it has fostered cinematic voices from 12 countries on the continent and gives a new generation of filmmakers the opportunity to cultivate their talent as authentic voices in African cinema.



African film residency announced at Cannes

17 May 2018



In addition, [Little White Lies](#) says the Cannes Film Festival or CFF announced its most diverse lineup ever for 2018, with 18 directors representing Italy, Japan, Lebanon, Poland, France, America and Russia making the cut this time around, as

well as a female-strong jury.

Diversity in film

With diversity a core focus for the year, another highlight has been the expansion of CFF's annual #DiversityDay to this year include the first-ever 'Global Women of Color in Film Day' on 16 May.

[Digital Journal](#) explains that the three-part annual global industry event is intended to focus on bridging the cultural and socio-economic gaps present at the Festival.

The ultimate goal is to promote the work and presence of diverse filmmakers from across the globe, telling stories specific to age, gender, physical ability, race, religion and sexual orientation for global audiences at the Cannes Film Festival, as all films aren't chosen as Festival de Cannes official selections.

“ The good kind of [#feminism](#) <https://t.co/dElSEIkB0> There is a lot more where this comes from— ComedianRamzy (@ComedianRamzy) [May 17, 2018](#) ”

Planned by Yolonda Brinkley, *Beyond Borders: Diversity in Cannes* creator has been running the event since 2010, and was inspired by “marginalised populations struggling to have their voices heard and their stories told.” And so, the independent filmmaker movement promoting inclusion at the world's most prestigious film event was born.

It's never been more relevant. especially “in response to the global cry of women screaming #TimesUp and #MeToo”, with additional support from the likes of Viola Davis' Juvee Productions.

#CannesYouSeeUs?

Now in its eighth year, Brinkley's “Beyond Borders: Diversity in Cannes” or #DiversityDay has added the first ever “Global Women of Color in Film Day” at the Cannes Film Festival.

[Digital Journal](#) explains that Brinkley showcased films by women of colour including Chris Beal, India McGee, Leah Patterson, Anna Carvalho, Meleisha Edwards, Gisela Savdie and Pin-jung Chen. In commemoration of this initiative, women of colour in film at Cannes and those who support them were encouraged to wear any combination of black, yellow or white with a yellow flower in their hair.

“ If you're at [#Cannes2018](#) , I'll be at the very first Global Women of Color Collection Screening at the [@Cannes_Court](#) Métrage on Wednesday, May 16, 2018 1:30 PM. Join us! We are of a small minority of representation at the [@Festival_Cannes](#). Let's make HERstory! □ [#CannesYouSeeUs](#) pic.twitter.com/SMynFy5oMJ— Catherine Ouellette (@CatOuellette) [May 11, 2018](#) ”

Brinkley is quoted as stating that diversity in Cannes is committed to the fight for inclusion at the Cannes Film Festival and providing multiple platforms for underrepresented filmmakers to share their stories at the 71st Cannes Film Festival is their contribution to the cause. #CannesYouSeeUs?"

[A+](#) adds that Brinkley's independent event comes at a time where “the ways we watch TV and movies have evolved, and it's time for the talent in front of and behind the camera to do the same.”

“ On who will decide what's next for the [#TimesUp](#) and [#MeToo](#) movements: “They will be the catalyst for the change we need to see... the youth, the millennials, the emerging filmmakers” - Yolonda Brinkley of [@diversencannes](#)— The American Pavilion (@AmPav) [May 17, 2018](#) ”

[Deadline](#) adds that the Cannes Film Festival also signed “concrete, strong commitments” around diversity in partnering with a united positive action, initiated by the ‘50/50 By 2020’ collective and Time's Up.

This move comes after the Festival was berated for the lack of women among its lineup, with only three women directors out of 21 in the main competition this year and Spike Lee the first black filmmaker with a movie in Competition in the past four years.

Variety adds that [only one film directed by a woman](#) has ever received the prestigious Palme d'Or award - Jane Campion in 1993 for *The Piano*. Last year, Sofia Coppola also became the first woman in more than 50 years to win the Best Director award. Meanwhile, *Dazed Digital* pointed out last year that not a single film by a black director has won the Palme d'Or or the Best Director prize at the festival. Ever. #TimesUp.

The symbolic 82

To show that the status quo needs a further shake-up, a symbolic “women’s march” took place at the CFF on Saturday, with actress and competition jury president Cate Blanchett giving a #TimesUp reading.

“ *FIERCE FEMALES: 82 Women stage unprecedented red-carpet protest at [@Festival_Cannes](#) to call for gender equality in the film industry. [pic.twitter.com/Odp5atovqu](#)— AP Entertainment (@APEntertainment) [May 13, 2018](#)* ”

[Deadline](#) says that 82 women from the industry stopped halfway when on the red carpet as a symbolic gesture, to represent the 82 films directed by women and selected in Competition since the first ever edition of the festival.

“ *At the Women's March at [#Cannes2018](#), women in film called for "diverse and equitable workplaces," and for governments uphold equal pay laws. [#5050by2020https://t.co/40bDbDgAGC](#)— Twitter Moments (@TwitterMoments) [May 12, 2018](#)* ”

The Festival also introduced a harassment hotline this year, so it seems #TimesUp. Follow the Diversity in Cannes movement on Twitter and the [#CannesYouSeeUs?" hashtag](#) for the latest updates.

Read more



#FairnessFirst: Goodbye, boys' club! Time's up, advertising...

Leigh Andrews 19 Mar 2018



#FairnessFirst: Making modern movies in 2018

Leigh Andrews 19 Feb 2018



#FairnessFirst: Stand with Swift SA's #ThatsNotOK

Leigh Andrews 14 May 2018



#FairnessFirst: Amplifying the female voice

Leigh Andrews 15 Jan 2018



ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #Dl2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #Dl2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #Dl2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>