



Long view on shorts

LEXUS of Adelaide has decided to unshackle itself from a more “conservative” audience by sponsoring the SHORTS Film Festival.

The festival, which begins tomorrow, will showcase 74 films from across Australia – including eight South Australian entries.

Lexus of Adelaide general manager **John Harnett** says he decided to partner with the festival to appeal to a younger demographic.

“I thought sponsoring the festival was a good way to appeal to that younger 25 to

45 age group,” he says. Festival founder and co-director **David Lightfoot** says the finalists for this year’s festival were selected from a record 210 entries.

“The quality of entries for SHORTS was extremely high and indicates that the festival is building a reputation among filmmakers as a significant event in the Australian film festival calendar,” he says.

The SHORTS Film Festival will be held at the Queen’s Theatre from November 26 to 30. Tickets are available through Bass on 131 246 or online at www.bass.net.au.



John Harnett with Samara Bowmer, Jasmine Gilgora and Mark Tompson