



The world's premier FILM FESTIVAL for conscious cinema



4 days
3 venues
22 films

Enlightening Workshops
Conscious Filmmaker Convergence

MAY 29 – JUNE 1, 2014

2014 FESTIVAL RECAP



illuminate

FILM FESTIVAL

Throughout the 4-day event, Illuminate Film Festival screened

23 films, featured **35** directors, producers, talent and industry guests, offered the wisdom of **14** workshop presenters, the blissful sounds of **12** local musicians, the beauty of **16** artists and performers, the healing touch of **15** mind-body-spirit practitioners, the enlightened cooperation of **21** sponsors & **10** local outreach partners, and boasted attendance of almost **3,000**.





Festival Attendance

Reached nearly 3,000

Drew attendees from 23 US states,
25 cities in Arizona & 8 international cities



World-Class Programming

Launched 4 World Premieres and
7 US or Southwest Premieres

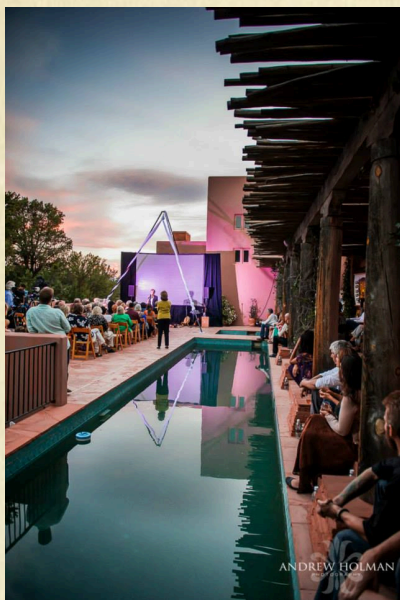
Included films from the US, Rwanda,
France, India, Australia, Thailand, Laos,
Brazil and Israel

- World Premiere of *Death Makes Life Possible* with **Deepak Chopra**
- Work-in-Progress World Premiere of *24 Peaces* with Artist **GENE** and **two-time Oscar Winner Ron Judkins**
- Southwest Premieres of theatrical hits *Awake: The Life of Yogananda* and *Song of the New Earth*



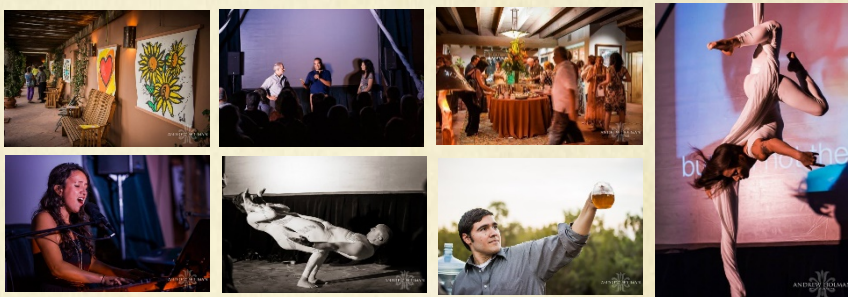


Launch Party Dazzles



ILLUMINATE premiered *24 Peaces*, a work-in-progress world premiere by artist **GENE** and Oscar-winner **Ron Judkins**

The Launch Party wowed with peace artists, poets, musicians, acroyogis, aerialists and a silent auction raising funds for the film.



Co-presented by Sedona Culture Collaborative

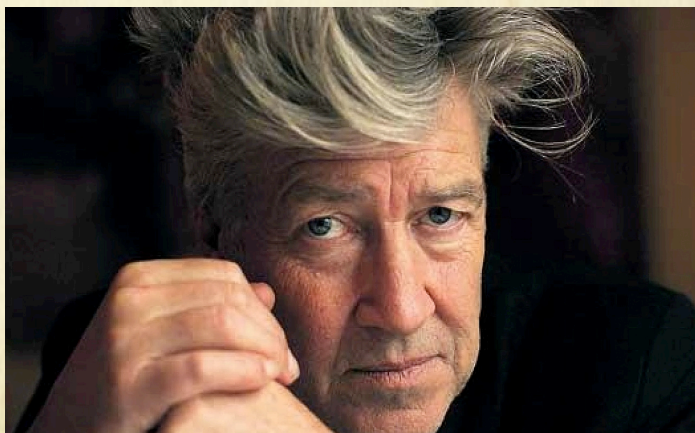
Opening Night Film Creates ‘Opening’



ILLUMINATE opened with a sold-out Festival World Premiere of *On Meditation*

The film and live guided meditation by renowned meditation expert Sarah McLean set the stage for 4 days of soulful transformation.

Producer Susannah Ludwig,
Festival Director Danette
Wolpert & the film’s director
Rebecca Dreyfus



Live Guided Meditation with
Sarah McLean

On Meditation featured David Lynch, *Breaking Bad* actor Giancarlo Esposito, author Peter Matthiessen & Congressman Tim Ryan

Spotlight Screenings

We packed the house for the World Premiere of *Death Makes Life Possible* and thoughtful conversation with executive producers Deepak Chopra & Marilyn Schlitz



Left: Standing ovation for Robert Arjoyan's cinematic masterpiece *When My Sorrow Died* and mesmerizing sound healing concert by the legendary Armen Ra. The audience fell in love.

Above: Deepak Chopra, Festival Director Danette Wolpert, Director Mark Krigbaum, Producer Angela Murphy and Dr. Marilyn Schlitz



Closing Film & Hike

We celebrated John Muir's legacy with Closing Film *Mile Mile and a Half* and embarked together on a musical hike in the red rocks

Filmmakers Kia Kiso, Ric and Jen Serena



Musical hike & Native Ceremony with Uqualla

Filmmaker Q&As and Red Carpets

25 directors, producers and talent experienced the impact of their films by interacting with audiences.



‘Reel Healing’ Transforms

Immersive ‘View & Do’ experiences enabled audiences to deeply integrate the movie’s message

Reel Healings included Meditations, Kirtan, Sound Journeys, Emotional Healing Techniques, Musical Hike and Dance of Liberation Workshop



Emotional Freedom Ride with Eva Maurice



Live Guided Meditation with Sarah McLean



Musical Hike with Porangui



Native Ceremony with Uqualla



Theremin Sound Healing with Armen Ra



Sound Journey with Three Trees

The First-Ever Conscious Film Convergence



Industry executives, filmmakers, distributors, festival directors and media converged for the first-ever conference on conscious cinema

Panelists shared models for production, marketing and distribution of conscious films.



Moderator Randall Libero, Director Lisa Leeman, Director Paola Di Florio, and Producer Betsy Chasse



Producer Kia Kiso, Producer Peter Rader, and former Sundance Film Festival Director Nicole Guilmetet.



Distributor Steve Michelson, Spiritual Cinema Circle Director of Acquisitions Anna Darrah, Director Ward Serrill, and Synergy TV CEO Kate Nelligan

Enlightening Workshops

Interactive workshops “Spiritual Hygiene: Deeping Your Daily Yoga Practice” and “Animal Communication: Discover Your Natural Ability” drew a gaggle of spiritual go-getters.

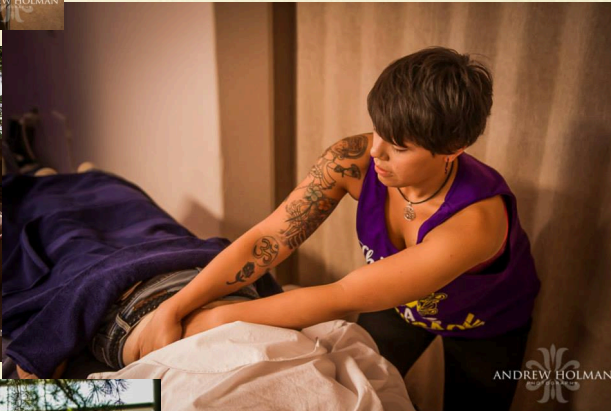
Other workshop topics included conscious intuitive eating, achieving your ‘Big Audacious Goal’, living beyond civilization and conscious relationships.



Workshop presenters Marguerie Baca, Mai Kincaid Ph.D, Nathan Crane, Laura Chiraya Fox, Ronna Prince, Happy Oasis & Johnny Liberty and Sally Reeves Conway.

ILLUMINATE Healing Village

Festival-goers flocked to the Healing Village between movies for samplings and sessions of the region's best wellness practitioners and vendors. Readers Toe-Tal Possibilities and Be From the Heart were among the Village's healing hits.



Healing Happy Hours

Festival-goers enjoyed live music and a delicious selection of organic eats from ChocolaTree Organic Eatery.

Kickin' Back at Festival Receptions & Events

Filmmakers, VIPs, industry guests and sponsors schmoozed at the **Opening Night Reception** at the Lodge at Sedona and Saturday's **Dessert Party** at the Hoppy Grape.



Friday night featured an authentic Sedona experience - a medicine wheel ceremony and labyrinth journey with tea and Ginni Selle's Dimensional Chocolates.

Applause for our Award-Winners



Awake: The Life of Yogananda had audiences buzzing and took home the 2014 Audience Award for Best Film.

No Strangers captured the Audience Award for Best Short Film while *When My Sorrow Died* took home the Director's Choice Award. *May I Be Frank* earned the Festival's first Impact Award.



Warm Thanks to Our Sponsors

We'd like to thank our wonderful sponsors The Lodge at Sedona, Rejuvenation & Performance Institute at Grace Grove, ChocolaTree, Sedona Elite Properties, Gateway Capital Management, and Peace Place, among others.



Our Partners

Sedona International Film Festival, Mary D. Fisher Theater, Sedona Culture Collaborative, Sedona Yoga Festival, Raw Living Expo, and McLean Meditation Institute

Our Founding Circle Members

Daryl Kling & Lewis Guthrie, Bill Stankey, Denise Wolpert & Tony Wolpert

And Supporters

Sedona Creative Life Center, Sedona Culture Collaborative, The Field, Javelina Leap Winery, Culinary Creations by Beth, Paige Springs Cellars, Verde Valley Rentals, Tea Light Café and Kejiwa Kombucha

ILLUMINATE's Marketing Reach

ILLUMINATE 2014 enjoyed coverage in the following outlets:

Media Coverage & Advertising

IndieWire
Huffington Post
Red Rock News
The Scene
Verde Independent/Kudos
KudosAZ.com
Arizona Republic
The Noise
Sedona Monthly

Echo Magazine
Arizona TV
Red Rock TV
NPR
Tlaquepaque Magazine
Natural Awakenings
Sedona.biz
Arizona Daily Sun
Spiritual Media Blog
Broadwayworld.com

Electronic Broadcasts

Festival press releases (5)
Illuminate newsletter (10)
PRWeb
Stellar Productions Live newsletters (2)
Sedona International Film Festival blasts (3)
Groupon Live
Creative Life Center

Sedona Yoga Festival
McLean Meditation Institute
Sedona Verde Valley Pride
Sedona Source Center
Sedona Chamber of Commerce E-news
Dance of Liberation newsletter
Self-Realization Fellowship newsletter

Internet & Social Media

Illuminate website
Facebook
Twitter
Deepakchopra.com
Awaketheyoganandamovie.com
Visitsedona.com
Filmfestivals.com
Arizonaguide.com
Groupon.com
Sedona Source Center.com
NaturalAZ.com

Creativelifecenter.com
Sedonacollaborative.org
Kten.com (NBC affiliate)
Craniosedona.com
Dimensionalchocolates.com
Visionary Entertainment Blogspot
Close-upfilm.com
SoulofSedona.com
Myssmiranda.com
SedonaEye.com
And more...

Publications/Collateral Materials

Program Guide	2,000	Distribution in 100 area hotels and businesses
Illuminate postcard	5,000	Distribution in 250 Arizona locations
Illuminate flyers	250	Distribution in Sedona/Flagstaff/Cottonwood

The ILLUMINATE Experience

A few words from our filmmakers...

“I CAN'T THINK OF A BETTER PLACE TO HAVE HAD
OUR WORLD PREMIERE ... WHAT A GREAT AND
INSPIRING EVENT!”

~ Mark Krigbaum, Director, *Death Makes Life Possible*

“ILLUMINATE WAS A LIFE-CHANGING EXPERIENCE FOR
BOTH ME AND MY MOTHER. SEDONA IS SACRED.”

~ Armen Ra, Star of *When My Sorrow Died*

“ILLUMINATE REIGNITED MOMENTUM FOR MY FILM
AND RESTORED MY FAITH IN POSSIBILITY.”

~ Frank Ferrante, Star of *May I Be Frank*

“IF THE FIRST YEAR WAS THIS GOOD... I CAN'T WAIT
TO SEE WHAT THE NEXT WILL BRING...”

~ Sophie Jane Mortimer, Producer, *Song Of The New Earth*

“LASTING TRANSFORMATION HAPPENED IN
SEDONA. LOVE YOU GUYS!”

~ Lisa Leeman, Director, *Awake: The Life of Yogananda*





Find out how you can be a part
of ILLUMINATE 2015

Email info@illuminatefilmfestival.com