Press Release

**DOHA FILM INSTITUTE BRAZIL CINEMA SHOWCASE: ELENA**

**TO SCREEN IN April AT THE MIA**

*In partnership with Qatar Museums Authority to celebrate*

*the Qatar Brazil 2014 Year of Culture*

**Doha, Qatar, April 20, 2014:** Doha Film Institute’s Qatar Brazil 2014 Cinema Showcase in partnership with the Qatar Museums Authority continues this month with the most watched Brazilian documentary of 2013, ***‘Elena’*** by Petra Costa. The screenings will take place at the Museum of Islamic Art (MIA) auditorium on Thursday 24th April and Friday 25th April at 7pm each night. ‘Elena’ is a beautiful piece of work; elegant, poetic, visually stunning. It portrays love and loss in a poetic and delicate cinematography style.

***‘Elena’***, a young Brazilian woman, travels to New York with the same dream her mother had: to become a movie actress. She leaves behind a childhood spent in hiding during the years of military dictatorship. She also leaves Petra, her seven-year-old sister. Two decades later, Petra follows in Elena’s footsteps – she also becomes an actress and heads for New York in search of her sister. She has few clues about Elena’s whereabouts: home movies, newspaper clippings, a diary and some letters. At any moment, Petra expects to find Elena strolling through the streets in a silk blouse. Gradually, the features of the sisters are confused; we can no longer tell one from the other. When Petra finally finds Elena in an unexpected place, she must learn to let her go.

The monthly programme of Brazilian films is presented in partnership with the Qatar Museums Authority to celebrate the Qatar Brazil 2014 Year of Culture. The initiative will continue throughout 2014 on the last weekend of each month, presenting a selection of exceptional classic and contemporary films that highlight the rich diversity of Brazil’s cinematic history and bring audiences unforgettable works from internationally renowned directors.

Tickets are now on sale at [www.dohafilminstitute.com](http://www.dohafilminstitute.com) and at the MIA DFI Ticket Outlet\*. Tickets are priced at QAR 35 for general public and a special discounted rate of QAR 25 for students.

For more information, please visit [www.dohafilminstitute.com](http://www.dohafilminstitute.com) and look out for the next installment of screenings for the coming months.

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**About Doha Film Institute:**

Doha Film Institute is an independent, not-for-profit cultural organisation established in 2010. It organically supports the growth of the local film community by enhancing industry knowledge, cultivating film appreciation and contributing to the development of sustainable creative industries in Qatar. Doha Film Institute’s platforms include funding and production of local, regional and international films, educational programmes, film screenings, the Ajyal Youth Film Festival and the Qumra Doha Film Festival. With culture, community, education and entertainment at its foundation, the Doha Film Institute serves as an all-encompassing film hub in Doha, as well as a resource for the region and the rest of the world. Doha Film Institute is committed to supporting Qatar’s 2030 vision for the development of a knowledge-based economy.

Twitter: @DohaFilm; Instagram: @DohaFilm; Facebook: [www.facebook.com/DohaFilmInstitute](https://www.facebook.com/DohaFilmInstitute)

**About Qatar Museums Authority**

Qatar Museums Authority connects the museums, cultural institutions and heritage sites in Qatar and creates the conditions for them to thrive and flourish. It centralizes resources and provides a comprehensive organization for the development of museums and cultural projects, with a long term ambition of creating a strong and sustainable cultural infrastructure for Qatar. Under the patronage of His Highness the Emir, Sheikh Tamim bin Hamid Al-Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QMA is consolidating Qatar’s efforts to become a vibrant center for the arts, culture and education, in the Middle East and beyond.

Since its foundation in 2005, QMA has overseen the development of the Museum of Islamic Art (MIA) and Mathaf: Arab Museum of Modern Art. Future projects include the Al Zubarah World Heritage Site Visitor Centre opening in 2013 and the launch of the highly anticipated National Museum of Qatar in 2016.

QMA is committed to instigating Qatar’s future generation of arts, heritage and museum professionals. At its core is a commitment to nurturing artistic talent, creating opportunities and developing the skills to service Qatar’s emerging art economy. By means of a multi-faceted program and public art initiatives, QMA seeks to push the boundaries of the traditional museum model, and create cultural experiences that spill out onto the streets and seek to involve the widest possible audiences. Through a strong emphasis on originating art and culture from within and fostering a spirit of national participation, QMA is helping Qatar find its own distinctive voice in today’s global cultural debates.

**Qatar Brazil 2014 Year of Culture**

Qatar Brazil 2014 Year of Culture is a year-long cultural exchange programme dedicated to connecting people in the State of Qatar and the Federative Republic of Brazil through culture, community, and sport. Through a year of innovative cultural exchange activities, individuals and institutions in both countries create lasting partnerships and strengthen bilateral relations.

Qatar Brazil 2014 is held under the patronage of Qatar Museums Authority’s (QMA) Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, in partnership with Qatar’s Ministry of Culture, Arts and Heritage. It is the third consecutive Year of Culture launched by QMA, following the successes of Qatar Japan 2012 and Qatar UK 2013.

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