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**FOR IMMEDIATE RELEASE**

## **ARRI Asia-Pacific calls for submissions to the ARRI Support and Education (ARRIse) Program**

- **Through the ARRIse Program, emerging filmmakers from East Asia Pacific are given the opportunity to turn their ideas and visions into reality**
- **Selected projects will be granted free use of an ARRI camera and lighting systems set**
- **Applications will be accepted starting May 17, 2021, as part of an ongoing initiative for the coming years**

**May 17, 2021; Hong Kong** – As an extension of ARRI's International Support Program (ISP), the Asia-Pacific team has released the ARRI Support and Education (ARRIse) Program, a new sponsorship initiative developed to champion emerging and independent filmmakers in the East Asia Pacific region.

This new program encourages local filmmakers to submit film pitches with a unique topic, artistic merit, and a viable structure. Selected projects, a mix of full-length and short films, will be granted the opportunity to use a set of ARRI equipment, including camera and lenses, camera accessories, and lighting systems, free-of-charge for the duration of their shoot.

The ARRIse Program will be accepting submissions starting May 17, 2021, and will continue selecting projects over the coming years in an ongoing effort to uplift the Asian film and TV industry. Application is open to filmmakers, 18 years of age or above, who are citizens of select countries or cities within the East Asia Pacific region. Applicants must also have key creative roles in the project submitted—



director, producer, or cinematographer. Films may be in narrative or documentary format across all genres, in English or Non-English with subtitles.

Complete program details, application requirements and form, along with submission guidelines are available on the ARRlse webpage: <https://www.arri.com/arrise>. For program inquiries, you may get in touch with [ARRlse@arri.asia](mailto:ARRlse@arri.asia).

**About ARRI:**

"Inspiring images. Since 1917." ARRI is a global player within the motion picture industry, employing around 1,200 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, and Rental, all dedicated to connecting creativity and future technologies for moving images. ARRI is a leading designer and manufacturer of camera and lighting systems as well as system solutions for the film, broadcast, and media industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information, please visit [www.arri.com](http://www.arri.com).