

JTI at TIFF again, with dance film “The White Crow,” or about the impossibility of the art

Cluj, June 7, 2019 - JTI and Transylvania International Film Festival (TIFF) offered again to the audience in Cluj last night a treat dedicated to dance.

This year, at the cinema “Florin Piersic”, “**The White Crow**” directed by Ralph Fiennes was presented, featuring Oleg Ivenko in the lead role. The film brings Rudolf Nureyev to the fore, one of the most amazing dancers and choreographers of the 20th century. The power of Nureyev’s genius is likened to the white crow, representing the degree of impossibility that his art manages to reach and even exceed, bringing it to life and generously leaving us to perceive it. Nureyev’s force and legacy have compelled Oleg Ivenko to give his full measure of excellence. “I didn’t want to let Rudolf Nureyev down”, stated the dancing actor for *Hollywood Reporter*.

“I am thrilled to be back in Cluj. It is the twelfth year in which JTI presents at TIFF a film about dance, as a connection between our corporate event, the “JTI Encounters” and this extraordinary film festival. It is an outstanding film with a special name - “The White Crow” - as a counterpoint to the “Black Swan”, another phenomenon that no one ever expects. The main character is Rudolf Nureyev, a classical ballet dancer considered, however, the parent of modern dance. He is a legend with an artistic proportion that is almost impossible to encompass. This film is like poetry, having depth and a distinct significance for us, those who had lived in the communist era with the supreme dream of freedom. “The most beautiful way between two points is dance”, Gigi Căciuleanu said; while for me the way to Cluj is always most beautiful, as a film about dance awaits me at the end of it. I wish we could continue this partnership with TIFF for at least another 12 years. We are hoping that the audience will understand and support the right of tobacco companies to be able to further sponsor cultural events, without advertising their own products. Recently, a deputy from Cluj has taken it upon himself to draft a law that prohibits tobacco companies from supporting the community’s cultural life” stated Gilda Lazăr, Corporate Affairs & Communications Director at JTI Romania, Moldova, and Bulgaria.

Over time, JTI has associated its name with the most exquisite expressions of dance. The “JTI Encounters”, an annual event that has become a unique landmark, now in its 20th edition for 2019, is a national trademark of quality for contemporary dance. At TIFF, JTI brings forward the tradition of the *Encounters* and presents art films related to the world of dance every year: *Mr. Gaga* directed by Tomer Heymann, *La Danse* directed by Frederick Wiseman, *The Red Shoes*, directed by Michael Powell and Emeric Pressburger, *Pina* by Wim Wenders, a 3D premiere in Romania, *Ballroom Dancer*, directed by Andreas Koefoed and Christian Holten Bonke, *Dancing on broken glass*, directed by Marek Źapák, *Rare birds*, directed by T.M. Rives, *Polina*, directed by Angelin Preljocaj and Valérie Müller or *Bobbi Jene* by Elvira Lind are a few of the memorable projections in Cluj.

JTI is a member of Japan Tobacco (JT), one of the largest manufacturers of tobacco products worldwide. Headquartered in Geneva, JTI has around 45,000 employees and operates in over 130 countries. In Romania, JTI celebrated last year 25 years of presence on the local market. For over a quarter of a century in centennial Romania, JTI has been a part of the community. The company sponsors some of the most important cultural events: The Sibiu International Theatre Festival, Transylvania International Film Festival, SoNoRo Festival, the national tours *Travelling Piano*, *Golden Flute*, *Duel of Violins*, the International Radio Orchestras Festival Radi-Ro, the projects of *Gigi Căciuleanu Romania Dance Company*. Moreover, the *JTI Encounters*, an event sponsored yearly since 2000, is a traditional milestone for contemporary dance aficionados. A synonym for quality and excellence, the *JTI Encounters* recommend *Garantat 100%* and webcultura.ro.