

Highbridge Film Festival 2019:
Development, Design, and
Execution of Theme

The Vision

The 15th year of the Highbridge Film Festival, a student-run, student-led film festival at Asbury University in Wilmore, KY, was designed to be a whimsical experience honoring the last decade and a half of films while catapulting the festival into the future. With this in mind, we sought to intergrate color, dreamscapes, and a mood of celebration into thoughtful, beautiful design of the spaces our team was provided.



Above: Hughes auditorium, where the awards show takes place.

Below: Miller Communication Building, where the reception following the awards show is held.



Hughes Auditorium, which seats approximately 1400 people, typically houses weekly chapel services and all-campus events, such as the awards show portion of Highbridge Film Festival. The awards show portion of the evening is preceded by a showcase of official selections of short films from the pool of student entries. This showcase kicks off the evening as students are introduced to the theme of the night.

The second portion of the evening takes place in the Miller Communication Arts Building which houses Asbury University's film college. This is where the reception takes place for all in attendance. A red carpet welcome takes place, bringing students and VIP guests into the reception. Then, VIPs split off from the general public into a separate room where both student filmmakers and Hollywood professionals are able to mingle and celebrate the award winners and nominees from the festival. The rest of those in attendance make their way to the general reception hall to enjoy live music, snacks, and drinks with friends.



Execution



Above: Students receive awards in Hughes Auditorium, decorated with the theme in mind.

The theme of the 2019 festival was "The Art of Filmmaking." This influenced every portion of the event, from decor to food to interactive art pieces to the live band. The message our team wanted to convey is every portion of the filmmaking process tells a story and contains incredible art. The design of the awards show as well as the awards themselves reflect this. Award categories such as Best Costume Design to Best Special Effects and Best Audio Production to more traditional categories such as Best Director and Audience Choice Award, reflect the vision of honoring all facets of filmmaking. This year, we also debuted an award for Best Servant Leader on a set, a category in which directors nominated a member of their crew whom they believed deserved to be recognized for their efforts. The awards portion of Highbridge Film Festival honored award recipients for their artistic contribution to filmmaking.

Following the awards ceremony, students, awards winners, and celebrity judges are ushered to the Miller Communication Arts building which was decorated with thousands of origami shapes, bright colors, and abstract art, including chandeliers made of cotton candy and origami. The goal in decorating for the reception was to have attendees feel as though they had walked into a kaleidoscope, giving them a lens in which to view art from a different perspective, much like film does.

The VIP room was decorated with strips of cellophane hanging from the ceiling, pools of light, and origami chandeliers, as well as a cotton candy wall with clusters of tables and chairs around the room designed for VIPs to be able to interact with each other.

The general reception hall was decorated with chandeliers made of cotton candy, origami, and colorful pools of light. The reception also featured a live band made up of Asbury University students, highlighting the artistry and creativity of music as well as visuals in film.

Below: Students file into the general reception hall in the Miller Communication Arts building.



Additional Images: Hughes



Above: Film festival judge Michael Swanson from NBC/Universal Television speaks in Hughes during Friday's chapel service before the film festival.

Below: The audience takes their seats in Hughes Auditorium, decorated to showcase the films and the night's theme.

Left: Students wait in line to enter the showcase.



Additional Images: Miller



Above: Interactive art pieces such as this chalk wall were created for attendees to fill in the blank with what they believe art is.

Below: Cotton candy chandeliers were created (left) for the general reception while origami chandeliers (right and bottom) were hung in the VIP reception hall.



Above: Attendees enjoy the general reception.

Below: VIP winners show off their awards during the red carpet portion of the evening in the Miller Communication Arts building.

