



WHAT THE FEST!?
4-Day Festival of Genre Films (and More!)
To Launch at IFC Center March 29th - April 1st

**Noted Programmer Maria Reinup Named Festival Creative Director,
With DOC NYC and Split Screens Festival Heads In Key Roles**

(New York, NY | February 8, 2018) IFC Center is proud to announce that it will host the inaugural edition of **What the Fest!?** (www.whatthefestnyc.com), a four-day showcase of outrageous content -- from genre films, to sci-fi, to thrillers, and beyond -- from March 29th through April 1st. The films and programming are being kept under wraps but will be announced in the weeks leading up to the festival.

“Much of the most innovative and exciting cinema on screens today comes out of the world of genre films and we’re thrilled that we’re showcasing such weird and wonderful cinematic voices with **What the Fest!?**” says John Vanco, Senior Vice President and General Manager, IFC Center. “Smart, adventurous audiences are hungry for this kind of work, and our new fest will keep them on their toes and upend their expectations.”

What the Fest!? will take “genre film” into a broader, more inclusive scope, celebrating not only horror films but also cerebral shockers, retro-format delights, and all-around singular cinematic experiences. **What The Fest!?** will be more than just film screenings; it will be a must-experience event that brings people together to have a blast.

The festival is programmed by Creative Director Maria Reinup, a veteran film programmer who believes that festivals are at their best when giving audiences an experience they can’t find anywhere else. Working in the film industry for the past decade in her native Estonia and around the world, Reinup has served as Director of the Haapsalu Horror and Fantasy Film Festival, the only genre film festival in the Baltics, for seven years. Additionally, she programs the Black Nights Film Festival, the only A-list art house festival in Northern Europe. Over the years, she has also worked for several other notable film festivals and has produced and directed short films and music videos.

Additional **What the Fest!?** key roles are rounded out by the team behind the successful DOC NYC and Split Screens Festival events, including Executive Director Raphaela Neihausen, Partnerships Director Deborah Rudolph and Operations Director Dana Krieger.

“I’m very excited to see our ideas come to life at **What the Fest!?** and am thrilled to work with such an experienced team,” Reinup says. “We’re all looking forward to making this new festival into something special for NYC audiences.”

More announcements about the **What the Fest!?** slate will be coming your way in the following weeks leading up to the festival.

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