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## Tampere Film Festival 2025 Visual Design – Influences from Mongolia and Manse

The visual design for the Tampere Film Festival 2025 has now been revealed. The design draws inspiration from the themes featured in the festival's upcoming programme. The visual design was created by **Heini Puurtinen**, the festival's graphic designer.

The main concept of the visual design is based on a thematic focus on Mongolia. The 2025 festival will feature several screenings related to Mongolia.

– Mongolia is home to one of the world's nomadic cultures. The visual elements, such as the dotted line representing a route, reflect wandering and movement. The points along the route symbolise the camps where the herders settle during their journey, Puurtinen explains.

The Mongolian-inspired elements are also cleverly combined with aspects of the Tampere Film Festival.

– The route simultaneously symbolises the way people travel to the Tampere Film Festival from all over the world every year. The festival gathers film professionals and film enthusiasts together into a 'Tampere camp' to enjoy short films for a while, Puurtinen describes.

Like the 2024 design, the new visual identity retains the hands from the Tampere Film Festival logo, which are a strong part of the festival's history. The "finger logo" was originally designed by **Kimmo Kaivanto**. This time, a halftone effect, a style commonly associated with comics, was used for the hands.

– The halftone idea was inspired by the local Tampere UG screening, which focuses on Tampere's (also known as Manse, "Finland's Manchester") underground culture. In connection with this, we wanted to use a lot of colours in the visual design. Overall, we aimed to combine local culture with a distant world, Puurtinen summarises.

The Tampere UG screening was detailed in [the first programme announcement](#).

## Screenings from Around the World

Along with the announcement of the visual identity, new thematic programmes are revealed. This time, two international programme sections are highlighted, focusing on Mongolia and Lithuania.

The Mongolian theme includes four screenings. The first screening features the full-length documentary *Passion* (Mongolia, 2010), directed by **Byamba Sakhya**. The film is an unpredictable and grand road trip by two filmmakers, telling the story of the complex relationship between artists and the system, and the impact of social and political transitions on individual destinies.

– We want to start with a film that offers insights into the challenges of the Mongolian film industry during the transitional period. This film has received numerous awards, and its director has become one of the prominent directors in Mongolia, says **Bolormaa Luvsandorji**, who curated the programme.

The second screening showcases short films by young directors in collaboration with the Golden Ger International Short Film Festival in Mongolia. The featured films explore themes such as social challenges, love, family, and friendship. Among the films presented is *Dancer* (Mongolia, 2023) by **Nomin Gantulga**, about a deaf teenage girl who decides to follow her dreams and audition for a dance company. The latest film in the screening is *Morning Will Come* (Mongolia, 2024) by **Ikhbayar Sarantuya**, which delves into the life of a screenwriter struggling with writer's block. The programme also includes **Zulaa Urchuud's** experimental documentary *Ulaanbaatarjilt* (Mongolia, 2017), which explores the Mongolian urban mentality formed during the socialist era of the 1970s in Ulaanbaatar, when the originally nomadic Mongolians had to adapt to the urban livelihood and environment.

The third screening is a mix of both new and older documentary films about Mongolian society and culture, showcasing nomadic traditions and exploring social and environmental challenges. Among the films is *Lady of the Gobi* (Mongolia, 2022) by **Khoroldorj Choijoovanchig** and *Ingen egshig* (Mongolia, 1986) by **Khishigt Demid**. Choijoovanchig's documentary follows a truck driver dreaming of a better life on the Mongolian coal highway leading to China, reflecting the human costs and environmental costs of Mongolia's mining boom. Demid's documentary tells the story of camel herders and the adoption culture surrounding orphaned camel calves.

The fourth screening in the programme focuses on animation, an emerging industry in Mongolia. The screening will feature works by young animators, including the eight best anime films from Mongolia's first animation festival, "ANIMO - 2024." It will also feature the animations *Bumbardai* (Mongolia, 2018, dir. **Erdenebayar Nambaral**) and *Wings* (Mongolia, 2023, dir. **Undram Batdelger**).

## Lithuanian Short Films

The second thematic programme to be announced comes from Lithuania. This programme includes three screenings, featuring, for example, short fiction films by **Vytautas Katkus** and

**Laurynas Bareiša.** From Katkus' works, the screenings will include, for example, *Kolektyviniai sodai* (Lithuania, 2019), a story about the cold relationship between a father and son, and *Miegamasis rajonas* (Lithuania, 2020), in which two childhood friends spend their last days in the places where they grew up. From Bareiša, films such as *Pirtis* (Lithuania, 2017) and *Kaukazas* (Lithuania, 2018) will be presented. *Pirtis* portrays a group of teenagers partying and the events that follow the next morning, while *Kaukazas* tells the story of a girl who takes her grandmother's dog out for a walk. The grandmother starts to search for her, fearing something terrible has happened.

The Lithuanian film programme will also feature a screening of films by Lithuanian female filmmakers, including documentaries, fiction, and animations. For example, the programme will showcase **Marija Stonytė's** documentary *Vienas gyvenimas* (Lithuania, 2019), which tells the story of raising a butterfly, and **Milda Augustaitytė's** documentary *Numeris vienas* (Lithuania, 2023), which focuses on twelve-year-old Arianas preparing for the Lithuanian standard and Latin dance championships with his partner.

The full programme of the Tampere Film Festival will be announced, and individual tickets will go on sale on 11 February 2025. The competition selections for the 2025 festival will be revealed at the end of January. Serial Cards are already available at discounted pre-sale prices until 6 January 2025, on [Lippu.fi's online store](#) and sales points.

[Visual Design 2025](#)

[Photos from the 2024 festival week](#)

[Read more about the festival's ticket sales](#)

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