



## **Celebrating Morocco's Cultural Diversity in Cinema**

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Ifrane, March 16, 2012 – Around 200 visitors attended the opening ceremony of [the Amazigh Film Festival](#) sponsored by Al Akhawayn University and the Province of Ifrane, and organized on March 8, 2012 in collaboration with the Cinema-Club Association for Child and Youth in Azrou, the Royal Institute of Amazigh Culture, and the student-run Aytmatn Club.

In an endeavor to promote cultural diversity as well as cultural activities in the region of Ifrane, Al Akhawayn University was this year the host institution to the second instalment of the Festival which chose “Identity and Development” to be its theme.

“Through this Film Festival we would like to illustrate the diverse cultural identity of Morocco, build bridges for communication among the different actors, and open the door to meaningful dialogue and constructive criticism on Amazigh cinema in Morocco,” declared Aziz Belrhali, Director of the Festival.

A panoply of activities and shows was on the menu for the opening ceremony. The large audience from the Al Akhawayn community and from outside was treated to Amazigh movie projections, presentations, debates, Amazigh music and dance shows, and an art exhibit by local artists Rahma Mouden and Abdellah Ouabbi.

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