



*Essay by Jonathan Lees, Program Director of TromaDance*

**In its progression from an independent film festival space to studio marketplace to distributor showcase, Sundance is seemingly trying to recapture past credibility by proclaiming their abundance, this year, of films by first time directors. Yet a lot of these films, while produced outside the studio system, have distributors armed with publicists and oversized promo posters ready to create a flurry of buzz, a storm of press, and a whiteout that blinds the movie going public from seeing those less talked about "other" movies screening at the festival.**

**While it doesn't seem that Sundance should be deemed guilty by the oversaturated, aggressive, commercial blitz of distributors, they aren't doing anything to prevent its whirlwind of expensive swag, street crowding celebrity mania, public excluded VIP events and studio run events and screenings that contradict their own cry of independence.**

**Meanwhile, for the past nine years, a merry band of pranksters, the volunteers that comprise the entire staff of the TromaDance Film Festival, have promoted and produced the only serious alternative to the affected and poisoned atmosphere in Park City. By allowing the filmmakers to submit their work for free and inviting any local or international audience to attend TromaDance for free, we have created the most democratic and community oriented festival, dedicated to everyone who just wants to enjoy provoking and innovative cinema without being railroaded by exorbitant ticket prices and the affected carnival of pride and pomp Sundance has become.**

**Featuring three days of films from around the world, lovingly selected and programmed as a "mixtape" to fans of all genres, TromaDance is a beacon of true independence in a decreasingly faithful, and now desperate, climate of independent cinema. TromaDance is truly THE film festival for the people and by the people.**