



FIRST
INTERNATIONAL
FILM FESTIVAL
XINING
青年电影展

2026 FIRST International Film Festival
Public Programming
General Guidelines



I. Overview

1. About FIRST International Film Festival

Established in 2006, the FIRST International Film Festival (abbr. FIRST IFF) is a platform dedicated to discovering and promoting young filmmakers and their debut works. We champion the integration of youth film culture into contemporary life, enrich the spectrum of artistic creation, foster a sustainable ecosystem within the film industry, and carve a lasting memory in the annals of contemporary cinema. Operating as an autonomous, market-driven entity with a profound sense of public responsibility, FIRST IFF continuously infuses fresh vitality into the Sinophone cinema, paving the way for the sustainable development of the entire film ecology.

2. About Public Programming

'The destiny of film is to be watched.'

Public Programming is a permanent film cultural exchange brand under the FIRST IFF. In the form of non-profit public screenings, it presents a matrix of young filmmakers' works outside the mainstream gaze, projecting works with independent creative spirits and diverse aesthetic paradigms onto broader screens. We actively approach and seek out new audiences, revive cinephile culture, and construct more diverse venues for film discourse. With a proactive stance, we fulfill the mission of screening—achieving a ritualistic arrival in viewing contexts and an aesthetic resonance within enclosed spaces—fully unleashing the "aesthetic education effect" of FIRST Public Programming.

3. Who Can Become a 'Station'?

We open applications to all partners who possess curatorial passion and organizational capability:

Campus Partners: Student unions, student clubs, academic faculty, individual cinephile, etc.

Urban Spaces: Screening organizations, art spaces, theaters, bookstores, etc.

4. Key Timeline

Application: March 24, 2026 — April 30, 2026

Screening: March 31, 2026 — May 31, 2026



II. Station Application

1. Station Qualification Requirements

Applicants (individuals or organizations) are expected to meet the following basic criteria:

- Experience in organizing public screening events.
- Basic capabilities in film criticism, post-screening hosting, curatorial awareness, or graphic design, or having team members with the skills.
- Ability to provide an indoor screening venue with a capacity of 40+ people.
- Ownership of at least one social media account (e.g., WeChat Official Account, Weibo, RedNote, TikTok, Instagram, etc.) capable of supporting publicity and operations.

Priority will be given to applicants who:

- Possess their own venue with long-term usage rights, or venues equipped with professional screening equipment (projectors, screens, sound systems).
- Regularly host screenings or possess active proprietary publicity channels.
- Able to cover travel expenses for filmmakers attending post-screening Q&As, if have.
- Have previously hosted FIRST Public Programming events.

2. Four-Step Application

FIRST IFF appreciate a 'co-building' relationship with individual stations.

Step 1: Online Registration

Submit basic information and complete registration via the FIRST IFF official website: <https://www.firstfilm.org.cn/production-cultivation/public-programming/>

(Please submit application at least 3 weeks prior to the proposed screening date to ensure sufficient time for preparation.)

Step 2: Film Review & Curation

- Approved stations will receive an email confirmation from the FIRST IFF committee.
- Stations must select films from the official list (see appendix), conceive a curatorial theme, and complete the detailed Public Programming Plan.



- The committee will assign a dedicated contact for one-on-one communication with each station to finalize the proposal collaboratively.

Step 3: Plan Confirmation

Once the proposal is jointly confirmed, the station will officially receive the screening authorization.

Step 4: Execution Phase

Proceed with publicity and preparation based on the confirmed plan, supported by the committee.

(Note: The planning process takes approximately 1-2 weeks. The festival committee reserves the right to revoke qualifications for stations unable to adhere to the timeline.)

III. Event Execution

Once the application is approved, the station enters the screening stage. Please maintain close communication with the dedicated committee contact.

1. Cost Principles: Public Welfare & Sustainability

- Public Programming is a permanent public welfare segment of FIRST IFF. The committee charges no application or authorization fees, and copyright holders charge no licensing fees.
- Stations are responsible for covering costs regarding screening, venue, publicity, and guest invitations.
- Special Note on Ticketing:
 - *In principle, we encourage and hope screenings are open to the public for free.
 - *If travel subsidies for directors or rental costs for professional venues are high, stations may charge a symbolic fee not exceeding 30 RMB/6 USD per person.
 - *Any ticketing plan must be submitted to the committee for budget approval before publicity begins, and the reason and standard for charging must be clearly publicized in all promotional materials.



2. Film Sources: Secure Delivery & Technical Assurance

The security of film pieces and screening quality are our shared bottom lines. We have established a strict process:

- **Review Permissions:** During the planning phase, the committee will grant access to an encrypted review system for core station members (max 3 people) for film selection and research. Accounts are watermarked and must not be shared.
- **Technical Testing:** Prior to screening, the committee will provide testing clips to debug equipment, ensuring technical parameters (resolution, color, frame rate) meet requirements.
- **On-site Delivery (Mainland China Only):**
 - *On the day of screening, the Public Programming Testing-Team dispatched by the committee will arrive with the encrypted hard drive.
 - *The testing member will supervise the station head in decrypting the source (password sent to station programmer separately the day before), copying, and final screening test.
 - *After the screening, the testing member will supervise the complete deletion of all source files. The decryption password is strictly prohibited from being shared with any third party, including the testing member.
- **Digital Drive:**
 - *Prior to the first screening date, the committee will send the digital film compressed via a secure link.

3. Joint Activities & Guest Invitations

- To plan peripheral activities (lectures, workshops, exhibitions) around the screening, any activity co-branded with FIRST Public Programming should communicate with the committee in advance.
- To invite filmmakers, scholars, or critics as guests, please communicate with the committee in advance. The committee can assist with contact, but the specific invitation, reception, and travel costs are the responsibility of the station.

4. Support & Benefits

To express our gratitude and support for our curatorial practice, we offer the following benefits:



- Merchandise Discounts: Stations enjoy purchase discounts at the official channel of FIRST's merchandise brand, FIRST Banban.
- Curator Support Plan: Outstanding station curators will have the opportunity to participate in FIRST IFF and related offline events, receiving exclusive curatorial practice opportunities.
- Annual Honors: After the screening season, the committee will select the Annual Film Curator and Short Short Film Theme Curator · Annual Station, providing prizes, festival badges, and award ceremony tickets.

Evaluation Dimensions for the Annual Film Curator	Thematic Curation	Theme Elaboration
		Film Selection
		Content Richness
	Execution & Coordination	Scale & Venue Setup
		Communication & Execution
		On-site Flow
		Team Management
	Communication Effectiveness	Communication Creativity
		Content Planning & Format
		Communication Effectiveness
		Audience Satisfaction
	Bonus Points	Post-screening Q&A Quality
		Offline Extension Activities

*For more details, please refer to the 2026 FIRST Public Programming Handbook.

IV. Event Feedback

1. Publicity

- All promotional materials created by stations (copy, posters, videos, etc.) and published content must use the official press kit provided by the committee (including posters, film stills, synopses, etc.) and must be submitted for review prior to publication.

2. On-site Materials

- Stations are responsible for collecting feedback and taking photos and videos at the event venue (strictly prohibiting filming of the film content).
- After the event, the station should submit the 'Feedback Form' containing the materials as required.
- The committee reserves the right to use submitted materials for non-commercial promotion. High-quality materials may be officially archived and showcased.



3. Process Changes

- If any changes are needed to the confirmed plan during execution (e.g., time, film, venue), the station must inform the committee in writing and obtain permission at least 2 weeks prior to the screening date.

V. Cooperation Standards

To protect the rights of all participants (creators, stations, audiences) and maintain the reputation of the FIRST brand and its partners, please strictly adhere to the following standards.

1. Local Sponsorship Cooperation

- The name and logo of FIRST Public Programming must not appear alongside or co-branded with any non-official partner brands.
- Stations may seek local resource support independently, but any sponsorship plan must receive written approval from the committee before publicity begins. Sponsors may not title the event, and their logos must not be presented alongside the Public Programming logo.

2. Film Copyright & Security

- Legal Notice: All the film provided are authorized and encrypted. Any unauthorized reproduction, distribution, or piracy constitutes a serious copyright infringement.
- Responsibility: The station programmer is the primary person responsible for source security. They are obligated to assist the testing-team in protecting the source and remind the audience to refrain from recording before the screening.
- Penalties: In the event of a source leak, the involved station will be permanently disqualified. The committee and copyright holders will pursue legal liability and financial compensation. The station head and core team will be banned from participating in any FIRST activities for the next three years.

* Submitting an application constitutes acceptance of the terms listed in this guidelines.

Matters not covered are subject to the final interpretation of the FIRST IFF committee, which reserves the right to amend and publish procedural details as appropriate.

APPENDIX: 2026 Public Programming Screening List

FEATURE FILM	OSTRICH	MAIN COMPETITION	GLOBAL
	THE CATSHARK	MAIN COMPETITION	GLOBAL
	THE HALF - FINISHED HEAVEN	MAIN COMPETITION	CHINA
	LIN	MAIN COMPETITION	GLOBAL
	BIG DATE	MAIN COMPETITION	GLOBAL
	THE JOURNEY TO NO END	MAIN COMPETITION	CHINA MAINLAND
	BANR	FIRST FRAME	CHINA MAINLAND
	A PSEUDO-FEMINIST	FIRST FRAME	CHINA MAINLAND
	COMMON PAPER	FIRST FRAME	GLOBAL
DOCUMENT-ARY	NEW MOON CHAPTER ONE	MAIN COMPETITION	CHINA MAINLAND
	COLORED UMBILICAL CORD	MAIN COMPETITION	CHINA MAINLAND
	I'M GONNA FIND YOU	MAIN COMPETITION	GLOBAL
	ROOSTER THE GOLDEN COMB	MAIN COMPETITION	GLOBAL
SHORT	MOTHER AND ULYSSES	MAIN COMPETITION	GLOBAL
	RIDE YOUR HORSE	MAIN COMPETITION	GLOBAL
	STRUGGLING TO SLACK	MAIN COMPETITION	GLOBAL
	WE WILL FOLLOW THE WIND	MAIN COMPETITION	CHINA MAINLAND
	POWER OFF	MAIN COMPETITION	GLOBAL
	QUICK PAUSE, QUICK BREATH	MAIN COMPETITION	CHINA MAINLAND
	SUDDEN RAIN	MAIN COMPETITION	CHINA MAINLAND
	SIDE A: A SUMMER DAY	MAIN COMPETITION	CHINA MAINLAND
	KONG KONG	MAIN COMPETITION	CHINA
	MASTERPIECE MOMMY	FIRST FRAME	CHINA MAINLAND
	GOOD RAIN KNOWS	FIRST FRAME	CHINA
	KILL ADA	FIRST FRAME	GLOBAL
	ORLO WITH KARMA	FIRST FRAME	GLOBAL (excl.US)
	EACH SOLITARY MOMENT	FIRST FRAME	CHINA MAINLAND
	MEI-JIN AND JAE-BEOM	FIRST FRAME	GLOBAL
	2024: A SWISS ODYSSEY	FIRST PIONEER	GLOBAL (excl.US)
	LAND SAILING	FIRST PIONEER	GLOBAL
	GREEN GREY BLACK BROWN	FIRST PIONEER	CHINA MAINLAND
	KNOWLEDGE OF SECRETS	FIRST PIONEER	GLOBAL
	TICO TICO LIFE	FIRST PIONEER	GLOBAL
RAMBLING ACCENTS	FIRST PIONEER	CHINA	
THE OTHER SIDE OF THE MOUNTAIN	FIRST PIONEER	GLOBAL	

SHORT	THE NAIVE AND THE SENTIMENTAL CAMERA	FIRST PIONEER	GLOBAL
	IT MUST BE BECAUSE I DECIDED TO LEAVE	FIRST PIONEER	GLOBAL (excl.US)
	THEIR STANDING POINTS	FIRST PIONEER	GLOBAL
	NATURA 2040	FIRST PIONEER	GLOBAL
	TASTE OF TEA	FIRST TRAINING CAMP	CHINA
	LOST IN 2044	FIRST TRAINING CAMP	CHINA
	ZERO	FIRST TRAINING CAMP	CHINA
	DISCO ECHOES	FIRST TRAINING CAMP	CHINA
	ALL CUPS CAN FLY	FIRST TRAINING CAMP	CHINA
	ENFOLD ME	FIRST TRAINING CAMP	CHINA
ANIMATION SHORT	ALL NIGHT HOME	MAIN COMPETITION	GLOBAL
	IN THE MIST	MAIN COMPETITION	GLOBAL
	KINDNESS IS A GUN	MAIN COMPETITION	GLOBAL
	I MISS HER	MAIN COMPETITION	GLOBAL
	FUNDUS DISEASE	MAIN COMPETITION	CHINA MAINLAND
	SH	MAIN COMPETITION	CHINA MAINLAND
	DEAR KANKAN	MAIN COMPETITION	CHINA
	BETRAYER	FIRST FRAME	CHINA MAINLAND
	A TASTE OF BEER	FIRST PIONEER	CHINA MAINLAND
	EXCESS LIFE	FIRST PIONEER	GLOBAL
	HOW CAN WOMEN OWN A POEM: IS ENTERING THE INNER SPACE THE BEST STRATEGY?	FIRST PIONEER	GLOBAL
SHORT SHORT FILM	BONDBRIDGE	SHORT SHORT FILM COMPETITION	GLOBAL
	PRINCESSES		
	I CANCEL MYSELF		
	SHE CAME WITH THE RAIN		
	YEAR ONE		
	A FAMILY		
	GOODBYE! SEE YOU		
	HOME NOT ALONE		
	MOM		
	A NAP, A NAP		
	A WALK IN A PARK		

SHORT SHORT FILM	SOLOS	SHORT SHORT FILM COMPETITION	GLOBAL
	OFF THE WALL		
	200 PER PUKE		
	DIVE IN!		
	ONLY IF POSSIBLE		
	THE HOTPOT		
	A LIVE		
	HIDE AND SEEK		
	MONSTER		
	A BLIND DATE		
	ORANGE, BEE, AND SNOW MOUNTIAN		
	SLOW TRAIN COMING		
	A PIECE OF ROMANCE		
	AI'S DISCOURSE		
	NO SMOKING		
	HAVE YOU EATEN MA		
	ECHOED YOU		
	MECHANICAL RIPPLES		
	INTERTWINED		
	ELSEWHERE		
	LIGHT FROM THE SUN		
	MY HOME IN BEIJING		
	SIGNED, YOUR WATCHER		
	AVERAGE 15.8075		
	UPWARD DOWNWARD		
	MUMMY CAT		
	FADING/1		
	SNOWY'S CHOICE	SHORT SHORT FILM SCREENING	
	I BRING SPRING HOME		
	MISS YOU ON THE MISSED NIGHT		
	APHRODITE		
	BIRD ON THE WIRE		
LOVE FILM			
BERLIN ALEXANDERPLATZ			
FAUGHT IN THE FRAME			



SHORT SHORT FILM	THE PEOPLE OF TAKADANOBABA	SHORT SHORT FILM SCREENING	GLOBAL
	REDBEARD THE PIRATE		
	MOM TULIP		
	MILK THE COW		
	THE SCREAMING CHICKEN MOMENT		
	CATCH ME		
	AFTER CLASS		
	BLUE		
	FINDING TRUE LIFE		
	FLUID HONESTY		
	BETWEEN YOU AND I		
	BLOCKING THE BUTT		
	GALATEA		
	WHO SAYS ANTS DON'T WORK OVERTIME?		
	A GOOD HAND		
THE DURATION OF A RED LIGHT			