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LONDON ROLLING FILM FESTIVAL OFFICIALLY RELEASES ITS 16TH EDITION POSTER BY INTERNATIONAL DIRECTOR AND VISUAL ARTIST MARCO SALOM

LONDON, UK, 27 July 2026 - Following an exclusive preview at the Cannes Film Festival, the London Rolling Film Festival has officially released “*Iris*”, an original artwork created by director, visual artist, and composer Marco Salom as the visual identity for the festival's 16th edition.

First introduced during LRFF's activities at Cannes 2026, “*Iris*” was presented on the Marché du Film Main Stage and featured across key festival locations. Today marks its official public rollout as the centerpiece image for LRFF 2026.

Commissioned by Festival Founder and Director Alida Pantone, *Iris* was conceived as a standalone artwork while serving as the official image for the 16th edition of London Rolling Film Festival, taking place from 17-21 September 2026 at Vue Cinema Piccadilly.

“At the invitation of founder Alida Pantone, I created Iris as the official image for the London Rolling Film Festival 2026”, said Marco Salom. “The iris, the core of our gaze and the cinematic lens, becomes here the very essence of vision. The work is an ode to peace and reconciliation. In the hair, flowers bloom as symbols of a spirituality that celebrates inner harmony and creativity. The iconic London Eye is transformed into an earring, a talisman of cyclicity that, like an infinite film reel, turns to capture and project the stories of our humanity”.

Combining cinematic symbolism with contemporary visual language, *Iris* places vision itself at the centre of the composition, merging references to cinema, London and human connection into a single image intended to accompany the festival throughout its sixteenth edition.

“An official festival poster becomes part of the event's memory and cultural footprint”, said Alida Pantone, Founder and Festival Director of London Rolling Film Festival. “We wanted this year's image to stand on its own as an artwork while capturing the energy, curiosity and sense of discovery that independent cinema represents. Marco created something both striking and timeless. I have long admired Marco's work and, as a friend, I asked whether he would create an image inspired by cinema, the passion we share, and by peace, something we need now more than ever. Beyond that, I simply gave him complete creative freedom, knowing that the result would be something truly special. Iris is both deeply personal and universally resonant, and will accompany the festival throughout its sixteenth edition”.

The impact of *Iris* will also extend beyond the boundaries of the film festival, stepping into the world of fine art collecting. The unique original piece will be exhibited in Italy in a prestigious setting to be announced very soon.

For film enthusiasts and festival supporters, a special limited edition - numbered and signed by the artist - will be available for purchase.

Marco Salom is a multimedia artist and the creator of Triple Layer Art, a technique that combines photography, artificial intelligence and painting to explore the evolving relationship between humanity and technology. Alongside his visual arts practice, he has directed several highly successful feature documentaries, hundreds of music videos and collaborated with artists and public figures including Skin and Sylvester Stallone. His works have been exhibited internationally and are represented on Artsy.

The official poster will be featured across London Rolling Film Festival's print, digital and venue materials throughout the 2026 edition.

NOTES FOR THE EDITOR

About Marco Salom

Marco Salom is a director, visual artist and composer whose practice spans cinema, music and contemporary art. Through his Triple Layer Art technique, he creates works that blend photography, painting and artificial intelligence, developing a visual language where cinematic imagery, material textures and digital processes coexist. Throughout his career, he has directed several acclaimed feature documentaries alongside hundreds of music videos. His work has been exhibited internationally and is represented on Artsy.

Official website: <https://www.marcosalom.com/>

About the London Rolling Film Festival

London Rolling Film Festival is a female-led nonprofit film festival dedicated to supporting filmmakers through screenings, industry conversations, networking opportunities and initiatives designed to provide meaningful visibility. The 16th edition will take place from 17-21 September 2026 at Vue Cinema Piccadilly in London.

Key Facts – London Rolling Film Festival XVI

Festival: London Rolling Film Festival – XVI Edition

Dates: 17–21 September 2026

Location: Vue Cinema Piccadilly and other central London venues

Programme: Screenings, industry panels, networking events and awards

Awards: 20 awards including Audience Award and Jury Awards

Special Awards: True Spark Award; Kimberley Marren Recognition Award

Filmmaker Support: Help To Roll Fund; Pitch Corner

Useful Links

Press assets: [Google Drive](#)

Official website: www.rollingfilmfestival.com