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# Japan 2020

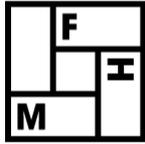
May – September 2020 | Nationwide  
Creative Brief

## About this season

To coincide with the year of the Tokyo 2020 Olympics, and as part of the JAPAN-UK Season of Culture, the BFI is presenting a major celebration of Japanese film, from its origins to the present day. BFI JAPAN 2020 is a wide-ranging BFI blockbuster season bringing great works from over a century of cinema back to the big screen, and spotlighting leading film and moving image creatives today. From May to September, a landmark season of films, events and education programmes will take place at BFI Southbank and cinemas nationwide, on DVD, and on BFI Player. A new publication, The Japanese Cinema Book, will be published by BFI & Bloomsbury.

## Highlights for BFI FAN members

- ★ Support for your own curated special events & seasons through dedicated funding
- ★ Tourable live and special events, led by FAN organisations
- ★ Theatrical re-releases of 3 key titles (TBA) via BFI Distribution
- ★ On screen talent, interviews and events across the UK
- ★ National campaign, assets with targeted support for regional and digital press
- ★ Touring package of films curated by the ICO, advised by Japan Foundation. available to book by all FAN members
- ★ Dedicated marketing support and UK-wide PR campaign to broaden your audience



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## Why celebrate Japanese Cinema

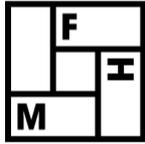
Japan has one of the world's greatest cinematic traditions, and has long inspired admiration and fascination among audiences and creatives in the UK. Japanese film is acclaimed for fusing the finest craftsmanship with an audacious and experimental spirit, and distinctive social and cultural histories with popular forms and genres. Classic films by Kurosawa, Ozu and Mizoguchi regularly rank at the very top of critics' all time lists; Studio Ghibli leads the animated world in visionary imagination; while waves of innovators from the cinematic rebels of the 60s to today's audio visual superstars and video game auteurs take the moving image to thrilling new places.

As the global spotlight swings to Japan in readiness for the Tokyo 2020 Olympics and Paralympics, and with the benefit of a national campaign, there has never been a better time for FAN members to come together and inspire new and younger audiences with this country's rich and diverse moving image heritage and culture.

The programme will centre Japanese stories and creatives in front of and behind the camera, through Japanese productions and co-productions. UK-Japan cultural exchange and collaboration and the influence and legacy of Japanese filmmaking are also in focus.

Addressing FAN priorities, in particular developing young audiences, heritage, diversity and collective viewing, support from major programmes will help members to:

- ❖ Encourage risk taking, support ambition and help new audiences discover Japanese cinema, through creative commissions, live events, curation, and debate
- ❖ Illuminate works that otherwise wouldn't get shown including archive, forgotten films, and under-exposed viewpoints
- ❖ Support innovation, allowing for collective viewing of work in alternative formats
- ❖ Champion new audiences/old titles - celebrating heritage with fun interactive events and contemporary contextualisation
- ❖ Celebrate and unearth the diversity of Japanese filmmaking talent from the past to present day
- ❖ Broaden understanding of Japanese film heritage and representation



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## What we are looking for

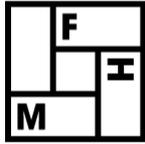
Major Programmes project funding is available to support ambitious projects that can draw focus on the season, and offer something new and enticing to audiences, such as:

- One off special events including site specific, immersive and ‘event cinema’ projects
- New commissioned events and installations with potential to scale or tour
- Fun events for families and community
- Q&As and in-person interviews, critical engagement
- Targeted marketing and PR activity that is additional to the main campaign
- Support for accessible screenings, interpretation and access costs
- Independent programming that extends the offer of your venue or festival, and meets the creative brief and aims for the season

## Thematic prompts

This is a non-exhaustive list of themes and idea drawn from BFI programme strands and the FAN ‘development day’ held in 2019, to generate ideas for the season, which may help you start your own planning and development.

- Samurai & Jidaigeki
- Melodrama and women’s stories
- Toshiro Mifune Centenary
- Anime
- Rebels, radicals and dissidents
- J-Horror, cult and genre
- Women’s authorship
- Live cinema, from the benshi tradition to today
- Arts & Culture entry-points: Art, Architecture, Design, Fashion, Food, Games, Gardens, Music.
- Japan Now
- UK / JAPAN collaboration, exchange and influence



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## Dates and deadlines

- ❖ Japan 2020 will run throughout May - September 2020 at BFI Southbank and across venues that make up the BFI Film Audience Network.
- ❖ Expressions of Interest for project funding up to £12,000 will open in January 2020 and close on 6 March 2020
- ❖ Screening Engagement funding for smaller one-off events, short seasons (up to £2,000) will open in April 2020 and run through to August

## Get involved

Visit <https://filmhubmidlands.org/major-programmes/bfi-japan/> to access guidelines and links to apply for funding.

## Contact us

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Our office hours are 9am - 5pm Monday to Friday