

BFI FILM AUDIENCE NETWORK



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# Japan 2021

October – December 2021 | Nationwide

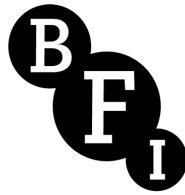
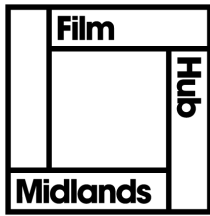
Creative Brief

## About this season

Originally developed to coincide with the year of the Tokyo 2020 Olympics, the BFI is presenting a major celebration of Japanese film, from its origins to the present day. BFI JAPAN 2021 is an extended, wide-ranging BFI 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 October to December 2021, a landmark presentation 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, was published last year by BFI & Bloomsbury.

## Highlights for BFI FAN members

- ★ Support for your own curated special events & seasons through dedicated funding
- ★ Theatrical re-release of Seven Samurai via BFI Distribution
- ★ Touring package of 8 further classic titles films, presented by BFI Distribution, available to book by all FAN members
- ★ In-person and online introductions and discussions
- ★ National campaign, assets with targeted support for regional and digital press
- ★ Dedicated marketing support and UK-wide PR campaign to broaden your audience



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## Why celebrate Japanese Cinema

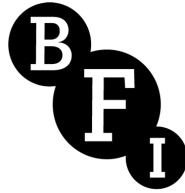
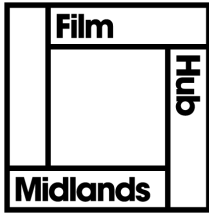
Japan has one of the world's greatest cinematic traditions, and has long inspired admiration and fascination among audiences and creatives in the UK. Japanese film is acclaimed for fusing the finest craftsmanship with an audacious and experimental spirit, and distinctive social and cultural histories 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.

With the postponed Tokyo 2020 Olympics and Paralympics scheduled to go ahead this summer, and with the benefit of a UK-wide campaign, this is a 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 and hybrid 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 local, regional and nationwide projects that can draw focus on the season, and offer something new and enticing to audiences, such as (but not limited to):

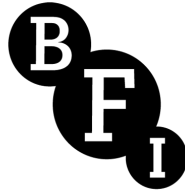
- One off special events including site specific, immersive and ‘event cinema’ projects
- New commissioned events and installations with potential to scale or tour
- Fun events for families and community
- In-person/online Q&As & interviews, critical engagement
- Targeted marketing and PR activity that 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

With cinemas and venues around the UK still operating at reduced capacity or in the process of reopening, Major Programmes will be looking to support small to medium-size projects across the Nations and Regions, taking into account COVID-19 impact and ongoing restrictions.

## Thematic prompts

This is a non-exhaustive list of themes and ideas 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 (1920-2020)
- 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 2021 will run throughout September to December 2021 at BFI Southbank and across venues that make up the BFI Film Audience Network. The 2021 call is for projects taking place 1 October 2021 to 31 December 2021.
- ❖ Expressions of Interest for project funding up to £5,000 will open 21st July 2021 and close 23rd August 2021.
- ❖ Screening Support funding for small one-off events, single screening / short films screenings (up to £500) will open in July 2021, with 3 deadlines running through to 9 November 2021.

## 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