

The 1st Pocket Film Festival in Japan to be held in Yokohama

YOKOHAMA – Monday, 3 December, 2007 – The city of Yokohama will host the 1st Pocket Film Festival, showing films shot using mobile phones, from Friday, 7 to Sunday, December 9. Sponsored by Tokyo National University of Fine Arts & Music among others, the event will be based around a competition and will feature the screening of entries from 18 countries around the world. The competition is divided into two categories; a regular Screen Display category and a Mobile Display category whereby films will be viewed via mobile phone display, with the aim to make the most of the unique nature of mobile phones.

The staging of the Pocket Film Festival in Yokohama has come about as part of the global expansion of the world's first such festival, Festival Pocket Film, held in France in 2005. Appeals for entries prior to the festival attracted a total of 404 films from 18 different countries, including Japan, Singapore, China, South Korea, and Germany. During the festival, the 48 films that made it through the first round of judging will be screened, culminating in a competition based on a final round of judging. Visitors will also be able to watch 22 films made by filmmakers from Japan and overseas.

In addition to breaking away from perceived notions of films in terms of their duration, with entries varying in length from nine seconds to 45 minutes, the collected films also range from conventional genres such as documentary, drama, comedy and anime/CG through to experimental films that utilize the unique characteristics of the mobile phone.

Other events such as symposiums, sessions and workshops are scheduled to take place at the same time as the festival, exploring the potential of the new media that is mobile phone film as a form of expression. Involving artists and various experts from all over the world, including French media artist and art theorist Jean Louis Boissier, these events will feature exchanges regarding mobile phones in Japan and discussions from a range of different perspectives, including education, the arts and society.

The City of Yokohama continues to make progress in “image culture city” through hosting events such as the Pocket Film Festival, all under the banner “Creative City Yokohama*.”

>About the 1st Pocket Films Festival in Japan

Date: Friday, 7 – Sunday, 9 December, 2007
Site: Venue Shinko 2-5-1 Shinko, Nakaku, Yokohama, Kanagawa
Venue Bashamichi 4-44 Honcho, Nakaku, Yokohama, Kanagawa
Programs: (next page)
Website: <http://www.pocketfilms.jp/en/>

>Inquiries Executive Committee Matsuba / Matsunaga / Kimura TEL:045-210-9297
Creative City Promotion Division Imai TEL: 045-671-4241

* About “Creative City Yokohama”

<http://www.city.yokohama.jp/me/keiei/kaikou/souzou/en/outline/about.html>

Programs – The 1st Pocket Film Festival in Japan –

Friday, 7 December					
	Venue Shinko			Benue Bashamichi	
	Studio A	Studio B	Gallery	Theater F	
15:00	Symposium : Where to from now for our mobile phone society		Competition Program		
16:00					
17:00	Competition Program (Screen Display)	Reception	Theme Program (Mobile Display) 14:00~		
18:00					
19:00					
20:00					
Saturday, 8 December					
	Venue Shinko			Benue Bashamichi	
	Studio A	Studio B	Gallery	Theater F	
11:00	Theme Program (Screen Display)		Competition Program		
12:00					
13:00	Competition Program (Screen Display)	Session: Panorama Session	Theme Program (Mobile Display) 10:00~	Competition Program (Screen Display)	
14:00					
15:00	France Program (Screen Display)		Workshop 11:00~	France Program (Screen Display)	
16:00					
17:00	Theme Program (Screen Display)	Session: The Making of the Pocket Films Festival	13:00~		
18:00			15:00~		
19:00			17:00~		
20:00	Competition Program (Screen Display)				
Sunday, 9 December					
	Venue Shinko			Benue Bashamichi	
	Studio A	Studio B	Gallery	Theater F	
11:00	France Program (Screen Display)	Symposium: Gambare! It's mobile phone audio-vision time	Competition Program	Competition Program (Screen Display)	
12:00					
13:00	Competition Program (Screen Display)	Special Session: The mobile phone and expression media	Theme Program (Mobile Display) 11:00~	France Program (Screen Display)	
14:00					
15:00	Theme Program (Screen Display)		Workshop 11:00~		
16:00					
17:00	Award Ceremony		13:00~		
18:00			15:00~		
19:00	Symposium: The Potential of the Pocket Films Festival				
20:00					

Please address any inquiries or feedback to this newsletter to the following persons:

>Yuiko Itoh/ Takashi Hoshino/ Masahiro Masuda

Media Liaison Subdivision, City of Yokohama TEL 045-671-3498

>Hidehiko Yamada/ Seiko Indo

Japan Public Relations Institute TEL 03-5368-0911 or hidehiko.yamada@japan-pri.jp