



The 15th Pusan International Film Festival Final Report

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I. Overview

1. Summary

- Period: October 7th – 15th , 2010
- 306 films from 67 countries (record number)
- Screening Venue: Total of 232,851 seats and 36 screens at 6 theaters
 - Haeundae: Busan Yachting Center Outdoor Theater, Megabox, CGV, Lotte Cinema
 - Nampodong: Daeyoung Cinema, Cinus (Busan)

2. Total Attendance: 182,046

3. 153 World & International Premieres (record number)

- 101 World Premieres
- 52 International Premieres

4. Asian Film Market

- Sales Office: 51 sales offices from 108 companies of 26 countries
- Total Market Screenings: 47 screenings of 39 films (including 22 market premieres)
- Online Screening : 186 films registered, 240 people has seen 1652 times for 4 days

5. Asian Film Academy

- Participants: 24 persons from 16 countries
- Faculty Members
 - Dean: Abbas KIAROSTAMI (Iran)
 - Assistant Dean: MOON Seug Wook (Korea)
 - Instructor of Cinematography: KIM Hyung-gu (Korea)
 - Instructor of Film Directing: Oigami NAOKO (Japan)

6. Asian Cinema Fund

- Newly created Incubating Fund for an Asian Film Academy(AFA) graduate
- Expanding financial aid for AND's Documentary Distribution Support



II. Accomplishments

1. External Growth

PIFF is expanding its horizons through networking with African films, introducing the Flash Forward Award, inviting Hollywood top stars and world renowned directors.

2. Bracing for the Future

PIFF is actively responding to ongoing changes and offering a bright vision for the future, through 3D conferences and workshops, Mini EAVE seminar.

3. Smooth Operation

The overall festival operation has been acknowledged to have greatly improved with thorough rehearsal and systemized manuals.

4. A New Takeoff for the Asian Film Market

The Asian Film Market is set for a new takeoff by announcing the launching of an online market screening system, unifying the events venue, resulting in an increase of participating exhibitors and buyers.

5. Critical acclaim towards the high quality programming

Not only are the numbers of world & international premieres highest ever, but more than a few of these films are already scheduled to make appearance at other international film festivals, following PIFF.

6. World-class PIFF Audience

Domestic and foreign press, visitors and guests praised the PIFF audience for their warm reception and well-educated conduct.



III. Accredited Guests and Press

1. Participation: Total of 9,367

- 3,784 from Korea
- 906 from out of Korea
- 1,651 Cinephiles
- 789 Market participants
- 2,237 Press Accreditations

* Market participants include only the numbers accredited with the Market Badge.

* Sales Office: 51 sales offices from 108 companies of 26 countries

IV. Official Programs

- 4 Master Classes
- 6 Hand Printings
- 10 Seminars (PIFF ACADEMY)
- 3 Open Talks
- 14 Audience Meet and Greets
- 8 Meet the Guest: Talk to Talks
- 8 teams of Cinema Together
- 2 Cinema Talk Beyond Cinema
- 4 Cinema Together
- 193 Guest Visits (GV)
- 15 Press Conferences
- 177 Individual Interviews



V. Awards

1. New Currents Award

Winner: The Journals of Musan – PAKR, Jung-Bum (Korea)

WADA Emi (Jury Head)

Amazing scenario, great ability of the film director, good cinematography propose what current days' film must show. I cannot forget the ending of the film when the movie makes us think the white dog is dead.

A great film should mark unforgettable impression into the audience and make the audience think what we should do with the impression we got.

KIM Yunjin

A gripping story about a North Korean defector. A horrifying story about a man who gives up. His virtue to "fit in" the new society. Like the white dog he has, he's like a stray dog to the south Korean society. Surprising ending makes this true story every more special.

Murali NAIR

Current socio-political realities expressed in a very interesting and challenging way, which is the need of the moment.

YANG Kuei Mei

After watching 13 films, *The Journal of Musan* stays in my head even till now. Especially the ending was remarkably impressive.

Christoph TERHECHTE

A displaced character's forced assimilation into a new society. He has to sacrifice his integrity in order to fit in.



Winner : < Bleak Night> Yoon, Sung-Hyun (Korea)

WADA Emi (Jury Head)

The drama of the group of three guys is portrayed with a well-structured cut division and skillful editing. Where will be the baseball thrown after all? We must keep an eye on what is to come.

KIM Yunjin

Character Driven movie, you really care about the 3 boys. There was strength in the storytelling and great acting. This shows a great possibility and a great future for the director.

The plot weaves from past to present in a fluid interesting way. This was every jury's favorite!

YANG Kuei Mei

The illustration of the former part of the film was terrific. I am really liking it.

Christoph TERHECHTE

Intriguing storytelling. The three boys' relationship is slowly uncovered but was shipped of the mysteries. The young Actors are thoroughly convincing.

Multiple layers discovered through the father's attempt to reveal the truth about the son's death.

*** Jury for New Currents Award**

- Jury Head : WADA Emi

- Jury Members : Christoph TERHECHTE, KIM Yunjin, Murali NAIR, YANG Kuei Mei

2. Flash Forward Award

Winner : <Pure> Lisa LANGSETH (Sweden)

We the Flash Forward jury are awarding the top prize to a film that is bold , risky and high energy while featuring an amazing performance by a young actress that can carry a film with conviction and power. PURE written and directed by Lisa Langseth

Special Mention : <Erratum> Marek LECHKI (Poland)

We the jury want to give a special mention to a film that enlists eloquent details and moments of



grace to tell the classic story of a father and son relationship ERRATUM written, directed and produced by Marek Lechki

*** Jury for Flash Forward Award**

- Jury Head : John COOPER

-Jury Members : Alexey POPOGREBSKIY, Jasmila ŽBANIĆ, LEE Kwangmo,
Thomas ELSAESSER

3. Sonje Award for Short Films

Winner : < Broken Night > YANG Hyojoo (Korea)

The Sonje Award for best Korean short film goes to Broken Night by YANG Hyojoo for its intelligent script and atmospheric photography which depict a harsh reality within a genre film.

Winner : < Inhalation > Edmund YEO (Malaysia / Japan)

The Sonje Award for best Asian short film goes to Edmund YEO for his film Inhalation, a simple story with strong characters which says much more than it shows.

Special Mention: < Unfunny Game > PARK Jongchul (Korea)

< The Journey > YIM Kyungdong (Korea)

The Jury also wants to congratulate two other talented filmmakers for their very personal films: Unfunny Game by PARK Jongchul and The Journey by YIM Kyungdong.

*** Jury for Sonje Award:**

KIM Myeongjoon (Cinematographer), Rémi BONHOMME, WOO Ming Jin

4. PIFF Mecenat Award for Documentaries

Winner : < Miracle on Jongno Street > LEE Hyuk-sang (Korea)

The jury is pleased to announce that the PIFF Mecenat Award for Best Korean Documentary goes

to a film that demonstrates excellent craft and storytelling in addressing issues of social justice for the LGBT community in Korea. Trusting their director, LEE Hyuksang, with their personal stories, the characters display an openness which provokes feelings of compassion, humour and empathy for their struggles. The film is MIRACLE ON JONGO STREET.

Winner : < New Castle > GUO Hengqi (China)

For the PIFF Mecenat Award for Best Asian Documentary, the jury recognizes a courageous film which brings dignity to the people it observes, despite the severe difficulties of their daily lives. Skillfully filmed and edited by a first-time director, GUO Hengqi, the award goes to NEW CASTLE.

*** Jury for PIFF Mecenat Award:**

KIM Myoungjoon (Media Act Director), Rithy PAHN, Sean FARNEL

5. FIPRESCI (International Federation of Film Critics) Award

Winner : < The Journals of Musan > PARK Jung-bum (Korea)

The FIPRESCI Prize at the 15th Pusan International Film Festival goes to a film that perfectly balances its cinematic values with contemporary political issues and becomes a witness of our times from artistic, psychological and social aspects.

*** Jury for FIPRESCI Award**

NAM Wanseok, Mihai FULGER, Akiko KOBARI, Alin TASCYAN, Uma da CUNHA

6. NETPAC (Network for the Promotion of Asian Cinema) Award

Winner : < Dooman River > Zhang Lu (Korea)

For its sensitive and revealing narrative about villagers and innocent children from both sides of Dooman River and how their lives are shattered by the consequences of the political divide between North and South Korea.



15th PUSAN
International Film Festival
7-15 October, 2010

* **Jury for NETPAC Award** : Nestor O. JARDIN, Martine THÉROUANNE, MOON Kwan Kyu

7. KNN Movie Award (Audience Award)

Winner : < My Spectacular Theatre > LU Yang (China)

VI. Summary of the Asian Film Academy 2010

1. Period: Sept. 30 – Oct. 16, 2010

2. Venue: Busan Youth Hostel ARPINA, Cinematheque Busan, Dongseo University Studio, Bud Classic Studio, and various shooting locations in the Haeundae area

3. Participants: 24 persons from 16 countries

4. Faculty Members

- Dean: Abbas KIAROSTAMI (Iran)
- Assistant Dean: MOON Seug Wook
- Instructor of Cinematography: KIM Hyung-gu (Korea)
- Instructor of Film Directing: Oigami NAOKO (Japan)

5. Programs

- ① Short Film Production
 - 1) *Joon & Wendy* (HD, 10 min.)
 - 2) *Ignorance* (HD, 10 min.)
- ② 3 Workshops
- ③ 12 Mentoring sessions (with 1:1 extra mentoring for all 24 participants)
- ④ 3 Screenings
- ⑤ 1 Dean's Master Class
- ⑥ Participation of Festival Seminar
(Mark LEE, Carlos SAURA, EAVE Ties That Bind)

6. Scholarships

- ① 2 person will be provided with 5,000 USD by Dong Seo University
- ② 1 person will be provided with post-production support from Technicolor Thailand

VII. Summary of the Asian Cinema Fund 2010

1. Expanding support for Asian Cinema Fund

- Newly created Incubating Fund for an Asian Film Academy(AFA) graduate.

The fund is for a selected graduate of AFA, Pusan International Film Festival's educational program, and 10,000,000 KRW will be given to the selected project.

- Expanding financial aid for AND's Documentary Distribution Support

Sponsored by Digital Contents Network Association(DCNA), Documentary Distribution Support will expand its financial aid to four documentary projects (two Asians and two Koreans). Previously, it was to three projects (two Asians and one Korean). Documentary Distribution Support will be given to four officially screened documentaries for Pusan International Film Festival based on their cinematic quality and popular appeal.

2. Recipients of the AND Distribution Fund

1) Asian Documentary (1 projects)

- ① *Passion* / Byamba SAKHYA / Mongolia

2) Korean Documentary (2 project)

- ① *Dream Factory* / KIM Sung-Gyun
- ② *The May of Love* / KIM Tae-il

3. 16 ACF supported projects were screened during the 15th Pusan International Film Festival.

Feature Films

- *Addicted to Love* | LIU Hao | China
- *Eternity* | Sivaroj KONGSAKUL | Thailand
- *Floating Lives* | NGUYEN Phan Quang Binh | Vietnam
- *Ordinary Days* | Inan | Korea
- *Re-encounter* | MIN Yong Keun | Korea
- *Virgin Goat* | Murali NAIR | India
- *Year without a Summer* / TAN Chui Mui | Malaysia
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Documentaries

- *Amin* | Shahin PARHAMI | Iran
- *First Love – 1989, Memory of Sumida* | PARK Jeong Suk | Korea
- *Inshallah, Football* | Ashvin KUMAR | India
- *New Castle* | GUO Hengqi | China
- *No Name Stars* | KIM Tae-il | Korea
- *Masquerade* | MUN Jeong-hyun | Korea
- *My Sweet Baby* | RYU Mi Rye | Korea
- *Passion* | Byamba SAKHYA | Mongolia
- *Sweet Nuke* | LEE Kanggil | Korea



VIII. Summary of the Asian Film Market 2010

- Sales Office: 51 sales offices from 108 companies of 26 countries
- Total Market Screenings: 47 screenings of 39 films for 4 days during October 10th – 13th
(including 22 market premieres)
- Online Screening : 186 films registered, 240 people has seen 1652 times for 4 days

PPP (Pusan Promotion Plan)

- 27 projects
- Approximately 400 official meetings

BIFCOM

- Approximately 500 meetings, including 75 official meetings

Awards

1. PPP Awards

- Pusan Award: *Mushroom Watermelon* / OGIGAMI Naoko / Japan
- Kodak Award: *Falling in Love* (Working Title) / LEE Jae-yong / Korea
- Göteborg Film Festival Fund: *Extraordinary Me* / Mouly SURYA / Indonesia
- CJ Award: *Starry Starry Night* (Working Title) / Tom Shu-yu LIN / Taiwan
- Lotte Award: *Baby Blue* / Daniel H. Byun / Korea
- Fan Star Cruz Award : *The White Room* / Anocha SUWICHAKORNPONG / Japan, Thailand, UK
- KOCCA Award : *The Train Station* / Mohamed AL-DARADJI / Iraq, UK, Netherlands