

# The 19th Busan International Film Festival Final Report

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## **I. Overview**

### **1. Summary**

- Period: Oct 2 (Thu) – Oct 11 (Sat), 2014
- 312 films from 79 countries
- Screening Venue: 33 screens at 7 theaters (Market and unofficial screenings excluded)
  - Centum City: LOTTE CINEMA Centum City, CGV Centum City, Busan Cinema Center, Sohyang Theater Centum City, Community Media Center,
  - Haeundae: MEGABOX Haeundae
  - Nampo-dong: MEGABOX Busan Theater

### **2. Total Attendance: 226,473**

### **3. World & International Premieres**

- 96 World Premieres / 36 International Premieres

### **4. Asian Film Market**

- Market Badges: 1,566 participants and 796 companies from 51 countries (23% increases from last year figures)
- Sales Booths: 109 sales booths from 195 companies of 24 countries (BIFCOM included)
- Total Market Screenings: 96 screenings of 84 films from 15 countries and 47 companies (67 Market Premieres, 7 more than 2013)
- Online Screenings: 297 films (202 official selections of Busan International Film Festival included)

### **5. Asian Cinema Fund (ACF)**

- New partners for post-production support
- AND (Asian Network of Documentary) external exchanges broadened

### **6. BIFF Conference & Forum**

- A total of 750 participants (382 conference participants, 368 forum participants)
- 191 paid badge holders



## **7. Asian Film Academy (AFA)**

- Participants: 24 from 17 countries

- Faculty Members

- Dean: Béla TARR (Hungary)
- Deputy Dean: OH Seok-geun (Korea)
- Directing Mentor: SONG Il-gon (Korea)



## **II. Accomplishments**

### **1. Top Record Number of the Audiences**

The top record number of audiences 221,002 which was marked in 2012 is broken with 226,473 this year. It proves that the key to the success of the Busan International Film Festival is continuous support and love from the audiences.

### **2. Broadened Audience Ranges and Service**

The efforts of the Busan International Film Festival to further approach the audiences, such as initiation of Cinekids program, and barrier-free platform application service have seen great achievements.

### **3. Successful Discovery of New Directors**

The Busan International Film Festival has marked its position as the gateway of new Asian talents, discovering new directors from relatively less-known areas such as Iraq, Lebanon, Nepal, Bangladesh, and Vietnam.

### **4. Global Market Expansion of the Asian Film Market**

The Asian Film Market demonstrated its stand as a growing global film market as the number of the participants from the Americas, Europe, and especially China, has greatly increased, along with the top record of the highest number of booths and participants.

### **5. AFA celebrating the 10th anniversary**

This year, AFA has organized its accomplishments over last 10 years, and inaugurated the program looking forward next 10 years for another leap.

### **6. Establishment of Cinematic History and Vitalization of Film Discussion**

Film discussion was even more vitalized as the platform of humanities and cinema, BIFF Conference & Forum, along with various retrospectives and special exhibitions such as Korean Cinema Retrospective-Chung Jin-woo, Special Program in Focus: The Power of Georgian Women Filmmakers, and New Turkish Cinema: Faces of the 21st Century were successfully held.



### III. Accredited Guests and Press

#### Number of Participants:

- Total Festival Participants: 10,173
- Domestic: 3,362
- Foreign: 775
- Cinephile: 1,429
- Market: 1,566
- BC&F: 750
- Accredited Press: 2,291

\* Market and BC&F participants include only the numbers accredited with the Badge.

### IV. Official Programs

- 2 Master Classes / 3 Hand Printings / 2 Special Talks
- 5 Open Talks / 23 Outdoor Greeting Events
- 5 Meet the Guest: Talk to Talk
- 5 Outdoor Stage Performances
- 4 Short Film, Long Chat
- 12 teams of Cinema Together
- 310 Guest Visits (Q&A and Presentation)
- 8 Press Conferences
- 284 Individual Interviews



## V. Awards

### 1. New Currents Award

**Winner: *End of Winter* / KIM Daehwan (Korea)**

We unanimously voted for *End of Winter* by Korean director KIM Daehwan, which impressed us with its stylistic consistency, its skillful exploration of family relations, its elegant mastery of cinematic space, and its great ensemble cast.

**Winner: *13* / Hooman SEYEDI (Iran)**

The majority of the jury voted for the Iranian film *13* by director Hooman SEYEDI. Its inventive camerawork, high level of technical achievement and dynamism make for a promising debut feature.

#### \* New Currents Award Jury

- **Jury Head:** Asghar FARHADI (Director / Iran)

- **Jury Members:** BONG Joon Ho (Director / Korea)

Dina IORDANOVA (Professor / UK)

Suhasini MANIRATNAM (Actress / India)

Jacques RANCIÈRE (Philosopher / France)

### 2. BIFF Mecenat Award

**Winner (Asia): *The Storm Makers* – Guillaume SUON (Cambodia)**

*The Storm Makers* quietly unfolds and shows us a nuanced portrait of the victims of human trafficking in Cambodia. We have an intimate insight into the victims and the perpetrators lives, linked in a chain, where pain and sorrow bring even stronger pain and sorrow, and violence bring violence.

**Winner (Korea): *Collapse* – MUN Jeonghyun, LEE Wonwoo (Korea)**

*Collapse* is an essay film about fears in contemporary life. It weaves the director's worries about Korean society and his personal worries in a unique and engaging way. For the director, art and life are one.



**\*BIFF Mecenat Award Jury**

Maria BONSANTI (Artistic director of Cinéma du Réel / France)

TAN Pin Pin (Director / Singapore)

YI Seung Jun (Director / Korea)

**3. Sonje Award**

**Winner (Asia): *Stairway* / Matt WU (Taiwan)**

We chose *Stairway*, story of a young boy and grandmother's intimate moments, by Matt WU for Asia short film, Sonje Award.

**Winner (Korea): *The Night* / CHOI Kiyun (Korea)**

We selected director CHOI Kiyun's *The Night* for his production ability of dealing difficult topic and outstanding acting of actress KIM Yaeun.

**\* Sonje Award Jury**

ISHII Yuya (Director / Japan)

Doug JONES (Executive Director of Images Cinema / USA)

PARK Jung Bum (Director / Korea)

**4. Actor & Actress of the Year Award**

**2014 Actor of the Year**

*Set Me Free* / CHOI Woo-shik (Korea)

Choi Woo-shik is an actor with pure eyes. We thought he is an actor with great potential, and we wish the best for his future.

**2014 Actress of the Year**

*Wild Flowers* / CHO Soohyang

Realistic portrayal of a street girl by CHO Soohyang was outstanding. An actress with a fresh face, we have high anticipation for her future.

**\* Actor & Actress of the Year Award Jury**

YOO Ji-tae (Actor, Director / Korea)

KIM Hee-ae (Actress / Korea)



## **5. Daemyung Culture Wave Award**

**Winner: *The Liar* / KIM Dong-myung (Korea)**

The directional skill that sublimated a common theme to an excellent black comedy was outstanding.

### **Daemyung Culture Wave Award Jury**

BANG Joon-seok (Film Music Supervisor / Korea)

KIM Dong-hyun (Director / Korea)

KIM Dong-woo (CEO of UBU Film / Korea)

## **6. FIPRESCI (Fédération Internationale de la Presse Cinématographique) Award**

**Winner: *What's the Time in Your World?* – Safi YAZDANIAN (Iran)**

The FIPRESCI Jury at the 19th Busan International Film Festival awarded *What's the Time in Your World?* directed by Iranian Safi YAZDANIAN. The Jury appreciated the well-structured, intense narrative, the complicity of the story. We saw more than just simple storytelling but also the creative use of formalistic devices, and arrangement of time and space. We all agreed that there are many love stories in the film history but it was great to see an unusual variation presented by remarkable performances.

### **FIPRESCI Award Jury**

CHEN Ru-Shou (Professor / Taiwan)

György KÁRPÁTI (Film Critic / Hungary)

Taesik John PARK (Film Critic / Korea)

Ashok RANE (Film Critic / India)

Dennis VETTER (Film Critic / Germany)

## **7. NETPAC (Network for the Promotion of Asian Cinema) Award**

**Winner: *Socialphobia* – HONG Seok-jae (Korea)**

The NETPAC Award goes to the film *Socialphobia* by Hong Seok-jae for the dynamic and brilliant realization of the most acute global problem of internet addiction. The director made his conceptually complex film on a high artistic level actively incorporating the trends of nowadays life such as new mobile applications, gadgets, web-cameras, and skype.

### **\* NETPAC Award Jury**

Fatemeh MOTAMEDARYA (Actor / Iran)





Gulbara TOLOMUSHOVA (Film Critic / Kyrgyzstan)

Young-chul YANG (Festival Director at Busan International Short Film Festival / Korea)

**8. KNN Award (Audience Award)**

**Winner:** *Ghadi* – Amin DORA (Lebanon)

**9. Busan Bank Award (Audience Award)**

**Winner:** *The Boss, Anatomy of a Crime* – Sebastian SCHINDEL (Argentina)

**10. Citizen Critics' Award**

**Winner:** *Set Me Free* – KIM Tae-yong (Korea)

Balanced attitude of marginalized people and their surroundings in a balanced attitude and persuasive tone was notable.

**11. Busan Cinephile Award**

**Winner:** *The Look of Silence* – Joshua OPPENHEIMER (Denmark)

Humanity adds elements to the problem of ideological conflict situations that the audience could agree and development of subtle emotion was well produced.

**12. CGV Movie Collage Award**

**Winner:** *A Matter of Interpretation* – LEE Kwang-kuk (Korea)

This film encourages life with a series of disappointments and despair that is worth a laugh or pass bearable. We chose this film to support the talent and attitude as he is loyal to basics of the film.

**13. DGK (Directors Guild of Korea) Award**

**Winner:** *A Midsummer's Fantasia* / JANG Kunjae (Korea)

*A Midsummer's Fantasia* is a fantasy combined with content and form.

***Socialphobia* / Hong Seok-jae (Korea)**

We selected *Socialphobia* for its potential of independent film field as a genre film.



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## VI. Summary of the Asian Film Market 2014

- Market Badge: 1,566 market badge holders of 796 companies from 51 countries (a 23% increase from 2013)
- Sales Booth: 109 sales booths of 195 companies from 24 countries (incl.BIFCOM)
- Total Market Screenings: 96 screenings of 84 films from 47 companies of 15 countries (67 Market Premieres, 7 more than 2013)
- Online Screening : 297 films (including 202 festival films)

### APM (Asian Project Market)

- 30 projects total
- Discovery of projects by new directors with potential, and growth as a gateway to investors and major festivals

### APM AWARDS

- Busan Award: *FULL-MOON PARTY* / PHAN Dang-Di / Vietnam
- Heyi Film & Youku Tudou Award: *The Killer* / Pema TSEDEN / China
- CJ Entertainment Award: *A Copy of My Mind* / Joko ANWAR / Indonesia
- LOTTE Award: *Dora* / July JUNG / Korea
- KOCCA Award: *Blue Sunset* / SHIN Suwon / Korea, Australia, France
- ARTE International Prize: *Diamond Island* / Davy CHOU / Cambodia, France
- Funding21 Award: *UNEXCHANGEABLE* / ROH Gyeong-tae, LEE Woo / Korea
- Moneff Award: *SIXTY NINE* / ZHANG Chi / China
- Creative Director Award: *Clair-obscur* / Yesim USTAOGU / Turkey, France, Germany

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## VII. Summary of the Asian Cinema Fund (ACF) 2014

### 1. Asian Cinema Fund 2014 – Funding Summary

-Independent Feature Film Script Development Fund: 8 total

-Aid amount (per project): 10,000,000 KRW (4 Asian, 3 Korean, 1 AFA)

-Independent Feature Film Post-Production Fund: 7 total

-Aid amount (per project): Post-Production funding in-kind (4 Asian, 3 Korean)

-Documentary AND Fund: 15 total

-Aid amount (per project): 5,000,000 –20,000,000 KRW (Production aid: 9 Asian, 5 Korean; Korean documentary distribution: 1)

\* The distribution fund is presented to 1 Korean documentary that is best produced with mass appeal. This year KIM Myeong-joon's *Strangers on the Field* has been selected.

-AND Program: From October 6 – 8, intensive 1:1 project clinics with 5 mentors from diverse countries and fields took place. A special lecture by Taiwanese musician LIM Giong (worked on film music with Hou Hsiao-Hsien, and Jia Zhangke), and Special Discussion with Joshua OPPENHEIMER (*The Look of Silence*, Grand Jury Prize Winner of Venice Film Festival) were held.

### 2. Expansion of the Asian Cinema Fund and Changes in Support Method

-New Post-Production Partners

The Color (Korea), Plusgain (Korea), and Forestt Studios (China) joined ACF Post-Production partners' line-up (Korean Film Council, CJ Powercast, Stareast Digital Lab. Ltd., Digital Studio 2L, Studio SH, and Wavelab STD).

### 3. Expansion of the Asian Network of Documentary (AND) Fund

AND, a program that aims to provide Asian documentaries with practical and continued support as well as financial aid, continues to expand its network. To Indian DocWok Workshop, more focused on editing and market strategies, LI Xiaofeng and JIA Kai's *Liu's Rhapsody* will be sent, and HUANG Hui-Chen's *The Priestess Walks Alone* was selected to

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be sent to Docs Port Incheon, a documentary pitching event. According to the AND Taskovski Films Asian Talent Fund partnership signed last year, WANG Yang's *Weaving* will receive online consulting.

**3. 17 ACF supported films screened at the 19th Busan International Film Festival**  
**8 feature films (4 Asian, 4 Korean)**  
**9 documentaries (6 Asian, 3 Korean)**

\* *Jalal's Story* | New Currents | Abu Shahed EMON (Bangladesh)

2014 ACF Post-Production Fund

\* *So Be It* | A Window on Asian Cinema | Kongdej JATURANRASMEE (Thailand)

2014 ACF Post-Production Fund

\* *The Inseminator* | A Window on Asian Cinema | BUI Kim Quy (Vietnam)

2014 ACF Post-Production Fund

\* *A Corner of Heaven* | A Window on Asian Cinema | ZHANG Miaoyan (China, France)

2014 ACF Post-Production Fund

\* *Shadow Island* | Korean Cinema Today – Vision | SON Seungung (Korea)

2014 ACF Post-Production Fund

\* *A Matter of Interpretation* | Korean Cinema Today – Vision | LEE Kwang-kuk (Korea)

2014 ACF Post-Production Fund

\* *Wild Flowers* | Korean Cinema Today – Vision | PARK Sukyoung (Korea)

2014 ACF Post-Production Fund

\* *Alive* | Korean Cinema Today – Vision | PARK Jungbum (Korea)

2010 Script Development Fund

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\**The Storm Makers* | Wide Angle Documentary Competition | Guillaume SUON (Cambodia, France)

2013 AND BIFF Supporters Fund

\**Nick and Chai* | Wide Angle Documentary Competition | Cha ESCALA & Wena SANCHEZ (Philippines)

2014 AND BIFF Mecenat Fund

\**Factory Complex* | Wide Angle Documentary Competition | IM Heung-soon (Korea)

2013 AND BIFF Mecenat Fund

\**The Anxious Day Out* | Wide Angle Documentary Competition | KIM Cheol-min (Korea)

2013 AND Dong-eui Cinema Fund

\**Our Metropolis* | Wide Angle Documentary Competition | Gautam SONTI & Usha RAO (India)

2013 AND Busan Bank Fund

\**Fluid Boundaries* | Wide Angle Documentary Showcase | MUN Jeonghyun & Daniel Rudi HARYANTO & Vladimir TODOROVIC (Singapore, Indonesia, Korea)

2012 AND DMZ Fund

\**Y/our Music* | Wide Angle Documentary Showcase | Waraluck EVERY & David REEVE (Thailand, U.K.)

2012 AND BIFF Mecenat Fund

\**Foot Prints in the Desert* | Wide Angle Documentary Showcase | Balaka GHOSH (India)

2012 AND DMZ Fund

\**My Fair Wedding* | Wide Angle Documentary Showcase | JANG Hee-sun (Korea)

2014 AND Dong-eui Cinema Fund



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## VIII. Summary of the BIFF Conference & Forum 2014

### 1. **Period:** Oct 8 (Wed) – Oct 10 (Fri), 2014

- Keynote speech, Sessions, etc.

### 2. **Venue:** 2F Grand Ballroom, Haeundae Grand Hotel

- Conference: Grand Ballroom A
- Forum: Grand Ballroom C

### 3. **Participants**

- A total of 750 participants (382 conference participants, 368 forum participants)
- 191 paid badge holders

### 4. **Theme and Programs**

#### 1) **Conference**

- Conference: Film Discourse in the Digital Era
- Keynote Speech: Film in Our Time: Digital Dreaming and the Magic of the Movies – Graeme GILLOCH
- Humanities Concert: Film and Orientalism – PARK Hong-gyu
- Session 1: Film Discourse in the Digital Era
- Session 2: On Discomforts of Centeredness in the Thoughts of Jacques Rancière
- Session 3: Film and the Humanities 1: Reception of Cinema in the Digital Era
- Session 4: Film and the Humanities 2: Humanities and Trans-Humanism in Film
- Session 5: Film and Myths
- Session 6: Film and Sports: Toward Successful Sports Movies

#### 2) **Forum**

- Session 1: A Certain Tendency of Japanese Cinema After 3.11
- Session 2: Mohsen Makhmalbaf and the Truth of Cinema
- Session 3: ‘New Year Blockbuster’ and Chinese Dream
- Session 4: Films, Cities and Spirits of Humanities

- Session 5: Film Reading Forum: *Roaring Currents*
- Session 6: To Establish Nongovernmental Autonomy of the Korean Film Rating Board and its Resolution
- Session 7: Diversity of Films and Korean Film Industry

#### **5. Conference Participating and/or Endorsing Institutions**

- Asian Cultural Exchange Center, Chosun University

#### **6. Forum Participating Institutions**

- The Japan Foundation, Confucius Institute at Dongseo University, Chinese Cinema Forum, Kyungsoong University Reading Culture Research Institute, The Korean Association of Film Critics, Institute of Legal Research of Youngsan University

#### **7. Notes**

- Intense discussion with renowned philosopher Jacques RANCIÈRE during the Conference session, On Discomforts of Centeredness in the Thoughts of Jacques Rancière.
- Keynote speech by Graeme GILLOCH, a world renowned scholar on Walter Benjamin and Siegfried Kracauer
- Forum session titled Mohsen Makhmalbaf and the Truth of Cinema took place, along with Mohsen MAKHMALBAF's keynote speech
- Film Reading Forum, introduced this year, provided a place where cinema, books, and performances can be enjoyed together. *Roaring Currents* (film), *Nanjung Ilgi: War Diary of Admiral Yi Sun-shin* (non-fiction book, written by the historical character portrayed in *Roaring Currents*), and *Song of Sword* (novel written by Kim Hoon about Yi Sun-shin) were discussed.



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## **IX. Summary of the Asian Film Academy (AFA) 2014**

- 1. Period:** Sep 25 (Thu) – Oct 12 (Sun), 2014 (18 days)
- 2. Venue:** Dongseo University Centum Campus, Busan Cinema Center, ARPINA Youth Hostel etc.
- 3. Participants:** 24 people from 17 countries
- 4. Faculty Members**
  - Dean: Béla TARR (Hungary)
  - Deputy Dean: OH Seok-geun (Korea)
  - Directing Mentor: SONG Il-gon (Korea)
- 5. Programs**
  - 1) Short Film Production / Screening
    - *Brother* | HD | 10min | Color
    - *The Return* | HD | 15min | Color
  - 2) 6 Major Workshops (Directing, Producing, Cinematography, Production Design, Sound Design, Editing)
  - 3) 2 Alumni Screenings (*Jalal's Story*, *Postcards from the Zoo*)
  - 4) 1 Master Class (Dean Béla TARR)
  - 5) 6 Special Lectures (Production Design, DCP Production, Film Making with the iPad and iPhone, Scenario Writing, How to Make a Feature Film with Petty Cash, Color Grading)
  - 6) Mentoring (Dean Mentorship, Directing Mentor Mentorship)
- 6. Scholarships**
  - 1) 2 fellows will be awarded with 5,000,000 KRW each by Dongseo University
  - 2) 2 cinematography fellows will be awarded with a LED lighting each from DMLite Inc.; Lumos
  - 3) 2 fellows will be awarded scholarships for New York Film Academy's 4 week Filmmaking Workshop in New York and Beijing