

Short Shorts Film Festival & Asia Japan Cultural Expo 2.0 Project FY 2024

Film Festival Leaders from Around the World Gather for a Conference on Film Festivals of the Future *-From the Role in Promoting Tourism to the Showcase of Cutting-Edge Technology in Film Festivals*

**ARCHIVE VIDEO is published
on SSFF & ASIA's YouTube**

<https://www.youtube.com/watch?v=-ISqJe3pQY4>

The Academy Award® accredited Asia's one of the largest international short film festivals, Short Shorts Film Festival & Asia held an international conference "Film Festival Leaders from Around the World Gather for a Conference on Film Festivals of the Future -From the Role in Promoting Tourism to the Showcase of Cutting-Edge Technology in Film Festivals" co-hosted by Japan Cultural Expo on Nov. 9, 2024 at Shimada City in Shizuoka Prefecture, Japan.

For the conference, which was based on the purpose of sharing Japan's rich cultural resources domestically and internationally, broadening understanding and appreciation of Japanese culture, the following five leaders gathered from around the world.

- Minikino Film Week (Bali International Short Film Festival) Program Director, Fransiska Prihadi from Indonesia
- Rio de Janeiro International Short Film Festival Festival Director, Ailton Franco Jr. from Brazil
- Show Me Shorts Film Festival Festival Director, Mark Prebble from New Zealand
- Tampere Film Festival Festival Director, Jukka-Pekka Laakso from Finland
- Yamagata International Documentary Film Festival Vice-Chair, Fujioka Asako from Japan

We discussed film festivals' roles in promoting local tourism and being a showcase for the latest moving-image technology. We also exchanged opinions about the future of visual images that use AI technology and where the world of cinema will be headed in the future.

The archive video is now published on YouTube.

<https://www.youtube.com/watch?v=-ISqJe3pQY4>

Japan Cultural Expo 2.0, 2024.

**Film festival leaders
from around the world gather
for a conference
on film festivals of the future.**

~Discussing its role in promoting local tourism and a showcase for the latest moving-image technology

Organizer: Pacific Voice Co., Ltd., Japan Arts Council, Agency for Cultural Affairs, Government of Japan

Saturday, November 9, 2024

at Shimada City Community Exchange Center Poporo



FY 2024 Japan Cultural Expo Project
Presented and Co-presented by Japan Arts Council and
Agency for Cultural Affairs, Government of Japan

Conference Panelists



Fransiska Prihadi

Fransiska Prihadi is an architect and co-founder of the art-house cinema MASH Denpasar. She currently serves as the Program Director of Minikino. With a unique blend of experience in architecture and short film programming, she is passionate about exploring the creation of spaces and fostering human interaction within communities and public venues. She has been a guest programmer, pre-selection committee member, and jury for various national and international short film festivals, and has served as a facilitator and mentor for short film programming and film criticism workshops.

Her current research interests focus on children's and youth education through short films. In 2021, she completed a thesis exploring the influence of festival and destination qualities on tourist satisfaction and revisit intention, using Minikino Film Week in Bali as a case study.



Ailton Franco Jr.

Graduated in Economics and in Communications (Cinema Studies), Ailton Franco Jr. has been working as executive producer in films and events since 1991. Creator and director of the Rio de Janeiro International Short Film Festival Curta Cinema which has been held for 33 years,

he has produced feature films, documentaries and short films, such as "Exilados do Vulcao" (best feature film at Brasilia Film Festival - 2013) and "Othelo, o Grande", by Lucas H. Rossi dos Santos (best feature documentary film at Festival do Rio 2023), which had its theatrical release in September 2024. He is currently preparing the 34th edition of the Curta Cinema Festival and is developing feature film projects: "Entre Espelhos", directed by Vinicius Reis and "Biscoito", directed by Andre Pellenz, both in co-production with Joao Ximenes Braga, the Emmy International award-winning author of the soap opera "Lado a lado".



Mark Prebble

Mark Prebble is the Festival Manager for Show Me Shorts Film Festival and has been a key part of the success and growth of the festival over the past ten years. He has spoken on panels and events at Clermont-Ferrand Film Festival, China International New Media Short Film Festival and Cannes Short Film Corner. He's also been a jury member for festivals in Ireland, Greece and New Zealand. Mark has extensive experience as a short and feature filmmaker, bringing wide creative and technical knowledge to his festival work.



Jukka-Pekka Laakso

Jukka-Pekka Laakso has been the festival director of Tampere Short Film Festival since 2002. As a festival director he shares the responsibility of strategic planning and programming with a co-director. He has been a member of more than 60 juries in film festivals including Edinburg Film Festival, Locarno Film Festival, Festival du Nouveau Cinema in Montreal, Canada, Hanoi ff and Morelia ff in Mexico.

Jukka-Pekka Laakso acts also as the executive director for Pirkanmaa Film Centre, a local film centre in Tampere. The film centre is a non-profit organisation that runs an art-house cinema, distributes films in Finland and works extensively with media education.

Jukka-Pekka Laakso was for 10 years a member of the Council of Cinema of Finland (part of the Arts council) and the chairman for 6 years and has been a member of the Arts Council. Jukka-Pekka Laakso is a member of the European Film Academy.



Fujioka Asako

Fujioka Asako has worked with Yamagata International Documentary Film Festival since 1993 as Coordinator, Director of Tokyo Office, and is now Vice-chair of the Board. As head of Documentary Dream Center, she began organizing film workshops in various Asian destinations in 2009 and launched the retreat program Yamagata Documentary Dojo in 2018. She supports Japanese films liaison internationally, and aims to support documentary, its makers and audiences through international exchange. She is producer of NUDE at Heart (2021, dir: Okutani Yoichiro) and other documentaries.

Presentation about each film festival

The panelists had a short presentation about their own film festival.

MiniKino Film Festival was founded in 2002, in Bali, Indonesia. Monthly screenings and discussions have been held for....

The festival's focus is on community screenings, allowing people to watch short films on big screens together. In this way these events help keep cinema culture alive.

With the support from the Indonesian Ministry of Culture, the festival has now become a part of Bali's sustainable community for tourism. Collaborated with local restaurants & hotels, vouchers are issued. There is also an eco system to recycle used T-Shirts to make festival bags.

They also screen with sign languages and audio descriptions. There is a shared space for people with disabilities can also fully enjoy the cinema experience.

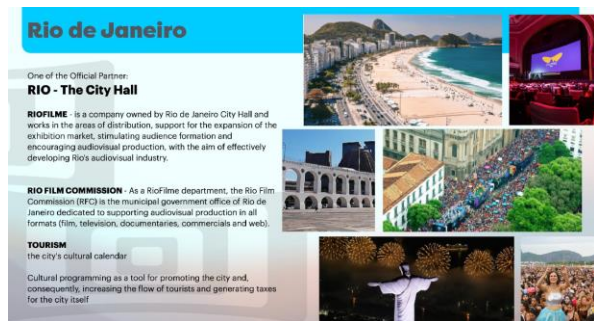


Rio de Janeiro International Short Film Festival started in 1992 as a small showcase for short films.

In 1994, 1994, the main focus was on Brazilian short films, and in 1998, open submissions began. Three years later the festival became an Academy Award qualifying festival.

Supported by the city government, the festival develops tourism of Rio de Janeiro with cultural attractions.

It increases the value of the city's branding, attracting more and more tourists. The festival is funded by entry fees and crowdfunding support.



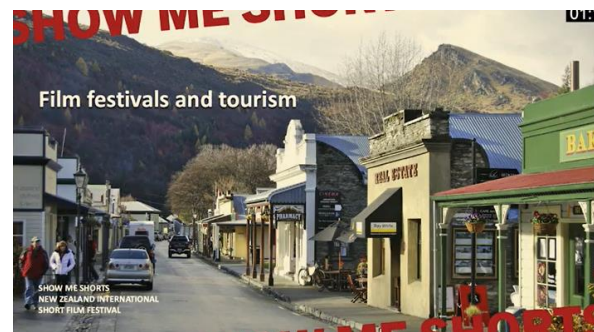
Show Me Shorts Film Festival was established in 2006.

Academy Awards and BAFTA accredited for the awards, and it was ranked by the American magazine Movie Maker as one of the top 20 short film festivals in the world.

The festival takes short films around the country to more than 40 venues including schools, libraries and bars as well.

There are not so many international attendees, but the festival is trying hard to promote itself to tourists. It organizes activities for tourists to encourage them to come to New Zealand.

The festival which is originally a national organization has relationships with lots of other organizations. Some are central government, some are local councils for the different regions.

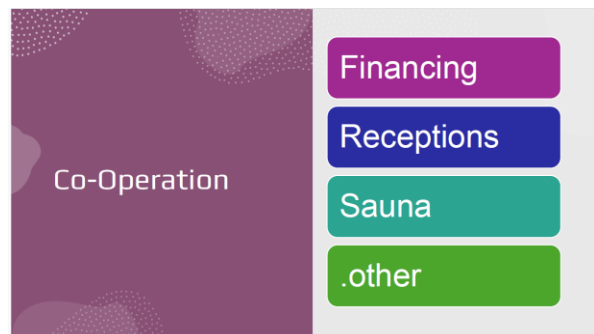


Tampere Short Film Festival has been supported by City of Tampa, the 2nd largest city in Finland.

The city used to have textile factories for 30 or 40 years but like in many other places, the industries have moved out and the city had to develop something else. It has been very active in culture.

The city organizes big receptions at the city hall and support for saunas. The festival also works with the tourist office.

The city would like to make interesting city with the festival and obtain high reputation as the nicest place to live in in Finland.



Yamagata International Documentary Film Festival is a gateway for Asian documentaries. Not only investigative journalism but there's actually a very wide range of creative documentaries in this festival. The festival aims to provide regular opportunities for people in the One of the reasons why the festival started is because Yamagata citizens were known for being film lovers, and there's a very large cinema population and, movie theaters per capita is very, very high.

Founded in 1989, the festival is currently now separated from the city government, and we are an independent NPO. However the Yamagata City is still the biggest sponsor providing about 80% of the budget. The central government agency for cultural affairs, the National Film Archiv economy, Trade and Culture in Taiwan are also collaborators.



1. Festivals' Sustainable Initiatives

Mark Prebble of Show Me Shorts explained their sustainability challenge is to travel to the other events venues, because they have various venues on two main islands: the North Island and the Auckland. To solve the problem, the festival has recently had someone in the South Island to develop and manage all the events that way the personal resource is secured and the travel expenses are reduced. He also said simple action like working 50% of the time reduces commuting travel. Thus, we have become more sustainable.

Jukka-Pekka Laakso of Tampere said jokingly “ the best thing that we could do is just, stop the festival, because the problem is that a festival is where we want people to come and get together, which means traveling and especially, I mean, for you, special, because you are in the, the far end of the world”. However, modern technology allows us the paper catalogue, tickets and film transportation digital and reduce the cost.

Ailton Franco Jr. of Rio de Janeiro International Short Film Festival also told a realistic festival point of view. Some certain number of the audience still prefer printed catalogue. Sustainability is not only about environmental issue, but we have to think about how to maintain the festival.

Fransiska Prihadi of Minikino Film Week introduced their activities as they try to find ways to work more with local suppliers and recycling T-shirts to festival bags to let people know what we can do for sustainability.

Asako Fujioka of Yamagata International Film Festival also pointed out that many of the festivals are not like Cannes nor Berlinale. What we can do is being closer to the audiences. As the Minikino Film Week's instance, recycling T-shirts is a message to the ordinary people.

For obtaining fund, this sustainability plan is necessary. That way everybody starts having the sense of awareness.

They talked about the programing is one part of the sustainability to tell the message through the films as well as film production.



2. Digital Transformation of Film Festivals

Here, many transformations were introduced, such as through digital film submission, audience voting by QR code, electronic ticketing, posters and catalogues.

Mean while, Jukka-Pekka Laakso of Tampere Short Film Festival mentioned the necessity of technology management: each system is run by different companies and different ways to be updated.

He also explained that “even though new technology is good, not everybody can or will want to use them. In Finland, there are young people who basically decide not to use smartphones.”

Asako Fujioka of Yamagata International documentary Film Festival introduced a library of films. The digitization made it easier to rent films.

Fransiska Prihadi of Mini Kino Film Festival pointed as “we have to think about how to make it more flexible and also beneficial for the audience”.



- About Web3, metaverse, VR

Five or six years ago, Tampere Film Festival had a project of VR financed by the European Union. They looked at what kind of artistic developments people can find in VR short films. However, it had little influence. J-P L said, "I have, very often said that it has taken more than 100 years to manage two-dimensions - screen and sound. And many people cannot even cope with that. They are not ready to make content for VR. So, it is a great thing to see 360 degree films.

.Some of them are interesting, but, I think that it."

Ailton Franco Jr. said: "What I think is that you have to keep thinking of a dream festival, and also bring the cinema to people to experience. This is especially important nowadays. There might be people who say, 'you don't need film festivals anymore. You can see those films at home.' But the festival is where you can experience something together."

Asako Fujioka also explained: "VR is a new way of creation that is being made just now. I am very interested in it. Unfortunately, it is impossible for our film festival to have a room and all the equipment needed to show films in VR.

Fransiska Prihadi introduced MiniKino's situation: "We have actually been showing VR films. I think it is a way of telling stories. Of course, not all of them are good, but some are. And the audience are able to enjoy experiencing them at the film festival."



3. New Technologies / Generative AI

Mark Prebble said "We have not made a strong stance for anything because we want to be open to something amazing and beautiful. But any that have been submitted have not been good enough or interesting enough. And we are much more interested in what the film is trying to say. Due to the expression that's more interesting to us than the tool that was used to make it."

Jukka-Pekka Laakso agreed as "we have the same experience. I don't mind, what kind of tools to use if you find a way that is innovative, new and interesting.

It's also an ethical issue. We need to create the guidelines and think about how to control these kind of tools as a tool. It's really, really related with how to define the cinema, how to define the creativity. It means the how to define the human beings. So it is very important deep issues.

"What we are looking for is actually something which is out of the normal thing.

Maybe we have the films already that are edited by AI, but what we have to remember is that artificial intelligence only copies things that have already existed. Someone who has their own ideas and knows how to use the tool in an interesting way will come up with 70 different versions of the film".

4. Future of the Film Festival

Even in the era of streaming, every film festival thinks that Cinema / Film Festival will not disappear because people want to gather and have cinema experience together.

Radio, TV, DVD, Blu-ray, didn't kill the cinema, Jukka-Pekka Laakso followed.

"Short film festival is the research and development part of the film industry.

What are new ways of filmmaking? Filmmakers influence each other and people can experience something new.

Fransiska Prihadi said, "I think it will be a bright future. And I hope the filmmaker will find ways to make dark things still entertaining and keep us hopeful. "

【Short Shorts Film Festival & Asia】



In 1999, actor Tetsuya Bessho, member of the Screen Actors Guild of America (SAG), has worked to introduce the then new genre, "short films," which he first encountered in the United States, to film fans in Japan as the American Short Shorts Film Festival. In 2001, the festival was renamed the Short Shorts Film Festival. In 2004, SSFF was recognized as an Academy Award® accredited film festival. In the same year, with the aim of promoting new visual culture from Asia and nurturing up-and-coming young filmmakers, the Short Shorts Film Festival Asia (SSFF ASIA, co-sponsored by Tokyo Metropolitan Government) was established and the festival is now known collectively as SSFF & ASIA.

To commemorate the festival's 20th anniversary in 2018, the Grand Prix film was named the "George Lucas Award" in honor of director George Lucas.

In January 2019, the Short Shorts Film Festival in Hollywood was held to celebrate the 20th anniversary of the festival. Beginning with the 2019 festival, in addition to the Official Competitions (International, Asia International, and Japan), the Non-Fiction Competition and this year, the Animation Competition Best Short Award winners have also become eligible for nomination at the Academy Awards the following year.

SSFF & ASIA will continue to support young creators through the festival.

Press Inquiry:

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【Stills are available here】

<https://drive.google.com/drive/folders/1ae-lcmaJWCf8vD08F1nZpK6pSdOo-7ZW?usp=sharing>