

Hamburg, 18. August 2021

JFFH – Japan-Filmfest Hamburg

18. August – 01. September 2020

www.jffh.de



The 22nd Japan Film Festival Hamburg online

- **More than 80 films of all genres, including many international and world premieres**
- **From 18 August to 01 September: Two weeks of diverse cinema from Japan**
- **Presentation of the Audience Award to the Best Japanese Feature Film of the Festival**

*Under the motto „**Me wa kokoro no kagami** – "The eyes are the mirror of the soul" Nihon Media e. V. presents over 80 exciting current Japanese cinema productions online at the JFFH for two weeks. Also this year, our audience can vote for the best film of the festival.*

From 18.08. to 01.09.2021, all films of the festival can be watched via the video platform Leihkarte.de, from colourful anime to ambitious short films and artful arthouse to wild genre bangers. For a whole two weeks, our viewers will have the opportunity to enjoy the exciting variety of Japanese cinema from the comfort of their own living room. The presentation is being made in close cooperation with **Universal Pictures Germany**. **Please note:** For legal reasons, individual films are only available from Germany or other European countries! Tickets can be purchased via our homepage (jffh.de/en/tickets.html) using PayPal. Single tickets (6€) and 10-tickets (20 % discount on the purchase of a single ticket) are available. The access codes are sent by e-mail and can then be redeemed on Leihkarte.de. The individual streaming slot – usually a main film or a combination of different short films – can then be accessed within 48 hours. For particularly enthusiastic film fans who want to experience the entire programme of the 22nd JFFH without restrictions, we offer a **season ticket** for only 90€. Every buyer of a season ticket will receive a film festival poster in DIN A1 size as a small thank you. Those who would also like to receive more exclusive bonus material, such as a media book hand-signed by a director from the Midori-Impuls catalogue (www.midori-impuls.com), film posters and signed postcards, can also purchase the VIP ticket for 130€. A large part of the proceeds from the online tickets goes directly to Japanese filmmakers who have just been hit hard by the Corona crisis. So when you buy a ticket, you are not only supporting the festival itself, but also Japanese cinema as a whole.

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Presentation of the Audience Award to the best Japanese feature film of the festival.

As a special highlight, we will again award the **Audience Award** to the best feature film of the festival in 2021. The prize will be awarded to the film with the highest audience vote. Five current Japanese productions from all genres will be nominated and evaluated by means of a point system. The award is intended to honour the festival entry that has particularly inspired you. Five very different festival entries were nominated: *Harmonica-Tayo*, *Osaka Loan Shark*, *I water a cactus*, *One Cut of Life und Color of Happiness*.

This year, the voting will take place via our film festival website jffh.de. Each of the five nominated films can be rated from 1 to 4 stars. A prerequisite for voting is the possession of a streaming code for one of the nominated films. Votes can be cast via the online form linked on the homepage - the form will be used (multiple times) for all 5 films. Only one vote per code will be counted.

The nominees of the Audience Award in detail:

HARMONICA-TAYO (2018)

Regie: Seiichi Hishikawa

Details: <https://jffh.de/de/festivals/22-jffh-2021/harmonica-taiyo.html>

OSAKA LOAN SHARK (2021)

Regie: Takahiro Ishihara

Details: <https://jffh.de/de/festivals/22-jffh-2021/osaka-loan-shark-1.html>

I WATER A CACTUS (2019)

Regie: Yūki Sugiyama, Shōhei Hisamitsu, Minori Oka

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Details: <https://jffh.de/de/festivals/22-jffh-2021/i-water-a-cactus.html>

ONE CUT OF LIFE (2020)

Regie: Shintarō Hocchi

Details: <https://jffh.de/de/festivals/22-jffh-2021/one-cut-in-the-life.html>

COLOR OF HAPPINESS (2019)

Regie: Katsuya Matsumura

Details: <https://jffh.de/de/festivals/22-jffh-2021/the-color-of-happiness.html>

In addition to the Audience Award, the JFFH traditionally awards other film entries jffh.de/preisverleihung. In detail the following will be awarded: Jury Award for the Best Independent Production, Special Award for the Best Genre Production, Award for an Exceptional Artistic Achievement.

Jury Prize to the most artistically outstanding cinema film of the Festival

The Jury Prize is awarded to the most artistically outstanding cinema film of the festival. Only independent productions that have not received financial support from one of the established major film studios are nominated. The award is thus intended to honour not only the artistic achievement but also the courage of the filmmakers, which an independent cinema production requires. The award winner is chosen by our experienced festival jury, which consists of five long-standing members of the Nihon Media e. V. association and external cineastes and experts on Japanese pop culture.

All film trailers and theme videos on Japan-specific topics on our Youtube channel

On our YouTube channel (youtube.com/jffh-en) we present interviews with the Japanese filmmakers, film trailers for our film programme as well as other thematic videos on Japan-specific topics produced exclusively for the film festival. Check our YouTube channel regularly to make sure you don't miss any of our videos, e.g. our festival trailer (<https://youtu.be/hDbc13mm2ZI>).

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Information on the Japan Film Festival Hamburg on the Internet:

www.facebook.com/japan.filmfest.hamburg (JFFH- Facebook page)

www.jffh.de (Website)

youtube.com/jffh-de (YouTube channel with trailers & impressions)

www.flickr.com/jffh (Flickr page of the JFFH with photos of the last years)

twitter.com/japanfilmfesthh (Twitter channel of the JFFH)

The Japan Film Festival Hamburg has been held annually shortly after the Cherry Blossom Festival since 1999. In 2021, the film festival, which is firmly anchored in the cultural calendar of the Hanseatic city, has the motto "The eyes are the mirror of the soul" and will take place this year in August. The film festival is an initiative of Nihon Media e. V. and is organised and carried out mainly by volunteer members and supporters of the association. The aim of the association is to make a contribution to Japanese-German friendship and to give cultural workers from Japan a stage in Germany.

On request, we will be happy to provide press representatives with up-to-date photo material and additional information. If you are planning to publish an article, please let us know and let us know when you would like it to be published. Online accreditations for the 22nd JFFH are, of course, possible on a case-by-case basis by naming the media represented.

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