



Nara International Film Festival

July 17, 2020

What's Your Treasure?

Nara International Film Festival 2020, to be held Sept. 18th (Fri.) ~ 22nd (Tue.)

As film and other cultural projects around the world have been greatly impacted by COVID-19, the Nara International Film Festival (now in its tenth year) will establish a new kind of film festival with a strong emphasis on safety, and is planning to hold the festival this September 18th (Friday) through the 22nd (Tuesday).

Screening films from young, up-and-coming directors of not only Japan, but also France, India, Korea, Catalunya, Malaysia, Russia, and many other countries, this festival is a chance to see many films would not normally be released to the public, all in their original language with Japanese subtitles and centered around the World Heritage sites of Nara. Become a Red Carpet Club member, and after walking this year's red carpet at Todai-ji Temple's Great Buddha Hall (Daibutsuden), you'll have unlimited access to the monthly film screenings of Nara Cinémathèque in Nara City by showing your membership card.

With its history, nature, temples and shrines, and animals, there are very many treasures in Nara. As the fury of this new virus has cut off all of our connections, we have come to realize that it's these connections themselves that we've made with so many people over the last ten years that are our treasures. Every treasure is different for every person, and we keep these in our hearts. So what's your treasure? Please come visit Nara to find your answer to that question.



About the Nara International Film Festival

Marking 1,300 years since the capital of Japan was moved to Nara, the Nara International Film Festival began in 2010 with film director Naomi Kawase as its executive director. Based around the four pillars of sharing the beauty and culture of film, discovering young creators, developing the film people of the future, and intercultural exchange through film, our mission is to connect Nara with the rest of the world through film.

Naomi Kawase, Executive Director, Nara International Film Festival



Nara is god's nursery, with deer and humans happily living together in this town of so much world heritage. In this town, we are cultivating four nurseries through film. The first is the actual festival, a sacred time. The second is Nara Cinémathèque, a regular "ordinary" event. The third is the NARative project, which connects the sacred with the "ordinary". The fourth is the Youth Cinema Project, a time for a time that is yet to come. We have all of those ideas in this nursery, and it has a door to the world.

In 2020, people all around the world have felt the threat of this small virus. However, it is because this is such a difficult time that we decided to sow our seeds in our nursery again this year. It is because now, more than ever, is the time to open the doors from this nursery to the rest of the world, and realize these connections that literally cross borders. It is also because I would like to reaffirm my pride in Japan. We are all passengers riding on the same ship known as Earth. The radiance of art rests in the hearts of all 7.8 billion people, and I wish for that radiance to brighten the world. I hope we can all cultivate this nursery together.

Satoko Nakano, President, Nara International Film Festival



I would sincerely like to thank you for all of the kind words you have offered the Nara International Film Festival. It is thanks to you that 12 years have passed since we started this organization, and 10 years since we held our first film festival. In that time, we have had so many new encounters that have crossed both oceans and generations, all through film. I have been able to witness new works being created as well. It has been a path full of both thrills and miracles. Though there were some tough moments, being able to hold this festival has brought me such a deep happiness every time, and I am very grateful for all of your support that has allowed us to continue to move forward with our high goals.

As we approach our 6th biennial festival, the world has been put into an unprecedented situation. With talk of a new normal, we have had plenty of time to stop and think deeply about all of this. As Nara is a place where the divine, natural, and people live in harmony, a film festival that reaches from Nara out to the rest of the world is needed now more than ever. That is the thought that I arrived at. With all of our experiences so far, I feel very strongly about delivering a "new" Nara International Film Festival to the world now. Thank you for all of your understanding and cooperation.

Main Program

1. Opening Ceremony Red Carpet

The opening ceremony begins with all of the supporters of the film festival walking the red carpet.

2. NARative 2020 Premier



NARative is a project that invites a young, up-and-coming film director to make a film set in Nara, connecting the present with the future, and Nara with the world. The director of NARative is chosen from among the award winners at the previous NIFF International Competition, and their NARative film will premier at the next NIFF two years later.

3. International Competition



We gather works from young film creators from all around the world. Those that pass the rigid selection process are presented here in this main competition program. After the film is shown, the director themselves comes up on stage to say a few words. Works of excellence are given the Golden SHIKA Award and the Audience Award, and they are announced at the closing ceremony. Award-winners have the opportunity to submit a proposal for the next NARative project.

4. NARA-wave (Student Film Competition)



A competition for student films, videos, and moving-image arts. Some participating works also participate in the Cannes Film Festival's student competition, and works nominated by NARA-wave receive acclaim from other film festivals overseas as well.

5. Youth Jury Program



Teenagers serve as jurors and judge full-length films recommended by Berlinale Spotlight Generation, as well as short-length films recommended by Short Shorts Film Festival & Asia, both of which whom we have partnerships.

6. Youth Filmmaking Workshop



We invite a film director to serve as an instructor, and junior high school students experience filming, editing, and the entire process of making a film in this workshop. We will screen the completed work at the Nara International Film Festival.

7. Youth Cinema Internship

Youth Cinema Internship is a youth program where participants learn about distribution and advertising a completed film so it can reach a large number of people. We will screen the film they use in this internship.

8. Catalan Focus

Working with the Institut Ramon Llull, a consortium working to disseminate Catalan culture, we will screen five films from young female directors that are related with Catalunya.

About Sponsorship Programs

The Nara International Film Festival is accepting sponsorship from businesses that are interested in working with us. We offer the following sponsorship programs.

Benefits	Sponsorship					
	¥10,000,000	¥5,000,000	¥1,000,000	¥500,000	¥300,000	¥100,000
Business Advertisement in Pamphlet	Full-Page	Half-Page	Quarter-Page	Logo Only	Logo Only	Logo Only
Logo on Signboard at Venue ^{※1}	○	○	○	○	×	×
Commercial Prior to Film Screening	30 sec.	15 sec.	15 sec.	×	×	×
Display Logo Prior to Film Screening ^{※1}	○	○	○	○	○	○
Display Official Sponsor Banner ^{※1} on NIFF Homepage	○	○	○	○	○	○
Logo on Sponsor Backboard ^{※1}	○	○	×	×	×	×
Receive Official Products of NIFF	○	○	○	○	○	○
Red Carpet Club Organization ^{※2} Membership Rights	○	○	○	○	○	○

※1 The size of the logo will depend on the amount of the contribution.

※2 Unlimited access to films during the film festival (with the exception of one program) and Nara Cinémathèque.

About Red Carpet Club 2020 Membership

It is because of everyone's kind support that Nara International Film Festival will be held for the 6th time this year, along with all of the other 2020 festival programs. We would like to thank you for your generous contributions to our activities.

Benefits

- Unlimited viewing of movies by presenting your membership card at the "Cinematheque for mobile cinemas" held monthly in Nara
- The name of your group, corporation, or your own name listed on the scroll of trailers screened at Nara Cinémathèque (only if you wish).
- Flyers and emails with information regarding Nara International Film Festival events.

Annual Fee

Individual Members

Membership Fee: ¥10,000 (you will be issued a membership card)

Period: Valid April 1st to March 31st of the following year (Automatic renewal thereafter)

Apply for Individual Membership

Group/Corporate Members

Membership Fee: ¥30,000 per entity (you will not be issued a card, but a corporate number instead)

Period: Valid for one year from the registration month (automatic renewal thereafter)

Group/Corporate Member Application

For any inquiries, please contact:

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