

JAPANFILMFESTIVAL
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J●POP
SUMMIT
FESTIVAL
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PRESS RELEASE

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The 2013 JAPAN FILM FESTIVAL OF SAN FRANCISCO WELCOMES AWARD WINNING DIRECTOR MIWA NISHIKAWA AS SPECIAL GUEST OF HONOR FOR THE PREMIERE OF HER NEW FILM *DREAMS FOR SALE*

*Evocative Director Of Dear Doctor And SWAY Makes A Special U.S.
Personal Appearance For San Francisco's First Dedicated Japanese Film
Festival Taking Place In July At NEW PEOPLE Cinema*

San Francisco, CA, June 12, 2013 – The 2013 J-POP Summit Festival, the popular annual San Francisco summertime Japanese Pop Culture celebration, will welcome director Miwa Nishikawa as a special Guest of Honor for the first-ever *Japan Film Festival of San Francisco*. The award-winning director is set to appear in-person at NEW PEOPLE Cinema for the premiere of her latest film – *Dreams for Sale* – on Saturday, July 27th at 7:00pm. An audience Q&A will immediately follow the screening.

Presented in conjunction with the J-POP Summit, the *Japan Film Festival of San Francisco* (JFFSF) is the first fully-dedicated annual Japanese film event for San Francisco and takes place at the NEW PEOPLE Cinema beginning Saturday, July 27th through Sunday August 4th. Tickets are \$13.00 per film unless otherwise indicated. NEW PEOPLE Cinema is located at 1746 Post St. (cross street Webster St.) in the heart of San Francisco's Japantown. **A complete schedule of films and advance ticket information is available on www.jffsf.org.**

Written and directed by Miwa Nishikawa, who's *SWAY* and *Dear Doctor* were screened to great acclaim at numerous international film festivals, *Dreams for Sale* is a richly evocative comedy/drama about a couple that lose everything in a fire and attempt to make a fresh start by swindling others. Wife Satoko (Takako Matsu) and her husband Kanya (Sadawo Abe) run a

small eatery in a corner of Tokyo, but on the 5th anniversary of its opening, a fire erupts in the kitchen and burns the place to a cinder. In desperate need of cash, Satoko and Kanya embark on a hilarious and heartwarming marriage scam in an attempt to put their lives back on track.

“The tremendous critical and commercial success, both in Japan and abroad, of screenwriter/director Miwa Nishikawa’s 2009 film, *Dear Doctor*, propelled her to international notoriety and she is truly a director who represents the Japanese film world of the 21st Century,” says Manami Ibiboshi, the Executive Director of *Japan Film Festival of San Francisco*. “*Dreams for Sale* is her fourth feature film and continues to showcase her skilled directorial style that is punctuated by insightful psychological acuity and emotional resonance. We look forward to audiences having the opportunity to meet her and participate in a special Q&A at our premiere screening at the *Japan Film Festival of San Francisco*.”

The *Japan Film Festival of San Francisco* invites attendees to catch more than 15 films, representing a vivid cross-section of recent Japanese live-action as well as anime cinema, that will have their exclusive U.S. and/or San Francisco premiere at NEW PEOPLE Cinema. The Festival will also be a prominent feature of the 2013 J-POP Summit Festival, taking place across Japantown on Saturday and Sunday, July 27th and 28th. **Additional details on the 2013 J-POP Summit Festival are available at www.J-POP.com.**

Miwa Nishikawa was born in Hiroshima, Japan and began working in film when she served on the production staff for Director Hirokazu Koreeda's *Wonderful Life* (1999). In 2002, she made her directorial debut with the film, *Wild Berries*. In 2006, she directed the film *Sway*, which became a long running hit at Japanese box offices and captured many major film awards. The film was also an Official Selection at the 2006 Cannes International Film Festival where it received rave reviews and was the sole film from Japan at the prestigious Director's Fortnight. In 2009, her third feature film, *Dear Doctor*, was selected for the World Competition category at Montreal World Film Festival and also several notable awards including the 33rd Japan Academy Awards for Best Screenplay.

NEW PEOPLE Cinema is a 143-seat cinema located in the underground floor of NEW PEOPLE in San Francisco. Equipped with a cutting-edge HD digital projection and THX[®]-certified sound system, NEW PEOPLE Cinema is home for local film festivals and entertaining events. More information at: www.newpeoplecinema.com

About J-POP SUMMIT FESTIVAL

The J-POP SUMMIT FESTIVAL is an annual Japanese Pop Culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted 65,000 attendees.

Additional information about the J-POP Summit Festival is available at J-POP.com.

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