

JAPANFILMFESTIVAL
OF SAN FRANCISCO 7.27 - 8.4.2013

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J●POP
SUMMIT
FESTIVAL
2013

PRESS RELEASE

FOR IMMEDIATE RELEASE:

JAPAN FILM FESTIVAL OF SAN FRANCISCO LAUNCHES JULY 27th TO OFFER BAY AREA SCREENINGS OF THE BEST IN RECENT JAPANESE LIVE-ACTION AND ANIME CINEMA

*More Than 15 Titles To Premiere At NEW PEOPLE Cinema In A Special
Week-Long Film Festival Set To Launch In Conjunction With
The 2013 J-POP Summit*

San Francisco, CA, July 11, 2013 – The *Japan Film Festival of San Francisco*, the first fully-dedicated annual Japanese film celebration for the S.F. Bay Area, will launch in just a couple of weeks at **NEW PEOPLE Cinema**, San Francisco's famed pop culture movie theatre located inside of the NEW PEOPLE J-Pop entertainment complex in the heart of the city's Japantown.

Kicking off on **Saturday, July 27th**, in conjunction with the **2013 J-POP Summit Festival**, and running thru **Sunday, August 4th**, the *Japan Film Festival of San Francisco* (JFFSF) is the first fully-dedicated annual Japanese film event for the S.F. Bay Area and will screen more than 15 acclaimed live-action and anime films representing some of the best in recent Japanese cinema. Several notable **Guests of Honor**, including **directors Miwa Nishikawa** (*Dreams for Sale*) and **Shinsuke Sato** (*GANTZ, Library Wars*), as well artist "**Zero Yen**" architect **Kyohei Sakaguchi** will also appear in-person for the premieres of their latest projects.

Tickets are \$13.00 per film. NEW PEOPLE Cinema is located in San Francisco's Japantown at 1746 Post St. (Cross St. is Webster St.) **A complete schedule and advance ticket information is available on www.jffsf.org.**

The *Japan Film Festival of San Francisco* starts during the 2013 J-POP Summit, taking place Saturday July 27th and Sunday July 28th across the historic Japantown district to celebrate the phenomenon of Japanese pop culture with a colorful array of live bands and artists, panel

discussions, film premieres, edgy fashion shows, electronic dance events, celebrity appearances and more. *Full details are available at www.J-POP.com.*

Notable Film Premieres Include:

DREAMS FOR SALE - S.F. PREMIERE!!!

**** Featuring special in-person appearance by Director Miwa Nishikawa**

Saturday, July 27th, 7:00pm

Co-presented with the Consulate General of Japan in San Francisco

Written and directed by Miwa Nishikawa (*SWAY* and *Dear Doctor*), *Dreams for Sale* is a richly evocative drama about a couple that lose everything in a fire and attempt to make a fresh start by swindling others. A wife and her husband Kanya 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, the pair embarks on a hilarious and heartwarming marriage scam in an attempt to put their lives back on track.

Info & tickets available at: <http://jffsf.org/2013/dreams-for-sale>

EVANGELION 3.0 YOU CAN (NOT) REDO - U.S. PREMIERE!!!

Saturday, July 27th, 11:00am

Evangelion 3.0: You Can (Not) Redo, aka "Evangelion: The New Movie: Q," is the third of four feature films released in the *Rebuild of Evangelion* saga, by famed anime director Hideaki Anno. Catch the action in this exclusive U.S. premiere!

Info & tickets available at: <http://jffsf.org/2013/evangelion3>

HOW TO BUILD A MOBILE HOUSE - U.S. PREMIERE!!!

**** Featuring special in-person appearance by "Zero Yen Architect" Kyohei Sakaguchi**

Saturday, July 27th, 1:30pm

Presented by MUJI USA

With the appearance of the famous "Zero Yen" architect, Kyohei Sakaguchi, the documentary, *How to Build a Mobile House*, delves into the roots of dwelling and living through the unique activities of this artist/architect who "does not build."

Info & tickets available at: <http://jffsf.org/2013/kyohei-sakaguchi>

LIBRARY WARS - U.S. PREMIERE!!!

Friday, August 2nd, 7:00pm & Saturday, August 3rd, 1:10pm

**** Featuring special in-person appearance by Director Shinsuke Sato**

Library Wars is based on the bestselling novel by Hiro Arikawa. Set in the year 2019 in Japan, a new law is passed to crack down on free expression. But to oppose this oppressive crackdown, the Library Force is created to protect libraries. A fierce battle soon ensues between these two groups. *Info & tickets available at: <http://jffsf.org/2013/shinsuke-sato>*

PLATNUM DATA - U.S. PREMIERE!!!

Thursday, August 1st, 7:00pm & Saturday, August 3rd, 7:00pm

J-Pop artist Kazunari Ninomiya (*Gantz*, *Letters from Iwo Jima*) stars in *Platinum Data*, the biggest film to be released in Japan in 2013. Ryuhei Kagura (Kazunari Ninomiya) is a criminal scientist and after solving series of complex cases, he is assigned to investigate the murders of several people connected to new DNA forensics technology. But trace of evidence analyzed through the DNA forensic system soon identifies him as the offender. With no such memory, he decides to flee and the pursuer becomes the pursued. Is Kagura guilty or innocent? Platinum Data holds the key... *Info & tickets available at: <http://jffsf.org/2013/platinum-data>*

RENT A FAMILY INC. – JUST ADDED!!!**Wednesday, July 31st, 7:00pm****Co-presented with The San Francisco Film Society**

This funny documentary by Danish filmmaker Kaspar Astrup Schröder (*The Invention of Dr. Nakamatsu*) follows Ryuichi, a Japanese family man who operates a professional stand-in business called “I Want to Cheer You Up Ltd,” that rents out fake relatives (i.e. spouses, parents, and friends) to customers that desperately need to cover up a secret. But Ryuichi himself leads a double life by not telling his family about the business he is running. Will Ryuichi come clean to his family in order to cheer up his own family situation?

Info & tickets available at: http://jffsf.org/2013/rent_a_family_inc/

Additional Live-Action Film Screenings & Premieres:**HELTER SKELTER - S.F. PREMIERE!!!****Saturday, August 3rd, 4:20pm**

Sakuran director Mika Ninagawa's live-action adaptation of the eponymous shojo manga by Kyoko Okazaki utilizes brilliantly colored visuals to depict the descent of an outwardly perfect but inwardly unstable star that reigns over the entertainment world. Co-presented with the Center for Asian American Media. Info & tickets available at: <http://jffsf.org/2013/helter-skelter>

HIMIZU - S.F. PREMIERE!!!**Sunday, August 4th, 1:10pm**

Sion Sono's award-winning masterpiece is set after the Tohoku earthquake and tsunami and follows the attempts by a 14-year-old boy to escape his dismal surroundings and the strange string of events that set him on a new course. Co-presented with the Center for Asian American Media. Info & tickets available at: <http://jffsf.org/2013/himizu>

LESSON OF THE EVIL – S.F. PREMIERE!!!**Saturday, July 27th, 4:20pm & Tuesday, July 30th, 7:00pm**

Directed by Takashi Miike, *Lesson of the Evil* is a twisted psycho thriller based on a bestseller novel by Yusuke Kishi. Info & tickets available at: <http://jffsf.org/2013/lesson-of-the-evil>

RUROUNI KENSHIN - S.F. PREMIERE!!!**Sunday, July 28th, 6:30pm & Thursday, August 1st, 4:00pm**

A new live-action film adaptation of creator Nobuhiro Watsuki 's smash hit samurai manga.

Info & tickets available at: <http://jffsf.org/2013/rurouni-kenshin>

SPACE BATTLESHIP YAMATO – WEST COAST PREMIERE!!!**Sunday, August 4th, 3:20pm**

A stunning live-action adaptation of the famed space saga, originally created by Leiji Matsumoto, which laid the foundation for the entire Japanese science fiction anime genre.

Info & tickets available at: <http://jffsf.org/2013/space-battleship-yamato>

Additional Anime Film Screenings & Premieres:**BERSERK THE GOLDEN AGE ARC II – Special Encore Presentation!!!****Sunday, July 28th, 3:50pm**

The exciting second film in the BERSERK GOLDEN AGE ARC TRILOGY based on the bestselling manga series. *Info & tickets available at: <http://jffsf.org/2013/berserk2>*

HUNTER X HUNTER: PHANTOM ROUGE - U.S. PREMIERE!!!

Saturday, August 3rd, 11:00am

Hunter X Hunter: Phantom Rouge is based on the mega-hit manga series by Yoshihiro Togashi, which has sold over 60 million copies worldwide.

Info & tickets available at: <http://jffsf.org/2013/hunter-x-hunter>

NARUTO SHIPPUDEN THE MOVIE: THE LOST TOWER - U.S. PREMIERE!!!

Saturday, July 28th, 1:30pm

The latest feature film action/adventure featuring the world's most popular ninja – Naruto!

Info & tickets available at: <http://jffsf.org/2013/naruto-shippuden-the-lost-tower>

TIGER & BUNNY: THE BEGINNING – Special Encore Presentation!!!

Friday, August 2nd, 4:00pm

The hero-inspired big screen action of the smash hit anime property – *Tiger & Bunny* – returns to the Bay Area for a special encore screening.

Info & tickets available at: <http://jffsf.org/2013/tiger-bunny-the-beginning>

WOLF CHILDREN – S.F. PREMIERE!!!

Sunday, July 28th, 11:00am & Sunday, August 4th, 6:15pm

From Mamoru Hosoda, the visionary and award-winning creator of the acclaimed anime films, *Summer Wars* and *The Girl Who Leapt Through Time*, comes a beautiful tale of love and triumph. *Info & tickets available at: <http://jffsf.org/2013/wolf-children/>*

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.

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.

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

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