

JAPANFILMFESTIVAL  
OF SAN FRANCISCO 7.19-27.2014

J●POP  
SUMMIT  
FESTIVAL  
2014

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## ***PRESS RELEASE***

**FOR IMMEDIATE RELEASE:**

### **2014 JAPAN FILM FESTIVAL OF SAN FRANCISCO WELCOMES SPECIAL GUEST OF HONOR DIRECTOR MITSUTOSHI TANAKA FOR HIS NEW BIOPIC ON JAPANESE TEA MASTER *ASK THIS OF RIKYU***

San Francisco, CA, July 1, 2014 – The 2014 Japan Film Festival of San Francisco, the first and only fully-dedicated Japanese film celebration for the S.F. Bay Area, is proud to present director Mitsutoshi Tanaka as an official Guest of Honor. Cinema fans are invited to join the Festival as it hosts the Bay Area premiere of Tanaka's newest film, *Ask This of Rikyu*.

The film plays for a special single engagement at **NEW PEOPLE Cinema on Saturday, July 19<sup>th</sup> at 6:00pm**. Director Tanaka will personally introduce the film and appear for a special audience Q&A immediately following the screening. Tickets are \$15.00 each. **Advance tickets, trailers and more information are available at: <http://jffsf.org/2014/ask-this-of-rikyu>.**

The 2014 Japan Film Festival of San Francisco is presented in conjunction with the 2014 J-POP SUMMIT Festival, San Francisco's annual celebration of Japanese pop culture, music, fashion and film which takes place July 19<sup>th</sup> and 20<sup>th</sup> across the city's Japantown district. More information is available at [www.J-POP.com](http://www.J-POP.com).

Based on the award-winning novel, "Rikyu Ni Tazuneyo," by Kenichi Yamamoto, *Ask This of Rikyu* depicts the final days of Rikyu, a renowned 16<sup>th</sup> Century tea master with the most profound influence on *chanoyu*, the Japanese "Way of Tea" tradition, and was the first to emphasize several key aspects of the ceremony, including rustic simplicity, directness of approach and honesty of self. His outspoken beliefs caused him to be ordered to commit ritual suicide by the chancellor Hideyoshi Toyotomi. Who was Rikyu – why did he inspire so much fear among the most powerful man of his time?

Born in 1958 in Hokkaido, Japan, Mitsutoshi Tanaka joined Dentsu Eigasha (now Dentsu Tech) upon graduation from Osaka University of Arts, making TV commercials for TV Man Union

before establishing the Creators' Union Co. in 1984. As a director of numerous TV commercials, he has won awards from the Allied CM Council (ACC) and the National Association of Commercial Broadcasters in Japan. Feature films he has directed include *Kewaishi* (2001), *Shoro Nagashi* (2003), and *Castle Under Fiery Skies* (2009).

#### **About JAPAN FILM FESTIVAL OF SAN FRANCISCO**

Launched in 2013, Japan Film Festival of San Francisco is the first and only fully-dedicated Japanese film event for the SF Bay Area, will feature a colorful mix of narratives, anime and documentary film premieres and exclusive screenings with special guest appearance at the NEW PEOPLE Cinema in SF Japantown from July 19 (Sat) through 27 (Sun), 2014. More details and ticket information is available at [www.jffsf.org](http://www.jffsf.org)

#### **About J-POP SUMMIT Festival**

Launched in 2009, J-POP SUMMIT Festival is an annual street fair held in San Francisco, CA that celebrates Japanese popular culture. By introducing the latest in Japanese music, film, art, fashion, gaming, anime, food, as well as niche subcultures, the festival has become a prominent platform to showcase the latest pop trends and creative innovations from Japan.

The 5<sup>th</sup> annual J-POP SUMMIT held in July 2013 welcomed more than 80,000 attendees, making it one of the largest Japanese festivals in the United States. In addition to the original Festival held in Japantown, new attractions include the *J-POP LIVE AT UNION SQUARE* concert in downtown San Francisco, the Bay Area's premier dedicated Japan Film Festival of San Francisco, and sake-tasting and fine foods events at the POP GOURMET Food Festival, which have each further enriched the experience. Additional information about J-POP SUMMIT Festival is available at: [J-POP.com](http://J-POP.com).

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