

November 28, 2014

## Press Release

### Japanese Film Festival inaugurated at the Japan Information and Culture Center

On November 27, 2014, Japanese Film Festival was inaugurated by the Consul-General of Japan, Mr. Akira Ouchi, at the Japan Information and Culture Center. This Film Festival, organized by the Consulate-General of Japan in Karachi, will be held from November 27 to 29.

The film “*Castle in the Sky*” was screened on the inauguration day. The film is one of the most popular films by Mr. Hayao Miyazaki, the world-renowned Japanese animation director and the co-founder of Studio Ghibli, one of the most famous animation studios in the world. Mr. Miyazaki, who recently received an Academy Honorary Award from the Academy of Motion Picture Arts and Sciences for his significant contributions to the motion picture industry, became the second Japanese to win the Award, after Mr. Akira Kurosawa in 1990.

It is worth noting that the screening of “*Castle in the Sky*” marks the first ever screening of Mr. Miyazaki’s film in Pakistan. As a response to such memorable occasion, around 100 audience eagerly participated on inauguration day to see the film.

On this occasion, Cosplay (costume play) was organized by Metal Seinen, a Pakistani youth group who are actively engaged in promoting Japanese pop culture in Pakistan. To felicitate the first screening of Studio Ghibli’s film in Pakistan, four cosplayers dressed up respectively as one of the characters from its films, and gave a brief talk on how they are enchanted by Studio Ghibli’s films.

Consul-General Mr. Ouchi at the opening of the Film Festival explained that four Japanese films will be screened during the Japanese Film Festival which are from different genre, such as animation, comedy and drama. Mr. Ouchi emphasized that through these films, the audience will be able to see various aspect of Japanese culture, and hoped that the people in Karachi will learn more about Japan. He reiterated that the Consulate-General of Japan would continue to conduct various cultural activities to further promote mutual understanding and strengthen the friendly relationship between the peoples of Japan and Pakistan.

Four Japanese films: “*Castle in the Sky*”, “*Shodo girls!! Watashi tachi no koushien*”, “*Always: Sunset on Third Street 64*” and “*Welcome back, Mr. McDonald*” will be screened at the Film Festival. All the films will be screened in Japanese, with English subtitles. The attendance is on invitation basis.

(End)

*For further information, please contact the Japan Information and Culture Center at the Consulate-General of Japan in Karachi: 35220800 (Ext. 134). Also please kindly visit our web-site: <http://www.kr.pk.emb-japan.go.jp/> in regard to this event.*

