Press Release

Japanese Film Festival was held at the Japan Information and Culture Center

From September 10 to 12, 2015, Japanese Film Festival, which screened three Japanese films: "*The Tale of The Princess Kaguya*", "*The Yellow Handkerchief*" and "*Three for the Road*", was held at the Japan Information and Culture Center of the Consulate-General of Japan in Karachi. The total number of over 260 audience came to see the films.

The film "*The Tale of The Princess Kaguya*" was screened on September 10 and 12. The film was directed by Mr.Isao Takahata, a famous film director in Japan and produced by Studio Ghibli, the world-renowned Japanese animation company. The film was released in November 2013 and was nominated for "*Academy Award for Best Animated Features*" at 87th Academy Awards.

On these two days, "*Cosplay*"(costume play) was performed by Metal Seinen and Shonen Infinity, two Pakistani youth groups who are actively engaged in promoting Japanese pop culture in Pakistan. They dressed up as the characters from the Studio Ghibli's films.

At the inauguration ceremony, Consul-General of Japan Mr. Akira Ouchi said that three Japanese films which were screened during the Japanese Film Festival were from different genre, such as animation, comedy and drama. Mr. Ouchi emphasized that through these films, the audience would be able to see various aspects of Japanese culture, and hoped that the people in Karachi would 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 Japan and Pakistan.

The audience thoroughly enjoyed the film festival which introduced various aspects of Japanese culture and life-style.

(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.*