

Japan Brand Program

Japanese Culture in Short Films

Schedule: February 29 to March 6, 2016 Site: Morocco (Rabat, Marrakech)

■ Dispatched expert



Seigo Tono

Festival Director,
Short Short Film Festival &
Asia

Seigo Tono studied journalism at Pepperdine University in California, and lived in France afterward. He subsequently produced short films in Los Angeles and participated in Hollywood film production. He has been Festival Director, of Short Short Film Festival & Asia since 2000. He is active in promoting Japanese short films in the world.

■ Review of activities

● **Lecture at the Ambassador's residence**



Director Tono, greeting Mr. Benmoussa, advisor to HRH Prince, the Founding President of the Marrakech International Film Festival



Lecture and interaction session with Morocco film industry representatives

● **Rabat**



Film showing at Salle 7eme Art, movie theater in Rabat



Interview with a state-run TV channel

● **Marrakech**



Lecture at the Marrakech School of Visual Art



Film school students and people attending lecture

■ Achievements

Japanese short film showings in order to communicate Japanese culture were held in Morocco, where they have succeeded in inviting Hollywood film shootings in recent years and in hosting the Marrakech film Festival. Four films from the Short Short Film Festival & Asia (SSFF & ASIA), works "Shabu Shabu Spirit", "Koharu Biyori", "Oh Lucy!", and "Kokoro Odoru -Kerama Blue-" were presented in Marrakech and Rabat. Opinion exchanges with film industry representatives have been successfully in bringing prospective participation of Moroccan film works in SSFF & ASIA and promotion of academic interaction on film between Japan and Morocco. The events had wide media coverage, including broadcasting of lecture by the state-run TV channel. This initiative laid a foundation for prospective cultural interactions.