

Japan Brand Program

Japanese Culture Embodied in Short Films

Schedule: February 27-March 4, 2017

Site: India (Mumbai, Delhi)

■ Dispatched Expert



Seigo Tono
**Festival Director, Short Shorts
Film Festival & Asia**

Tono studied journalism at Pepperdine University in California, and then moved to France after graduating from the college. Tono created short films in Los Angeles and worked on Hollywood films. He is currently the Festival Director for Short Shorts Film Festival & Asia, and is actively involved in promoting Japanese short films in the world.

■ Review of Activities

● **Mumbai**



Visit to the Director-General of the Films Division, Government of India



Short film screening co-organized with the film society in Mumbai



Discussion with Indian filmmakers

● **Delhi**



Short film screening at the Japanese Ambassador's residence in India



Answering questions from the audience following the film screening



Interview by The Tribune newspaper

■ Achievements

Seigo Tono, Festival Director, Short Shorts Film Festival & Asia, held short film screenings for filmmakers, film students, and those in the culture and arts industries in Delhi and Mumbai, India, known as “Bollywood” for its film industry. The films shown were “Half & Half” by Takumi Saitoh, “Can & Sulochan” by Mitsuyo Miyazaki, “Pieces of the Future” by Seiki Watanabe, and “Color of Life” by Goro Ushijima. Tono exchanged views with local filmmakers, and was asked to make the film screenings as a regular event and to jointly create films. Local media interviewed him, and his visit was covered in The Tribune newspaper and on several websites.