



# NEWS RELEASE

**For Immediate Release**

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## 2015 BIFF-MPA FILM WORKSHOP IN BUSAN REVEALS ONES TO WATCH AS NEW FILMMAKER GENERATION COMES UNDER SPOTLIGHT

*Pitch competition winners receive trips to Los Angeles and the Asia Pacific Screen Awards*

**BUSAN/SINGAPORE:** On October 2 and 3, representatives of the next generation of Korean filmmakers took part in the 2015 BIFF-MPA Film Workshop, involving master-classes, mentoring and a pitching competition at Busan Cultural Content Complex, held in conjunction with the 20<sup>th</sup> Busan International Film Festival (BIFF) 2015.

Two awards were presented to filmmakers competing in the feature film pitch competition in recognition of the high quality of the film projects and presentation skills of the participants.

Taking first place following a difficult judges' decision was LEE Eun Sung for his film *Surveillance*, a crime thriller where the lies pile up as a detective attempts to solve a case and avoid personal culpability. A recent post graduate of Film, Television and Multimedia at Sungkyunkwan University, LEE wins a trip to Los Angeles to participate in a comprehensive five-day film immersion program that takes place in early November in the lead up to the American Film Market (AFM).

Recognizing the depth of talent revealed during the competition, the MPA awarded the President's Special Recognition Prize to LEE Dong Eun, for his project *Paper City*, a sci-fi where two brothers apply their wits to survive in a near-future world where every human being is listed on a stock market. LEE, a post graduate student in the Department of Cinematic Content at Dankook University, will attend the Asia Pacific Screen Awards (APSAs) in Brisbane, Australia, to engage with some of the most talented filmmakers from across the Asia Pacific.

Opening the film workshop, LEE Yong Kwan, festival director of BIFF, said, "We are proud to partner with the Motion Picture Association (MPA) and would like to build on this relationship with this film workshop. It is rewarding for us to see young filmmakers take these important stages in their career, and we would like to take further practical steps to fulfil the potential of these workshops for new feature film projects."

The first day of the workshop involved a comprehensive analysis of the students' new feature film treatments, where established film practitioners worked closely with emerging filmmakers from some of the top film universities across Korea. Mentors included Tom HORTON, LEE Hanna (film producer *Turning Gate*, *Woman is the Future of Man*, *Secret Sunshine*), LEE Ji Seung (Film Director & Professor, Korean Academy of Film Arts, *Azooma*, *No Tomorrow*) and KIM Yi Seok (Professor, Department of Film Studies, Dong-Eui University).

In the afternoon of the first day, the film workshop was opened up to a wide audience of filmmakers and film lovers to experience two master-classes. The first, from acclaimed Korean director KIM Han Min (2014 box-office smash *Roaring Currents*, *Arrow – The Ultimate Weapon*, *Handphone* and *Paradise Murdered*), revealed how he coped with both the lows and highs of his feature film career. Director Kim praised the platform the BIFF MPA Film Workshop gave to young filmmakers eager to improve their craft and test their projects under the guise of helpful mentors. "When I was making my early films, I didn't have the opportunity that you have at this film workshop," he said. Kim shared his belief that writing films that followed current trends was not the best way to achieve popular success for new film ideas: "I'd had a failure with *Handphone* so my third film was a challenge. I felt I needed to get the development process right. I was aware that I could not follow the current taste of the audience. I had to make something different. If you get your taste right a lot of people will come and watch your film." His third film, *Roaring Currents*, broke all box office records in Korea at the time.

The second master-class featured a presentation by UK-based VFX supervisor and producer Tom HORTON (*The King's Speech*, *Da Vinci's Demons*), who talked to the students about developing a unique perspective in their creative approach: "The only way to test a new movie idea on an audience is to tell it to a lot of people over coffee and see if it works on a friendly audience," said Horton. "And the best time to develop a unique voice or perspective is during your early years as an emerging creative artist. These early years are also an opportunity to learn about the potential value of the creative work you develop, and the role creative rights play in ensuring your content reaches an audience through many different channels."

On the second day of the workshop, ten participants lined up for the feature film pitching competition, presenting their new film projects refined after the mentoring session on the first day. Each student was given up to seven minutes to present their film project, and engaged in a Q&A session with the judges. The filmmakers were judged on both the quality of the feature film script and their pitching skills.

Acknowledging the work of the filmmakers, Horton said, "We were super impressed with the passion displayed by all of you involved. As mentors of the projects, it was rewarding to see the projects, over several hours of moderation, transform to the level pitched to us on the second day. Ultimately this is a learning experience and I hope you enjoyed the process."

Acknowledging each of the participants, Edward Neubronner, Senior Vice President Regional Operations, Asia Pacific, MPA, said, "The film workshop is just one way we can support emerging filmmakers. We'd like to see them get a foot on the first rung of the ladder and be able to climb that ladder knowing that their

work is being promoted and protected. Our film workshops are another way that we can exchange knowledge and help you progress your careers.”

JEON Chanil, Director of the BIFF Research Institute, and co-partner of the film workshop, said, “The BIFF MPA Film Workshop shows us how much we can achieve with development programs for young Korean filmmakers, especially as we work more with the international film community. I believe it will become one of the most important film workshops in Korea.”

The BIFF-MPA Film Workshop was hosted by the 20<sup>th</sup> Busan International Film Festival and the Motion Picture Association, with the support of the Busan Cultural Content Complex and sponsor Busan IT Industry Promotion Agency. The MPA Asia Pacific has hosted film workshops since 2006, providing stepping-stones for emerging filmmakers to develop their careers. In the last 12 months, the MPA has conducted film workshops in Hanoi, Busan, Beijing, Shenzhen, Shanghai and later in October will conduct workshops in Taiwan, and in partnership with Digital Hollywood University in Tokyo as part of the 28<sup>th</sup> Tokyo International Film Festival (TIFF).

See images from the event [here](#).

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**About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

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