

REPORT: "The 35th Tokyo International Film Festival"

～Marunouchi turned a meeting stage of filmmakers around the world and cinema fans～



Excitement swept Marunouchi area that form the bustling business center of Tokyo as the mood of the international film festival took over.

The 35th Tokyo International Film Festival (TIFF) was held for 10 days in October 2022. Held in Hibiya, Yurakucho, and Ginza the previous year, it was expanded to Marunouchi area this time. Many people came out each day to view the latest popular and much talked about films from around the world.

Film festival banners were set up throughout the Marunouchi area during the event period, and nearby workers and visiting shoppers stopped to see what it was all about. The huge event held for the first time after three long years of the pandemic with a bustling film festival mood.



DMO TOKYO Marunouchi that established the OMY (Otemachi, Marunouchi, Yurakucho) Area Management Association (Ligare) as its office has been working to attract urban area-wide MICE (an acronym for meetings, incentive travel, conventions, and exhibitions/events that is collectively used for business events with the potential to attract customers) to the Marunouchi area.

- **TIFF Lounge as the hub for the Tokyo International Film Festival**



The Yurakucho micro FOOD & IDEA MARKET (micro) facing Marunouchi-Nakadori Street is a local place for relaxing that facilitates networking through food and events. During the TIFF, It was used as a community space for industry professionals from around the world and hosted many guests. and also used as a talk show space for filmmakers to share their thoughts. While the space was only open to film festival pass holders, an interaction point was set up in the street in the center of the location to spread the enthusiasm to rest of the area, acting as a hub that energized the festival.



The café in micro served participants who came in from all parts of the globe, offering dishes like curry made with its renowned domestic beef and special menu items. Takayuki Hasegawa, Manager of the Yurakucho micro FOOD & IDEA MARKET, proposed serving *onigirazu* (rice sandwich) specially for the event. These were easy and quick to eat even during the busy event and the visitors from overseas could experience and enjoy Japanese food culture.



- **Feeling the energy of filmmaking in TIFFF2022: Teens Meet Cinema**

At the Yurakucho micro FOOD & IDEA MARKET, a special workshop was held called TIFFF2022: Teens Meet Cinema. This workshop has been held for supporting the development of the next generation since 2017 for teens to create movies.

At this event, participants watched films that were made at the past workshop like *Hitori Bocchi Box* (2017) and *Between You and Milagros* (Entre tú y Milagros; 2018) and had lively discussions about memories from the time they were made.



This was the first time the event was held in person with all participants coming together since 2020, as it was held online during the pandemic, and the gathering of successive participants generated conversation and new connections.

- **Passersby spontaneously stop to see open space talk shows**

The Marucube open event space on the ground floor of the Marunouchi Building was also the stage for special talk shows. The fully glass-walled space that opens upwards to five floors is flooded with light from outside. The event atmosphere is visible to those on Marunouchi-Nakadori Street outside,

and visitors coming for dining and shopping can see the event as they go, sharing the excitement of the film festival with all.

Fukushima Hama-dori filmmaking (1) Spreading creation in the Fukushima Hama-dori area



With Director Katsuyuki Motohiro as the main guest, members active in local film festivals in the area including Yasuhiro Maruyama, Mutsuko Shio, Asuka Azuma, Kenichi Tani, and Takeshi Moriya came together to talk about ways to energize the area with film.

A Man and A Hundred Flowers: Potential for Japanese film abroad



Director Kei Ishikawa who premiered *A Man* at the Venice Film Festival and Director Genki Kawamura who won best director for *A Hundred Flowers* at the San Sebastián International Film Festival talked about the potential for Japanese film abroad.

Bakuryu Sentai Abaranger 20th anniversary special edition

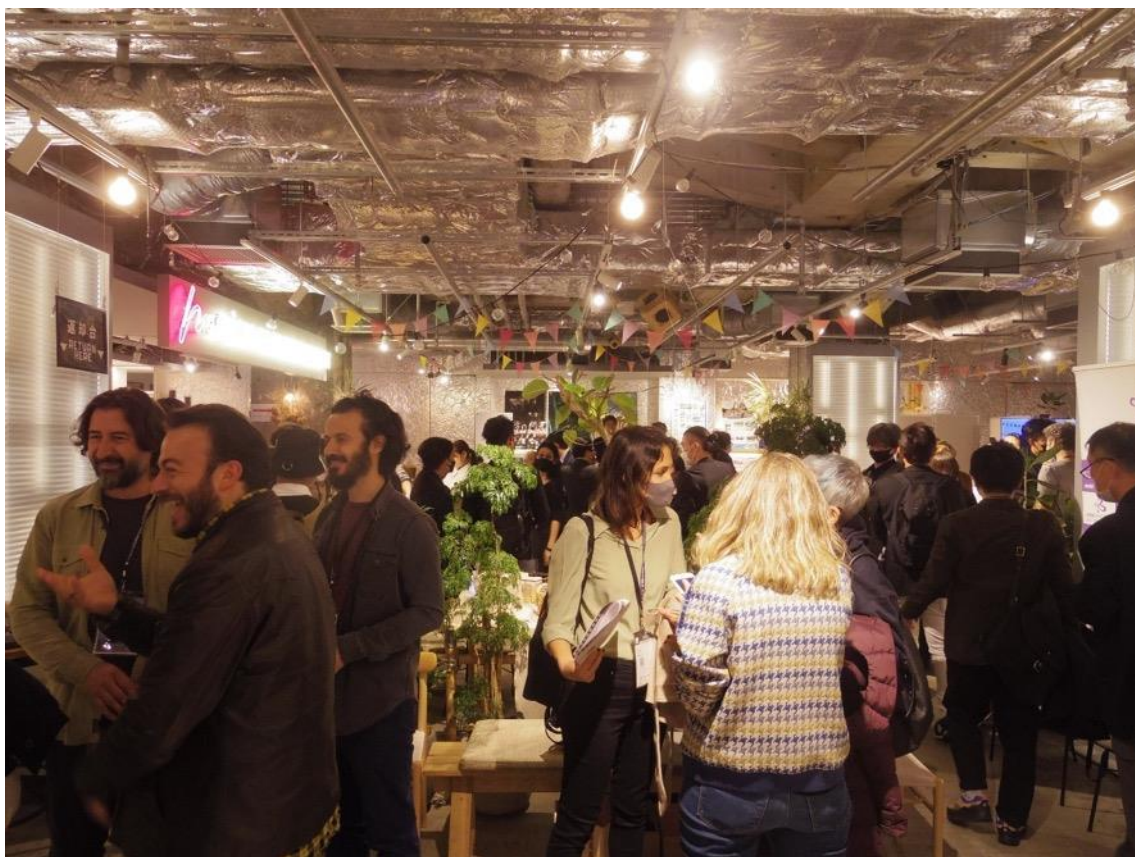


Tons of fans packed the talk show for the Super Sentai metaseries *Bakuryu Sentai Abaranger* (Burstosaur Squad Abaranger). With people waving down at the stage from the second and third floor and others looking in on the event from outside the glass..



Moving through the venue, you could see banners and signs that filled the entire area with a film festival atmosphere. Good weather throughout the event made it bustling with people.

At night, parties were held at the Yurakucho micro FOOD & IDEA MARKET TIFF Lounge where everyone could share their joy at seeing and meeting people in person for the first time in a while. Top notch vegan food included to accommodate people from around the world was a big hit.



Fumihito Tanaka of the Tokyo International Film Festival Programming Group felt that using the whole area to hold the film festival was a great success, saying, “This was our first attempt in Marunouchi, and it opened up and filled the whole area with energy.” He goes on to say, “The vibe of the area changes the atmosphere of the film festival. You can see some greenery here even in the heart

of downtown. I hope that people find the great points of each place as they move to the different stages and have a good time at the event.”

Urban area-wide MICE that is a target of DMO TOKYO Marunouchi can expand the potential of the Marunouchi area to more than just international events and conventions—use of the public spaces as well allows visitors to participate in a more casual way. We will continue to boost partnerships with event organizers and in the area, and pursue initiatives that convey its excellence so that people coming from both inside and outside Japan want to come back.