

## A Big Success and A Big Thanks to You All! The Japan Foundation Touring Film Programme 2024 (JFTFP24)

JFTFP24 wrapped up on March 31st, concluding its 21st year as the UK's largest ever festival of Japanese cinema, with 237 screenings in 30 cities.

In addition to an attendance of over 9000 (and we're still counting!), the programme welcomed four special guests, in person for the first time since the COVID-19 pandemic: **CHIHARA Tetsuya** (director of *Ice Cream Fever*), **KITAKI Kazuyuki** (producer of *Ice Cream Fever*), **Serena Motola** (starring in *Ice Cream Fever* and *Voices in the Wind*), and **MAEDA Tetsu** (director of *Do Unto Others*). They participated in post-screening Q&As of their films in London and across the UK.



Director CHIHARA Tetsuya, actress Serena Motola, and producer KITAKI Kazuyuki take part in a Q&A session after a screening of *Ice Cream Fever*. Credit: Nicola Tree



Director MAEDA Tetsu takes part in a Q&A session after a screening of *Do Unto Others*. Credit: Nicola Tree

In addition to the screenings, JFTFP24 featured **directors' video messages**, exclusive **programme notes**, and an **online roundtable discussion** (held on 22 March) with film experts and academics.

Below are a few comments we received from our audience:

- Thank you for an incredible Film Programme. ... I am always excited to go to this film programme. @ICA, London
- Excellent cultural festival. May it continue. @ICA, London
- The programme allows me to see Japanese films I might otherwise miss. Today was a privilege - thank you. @ICA, London
- It was very good opportunity to see Japanese film and listen director's Q&A. Hope we have another chance next year. @HOME, Manchester
- Fabulous festival, always worth coming. @QUAD, Derby
- I always look forward to this season and the mixture of old and new films. I have always discovered new delights as well as insight into Japanese culture and way of life. @Showroom, Sheffield
- The Japanese film festival is an important annual event that should continue. I would watch any Japanese film. In this festival I managed to see five out of the six films. And most of these were excellent and thought provoking. @Depot, Lewes
- I saw all the films - appreciate them being screened. @The Phoenix Cinema, Orkney
- Please keep running this series, we look forward to the films every year. @Watershed, Bristol

Many of our screenings were also attended by **our Young Ambassadors**, who provided us with valuable feedback while helping bring Japanese cinema to a wider audience.

Here are some of the comments we received from them:

- Thank you very much for the great opportunity! @ICA, London
- I have really enjoyed the opportunity to learn and experience as an ambassador, thank you so much! @DCA, Dundee
- Thanks so much for a great experience - I loved my screening and am very grateful for the free ticket! I would love to be involved again in the future and this experience has encouraged me to explore more Japanese cinema. @ICA, London

We extend **our heartfelt thanks to everyone who joined us and supported us**. We hope you thoroughly enjoyed JFTFP24. Be sure to stay updated on our [website](#) for details about next year's programme – we'll be back at the same time!