



[Announcement]

Collaboration of Film and Music—examining the megahit film “Cape No.7” in Taiwan and its casting of the male Japanese actor-musician, Kosuke ATARI

Only one month until the start of TIFFCOM2009, which will be marking its sixth year (date: October 20-22, 2009) (Organized by: Ministry of Economy, Trade and Industry, Japan Association for International Promotion of the Moving Image (UNIJAPAN), and Japan Institute of Development and Promotion for Pictures).

Seminar@TIFFCOM has been popular for its timely selection of the discussion themes. We are proud to announce the third edition of this highly recommended program from our seminar series.

Seminar Title:

“Cape No.7” – What we learned from its success: A film and music collaboration

The content of the seminars:

“Cape No. 7,” which was the biggest hit in the history of Taiwanese film, was created using Japanese artist Kosuke Atari in a key role. Why was a Japanese cast used, why was Kosuke Atari chosen, and why was this film such a record-breaking hit in Taiwan? We will examine in depth behind the scenes of this record-breaking success that was a combination of inevitability and coincidence.

Speaker: Landy CHANG CEO Neutron Innovation (BVI)

Naoki SEKINE Epic Record Japan Vice President, Multi Strategic Department Planning

Moderator: Motoko SEKIYA Music criteria

Date: October 19 (Mon), 2009 11:00-12:30

Venue: Auditorium, Roppongi Academyhills 49F, Roppongi Hills Mori Tower

Remarks: Pre-registration required for 150 seats. First-come, first-served basis.

TIFFCOM2009 ID Badge holders (Exhibitors, Visitors, Buyers, TPG) can participate.

How to reserve your seat: Application is available from Oct. 1st online.

Please see the official website (www.tiffcom.jp)

Official website

<http://www.tiffcom.jp/2009/>

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Contact information

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