

		<h1>Press Release</h1>		JEONJU International Film Festival			
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26 Dots Connecting Films and the Festival!

Official Poster of the 26th JEONJU International Film Festival Unveiled

- Cleverly expresses the core elements of cinema—frames and motion—through 26 dots.
- Embodies diversity, inclusivity, and the continuity that links the past while looking toward the future, reflecting the aspirations of the JEONJU International Film Festival.

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) unveiled the 26th official festival poster.



The JEONJU IFF has developed its unique festival identity by conducting graphic campaigns using the initial “J” (representing JEONJU) as a motif since 2020. This year, the 26th JEONJU IFF unveiled a graphic poster which visually expresses the core cinematic elements of “**Frame**” and “**Connection**” while continuing its direction.

The 26th JEONJU IFF's official poster expresses the festival's identity of diversity and inclusivity through a “J” graphic visualized with 26 dots, showing frames and movement combined with various colors. In particular, through the diverse variations and forms of dots being arranged and transformed in multiple ways, it represents how the festival has grown and changed as it turns 26 in 2025, while also showcasing the JEONJU IFF's distinctive ambitions and energy. Meanwhile, to emphasize the core elements of the festival's identity-*Frames and Connections*-and cinema's characteristic as a medium that moves through connected frames, this year's official poster will be presented as a moving poster.

Visual artist and graphic designer Son Ayong, who works between Seoul and London, participated in this poster design. She has been engaged in various activities across the field of graphic design.

The 26th JEONJU IFF, which aims to show the connection between film and festival, and between the festival's past and future through 26 dots in the official poster, will be held for ten days **from April 30 to May 9, 2025** throughout Jeonju.

〈**Art Director's Statement: The Festival Identity of the 26th JEONJU IFF**〉

The 26th JEONJU IFF visually expresses “**Frame**” and “**Connection**”, the core elements of film. It's another visual expression of the “J” graphic campaign that has continued since the 21st JEONJU IFF. Using circular graphics motivated by the form of a film projector and 26 dots, those symbolize frames and movement, while combining various colors to reveal the festival's diversity and inclusivity. Additionally, the forms arranged and transformed in various ways symbolically reveal the continuity and organic connection of the festival's 26 years.

26 tree rings, 26 footsteps, 26 histories and memories. This year's festival represents itself through 26 dots that have grown and changed. We hope that through the diverse variations and forms these dots create, the image and energy of the 26-year-old festival will be fully conveyed.

Art Director Kim Tai-hun