

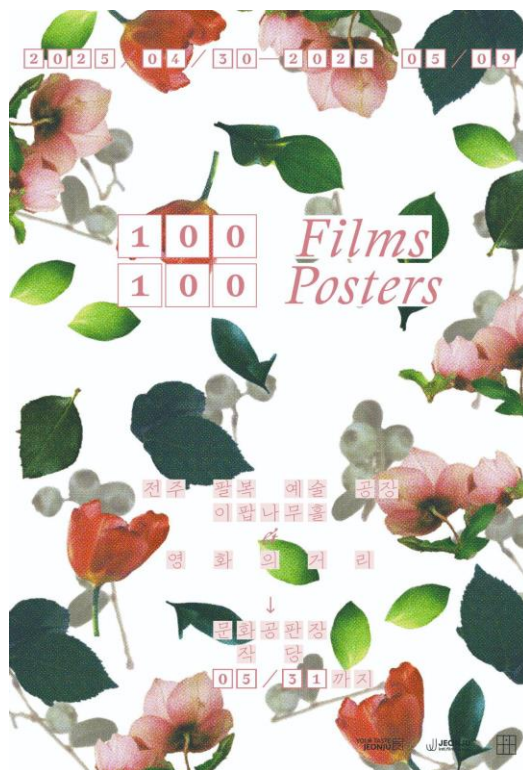
		<b>Press Release</b>		<b>JEONJU International Film Festival</b>
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<b>Department in charge</b>	Publicity Team	<b>Contact</b>	foreign@jeonjufest.kr	

## **The 26th JEONJU IFF X Tourism Hub City Jeonju**

### **100 Films 100 Posters**

- 100 graphic designers with posters designed for 100 selected films
- Salon talk series, with the inaugural theme, "Film Festival Design"
- Special exhibitions and workshops will be available after the festival.

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) will once again host the 100 Films 100 Posters event this year as part of Tourism Hub City Jeonju's initiative.



▲ The 11th 100 Films 100 Posters Official Poster

100 Films 100 Posters has been a unique side event of the JEONJU IFF since 2015. This exhibition selects 100 films from the festival, then showcases them as posters by 100 graphic designers. The resulting 100 posters that are reinterpreted by the designers are displayed in the exhibition spaces as well as on the streets of Jeonju during the festival, offering the public a new way to experience the event.

As an exceptional collaboration between the film and graphic design industries, 100 Films 100 Posters is an event unlike any other at film festivals worldwide. Recognized as a signature program of the JEONJU IFF, it has garnered significant attention not only from the Korean and international film industries but also from the graphic design community.

100 Films 100 Posters expanded both its period and exhibition space at last year's edition in celebration of its 10th anniversary. The 11th edition of 100 Films 100 Posters returns with a more vibrant program in a wider variety of locations, hosted by Tourism Hub City Jeonju and organized by the JEONJU IFF and *Aprilsnow Press*. The 11th 100 Films 100 Posters will be held during the 26th JEONJU IFF, from April 30 (Wed) to May 9 (Fri) at the Factory of Contemporary Arts in Palbok and from May 1 (Thu) to May 31 (Sat) at Subculture Center JAKDANG.

In particular, Salon, a program that highlights Korean film festival design by providing opportunities to share various cases and insights, will be held as a premiere along with the associated Thematic Exhibition. As this year's theme, Film Festival Design, Salon will take place over two days, from May 4 (Sun) to May 5 (Mon) at Subculture Center JAKDANG. The event consists of three parts: Open, Review, and Critic, offering a comprehensive perspective on film festival design from various angles.

As part of the Thematic Exhibition, the Archive Exhibition, which spotlights Korean Film Festival Design, and a special preview of next year's Thematic Exhibition, 2026 Preview – Cinema Nostalgia, will be held at Subculture Center JAKDANG and Wanpanbon Culture Center (in Hanok Village). These exhibitions will take place not only during the film festival but also afterward, providing locals and tourists with a new way to experience cinema.

Additionally, 100 Films 100 Posters will feature a special exhibition, One Film, Two Posters, and a Poster Design Workshop. One Film, Two Posters is an exhibition marking 10 years of 100 Films 100 Posters by showcasing 1,000 posters from past events. By pairing these posters with its commercial theater counterparts, it highlights how each represents the same film differently. Visitors will gain insight into the role of film posters and the diversity of visual interpretation through these comparisons. The exhibition will take place at Jeonju Municipal Inhu Library from May 1 (Thu) to June 15 (Sun). The Poster Design Workshop will be led by experienced poster designers offering hands-on training in poster design and will take place over two days, from May 17 (Sat) to May 18 (Sun), at Subculture Center JAKDANG.

As a unique collaboration between film and graphic design, 100 Films 100 Posters will take place at various locations across Jeonju from April 30 to mid-June, including throughout the 26th JEONJU IFF. Detailed information on the 100 Films 100 Posters program, schedule, and venues will be available on the JEONJU IFF [official website](#) in April.