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## Here Comes a Special Film-Poster Exhibition Just for You!

### Announcing the 26th JEONJU IFF 100 Films 100 Posters Events

- The 11th 100 Films 100 Posters on Film Street throughout Jeonju
- Salon – a new thematic event under 100F 100P. This year’s theme: Film Festival Design!
- Thematic Exhibition 1: Designing Film Festivals –13 Examples – spotlighting posters from 13 Korean film festivals
- Thematic Exhibition 2: 2026 Preview – Cinema Nostalgia – a journey through memories of beloved old theaters
- Special Exhibition: One Film, Two Posters– a program that explores visual interpretation and graphic design through film posters!

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) announced the schedule for 100 Films 100 Posters, a graphic design exhibition initiative supported by the Tourism Hub City Jeonju, that connects culture, industry, and cinema.



Now in its 11th year, 100 Films 100 Posters will present an exhibition of 100 film posters, created in collaboration with 100 teams of graphic designers. This free exhibition offers a hundred new insights and perspectives on 100 films. It will take place from April 30 (Wed) to May 9 (Fri) at the Factory of Contemporary Arts in Palbok and Film Street, and from May 1 (Thu) to May 31 (Sat) at the Subculture Center JAKDANG.

To mark its 11th anniversary, 100 Films 100 Posters will introduce a thematic event, with the inaugural theme being "Film Festival Design." The **Salon** is a two-day event featuring experts from the film and design industries, exploring how design is experienced within and beyond film festivals, how designers collaborate with festival organizers, and the cultural significance of independent film festival design within Korea's visual culture. The event is structured into three parts—Open, Review, and Critic—offering a comprehensive exploration of film festival design from multiple perspectives.

Alongside the thematic event Salon, two thematic exhibitions—Thematic Exhibition 1: Designing Film Festivals and Thematic Exhibition 2: 2026 Preview – Cinema Nostalgia—will be open to Jeonju citizens and visitors.

**Thematic Exhibition 1: Designing Film Festivals – 13 Examples** is an archive-based exhibition linked to Salon Part 2: Design Review! The Rise of Regional Film Festivals. It highlights diverse design elements and offers a comprehensive overview of the evolving landscape of Korean film festival design. This exhibition will be held from May 1 (Thu) to May 31 (Sat) at the Subculture Center JAKDANG.

**Thematic Exhibition 2: 2026 Preview – Cinema Nostalgia** offers a glimpse into the 2026 Salon theme, Visual Culture of Cinema Theaters. It features works by visual and literary artists that

evoke the fading memories of cinema spaces, blending nostalgia with artistic interpretation. This exhibition will run from May 1 (Thu) to June 15 (Sun) at the Wanpanbon Culture Center in Hanok Village.

**Special Exhibition: One Film, Two Posters**, this must-see exhibition explores how a single film can be interpreted through two different poster designs. As the title suggests, One Film, Two Posters pairs each film's official theater poster with its alternative version, highlighting how each visual approach presents the same story in a unique way. Through these poster pairings, audiences can experience the dynamic relationship between cinema and graphic design, and discover the diversity of visual interpretation. The exhibition will be held from May 1 (Thu) to June 15 (Sun) at Jeonju Municipal Inhu Library.

All exhibitions and events under the 100 Films 100 Posters program—hosted by Tourism Hub City Jeonju and organized by JEONJU IFF and the publisher Aprilsnow—are free and open to anyone interested in cinema, the cultural industry, or graphic design.

100 Films 100 Posters, celebrating the joy of cinema and design, will be available until mid-June throughout Tourism Hub City Jeonju, including during the festival period from April 30 (Wed) to May 9 (Fri).

For more details, please visit the official JEONJU IFF website: <https://eng.jeonjufest.kr/>