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|  | | <h1>Press Release</h1> | | JEONJU International Film Festival |
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Her-stories! Those Women Who Became Heroes!

Announcement for the 26th JEONJU IFF JEONJU Cinema Project:

Horoomon Program Events!

- *Horoomon* screening schedule and program events unveiled!

- JEONJU Project Executive Producer Park Tae-joon stated, "*Horoomon* is a film that reaffirms the spirit and context of the JEONJU IFF."

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) unveiled the program events of *Horoomon* of JEONJU Cinema Project.



▲ JEONJU Cinema Project, *Horoomon*

This edition's JEONJU Cinema Project screening, *Horoomon*, is a film about Koreans who migrated to Japan during the Japanese colonial era and their descendants—the Korean

Japanese (Zainichi)—depicting their struggle and solidarity. The title of the film, *Horoomon* (放るもん), which refers to grilled offal, originates from a Japanese term meaning “something to be thrown away.”

The film follows Shin Sugok, a successful third-generation Korean Japanese (Zainichi) businesswoman, whose life takes a turn when a Tokyo mayor’s far-right comments in 2000 ignite her passion for social justice and human rights. It traces her courageous campaign against anti-Korean hate speech through the “Norikoe” (meaning “overcoming”) project and her determined advocacy for legal protection.

Alongside this central narrative, the film skillfully weaves the modern history of three generations of Korean Japanese women—grandmother Lee Baek-ran, mother Keiko, and Shin herself—against the backdrop of inter-Korean and Japan-Korea relations, without exaggeration. With profound visual imagery and confident editing, director Lee Ilha examines characters whose nature embodies both resilience and unwavering energy, crafting a clear exploration of complex themes such as human rights, ethnic identity, history, gender, politics, and resistance.

Horoomon will be screened four times during the 26th JEONJU IFF with the cast and production team engaging with the audience through program events. As part of the *Horoomon* events, Guest Visits (GV) are scheduled on May 1 (Thu) and May 3 (Sat), and a JEONJU Talk! Talk! session, titled “JEONJU Talk! Talk! 1 – Women Making History: The Heroes Behind *Horoomon*”, will take place on May 3 (Sat).

JEONJU Talk! Talk! is the festival’s signature talk program, featuring casual discussions about festival experiences, behind-the-scenes stories from filmmakers, and unique insights into the world of cinema. This year’s sessions will be held at ONCE, TIME OFF SHOWROOM (1st Floor, 94, Jeonjugaeksa 3-gil, Wansan-gu, Jeonju). For the *Horoomon* edition, director Lee Ilha, and cast members Shin Sugok and Keiko will join the 40-minute session beginning at 11 AM on May 3 (Sat).

At the Press Conference on April 1, JEONJU Project Executive Producer Park Tae-joon introduced *Horoomon* as part of the JEONJU Cinema Project, stating: “*Through Horoomon, we hope to reaffirm the spirit and context of the JEONJU IFF and JEONJU Cinema Project, which have strived to discover works that transcend the various boundaries of society, humanity, relationships, history, and diversity.*”

With a variety of program events in the JEONJU Cinema Project section, *Horoomon* and the 26th

JEONJU IFF aim to break boundaries and promote a spirit of diversity and inclusivity throughout Jeonju from April 30 (Wed) to May 9 (Fri).