

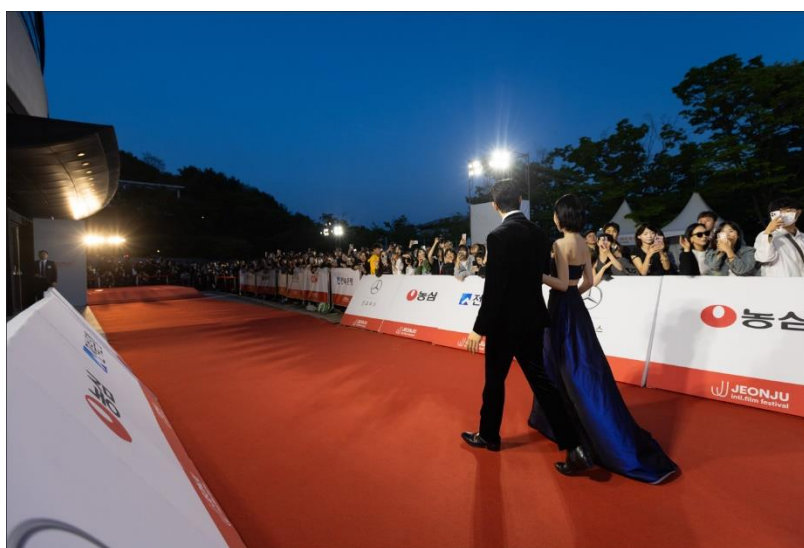
		<h1>Press Release</h1>		<b>JEONJU International Film Festival</b>
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## The 26th JEONJU IFF, Here We Go!

### A Successful Opening Ceremony on April 30 (Wed)

- In the most authentic Korean city, Jeonju, the 26th JEONJU IFF kicks off!
- Approximately 2,000 visitors and 200 guests gathered to celebrate the opening.
- The atmosphere was filled with cinematic excitement, from an acoustic guitar performance by **Kim Pureum** to the introduction of the Opening Film, *Kontinental '25*!

The 26th JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) begins its journey of "beyond-framing" challenges with the Opening Ceremony on April 30 (Wed).



On April 30 (Wed), under the slogan "Beyond the Frame," the 26th JEONJU IFF held its successful Opening Ceremony at the Sori Arts Center of Jeollabuk-do, Moak Hall.

Transforming the most authentically Korean city, Jeonju, into an international cinematic festival, the ceremony featured Programmer of the Year Lee Jung-hyun, International Competition Jury members (Kim Euisung, Montse Triola, Iván Fund), Lee Sul of the Korean Competition for Shorts, and 14 other jury members.

The event also featured hosts and actors Kim Shin-rock and Seo Hyun-woo, WITHBOM (Barrier-free) Ambassador Kim Bora, as well as actors from JEONJU Cinetour partner JUST Entertainment, among others.



Beginning with the witty and sophisticated emceeing of hosts Kim Shin-rock and Seo Hyun-woo, the JEONJU IFF delivered a wealth of news and wonderful events to its visitors. Festival Co-Directors welcomed the audience with heartfelt messages, stating: *"Cinema reflects society and the times, and it is the most beautiful language that connects people. I hope stories from around the world resonate with you. With your support, the 26th JEONJU IFF hopes to become a motivation for greater steps forward."* And *"In May 2025, we truly hope that every moment you spend in Jeonju becomes a 'cinematic scene.'"* Festival Chairperson Woo Bomki also shared his

gratitude, saying: "*I hope all visitors can create new stories during these ten days of the festival, communicating with diverse people and creating special moments in your lives.*"



For the 26th Opening Ceremony performance, actress Kim Pureum from *SAVE* of the Korean Competition gave an acoustic guitar performance, heightening the cinematic atmosphere in Jeonju. This followed the introduction of 14 jury members from the International Competition, Korean Competition, Korean Competition for Shorts, NETPAC Award, and more, as well as Programmer of the Year Lee Jung-hyun and major guests of the festival.

Lastly, programmer Sung Moon and actors Eszter Tompa, Benedek Miklós Tánase, and Adonis Tanța of the Opening Film *Kontinental '25* presented this year's Opening Film. *Kontinental '25*, which aligns with the JEONJU IFF's identity—the values of independence, alternative spirit, and inclusiveness—features smartphone cinematography, experimental elements, and a fresh narrative style, reflecting the fast-changing times of today.

The 26th JEONJU IFF will welcome visitors and audiences with the support of around 400 volunteers, from April 30 (Wed) to May 9 (Fri), throughout Jeonju, continuing its pursuit of a beyond-framing festival.