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<b>Department in charge</b>	Publicity Team	<b>Contact</b>	foreign@jeonjufest.kr	

## The 26th JEONJU IFF Successfully Concludes Its *Beyond-Framing Journey!*

- A total of 224 films from 57 countries were screened, with 448 out of 586 screenings sold out!
- Captivating screenings and events drew audiences to theaters, including Special Focus: Possible Cinemas, Again, Towards Democracy, Master Classes, and the J Special Class.
- Street Screening, Cinetour, and 100 Films 100 Posters connected visitors through film!

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors Min Sungwook and Jung Junho) successfully concluded its 10-day Beyond-Framing journey, filling the city of Jeonju with a vibrant cinematic atmosphere.



▲ The Closing Ceremony on May 9 (Fri)

This year, once again under the slogan "*Beyond the Frame*," the 26th JEONJU IFF kicked off on April 30 (Wed), and screened 224 films (126 international and 98 Korean) from 57 countries across 22 screens at 6 venues. Programs such as Special Focus: Possible Cinemas, Again, Towards Democracy, Street Screenings, 100 Films 100 Posters, and many more events offered audiences an extraordinary and inspiring festival experience.

The Closing Ceremony on May 9 (Fri) was held at the Jeonbuk National University Cultural Center, emceed by actors Kang Gil Woo and Kim Bora. Festival Chairperson Woo Bomki expressed his gratitude to the audience for attending the JEONJU IFF, shared his anticipation for future editions of the festival, and officially announced its conclusion.

### **A Festival Amid Challenges, Filled with Cinephiles**

The 26th JEONJU IFF demonstrated remarkable growth, as reflected in its final report. By the end of the festival, total attendance reached 70,265, an increase of 3,000 compared to last year. Out of 586 total screenings, 448 were sold out. Seat occupancy also rose to 81.8%, up 2.5%, reflecting strong audience interest and engagement.

### **A Public Sphere for Global Film Exchange**

The festival also served as a platform for connection between Korean and international film professionals. Programmers and directors from prestigious international film festivals—including Melbourne, Locarno, San Sebastián, Toronto, and Mar del Plata—were in attendance. Notably, world-renowned filmmaker Pedro Costa visited the festival, where he shared insights into his upcoming project during a Master Class, captivating and exciting the audience.



▲ Master Class of Pedro COSTA and Meet the Festival

## A Film Festival for Everyone

A wide range of programs—including Special Focus: Possible Cinemas, Again, Towards Democracy, and Bae Chang-ho: The Popular and the Experimental—drew strong audience participation. Signature events such as Master Classes, Journey to Cinema, and various other programs were held a total of 267 times, setting consecutive sell-out records.

In particular, May 7 (Wed) and May 8 (Thu) were designated as “WITHBOM (Barrier-Free) Days,” expanding the meaning and value of the WITHBOM initiative within the festival. Special screenings under the WITHBOM (Barrier-Free) program featured 17 films, reinforcing the festival’s commitment to inclusivity and its vision of being a truly accessible event—a film festival for everyone, including *persons with disabilities*.

## A Platform for Future Cinema

The JEONJU IFF’s industry program, JEONJU Project, celebrated its 17th anniversary this year, running from May 4 (Sun) to May 6 (Tue). A total of 336 projects were submitted—an 80% increase compared to last year. Of these, 24 projects were selected, and 18 projects across 17 categories received substantial support.

A total of 52 film industry organizations participated—5 more than last year—and conducted 265 business meetings. Additionally, 54 projects were submitted for industry consultation, marking an increase of 6 projects from the previous year and demonstrating the growing impact of the JEONJU Project as a hub for the future of cinema.



▲ The 17th JEONJU Project (JCP: Next Edition and Work-in-Progress)

## A Festival Beyond the Theater

Beyond the cinema screens, a variety of vibrant events took place throughout Jeonju. The cast of the first-ever invited TV series, *Tastefully Yours*, appeared at an outdoor talk program held at the Festival Zone and J Stage under the event program Talk in Spring, drawing huge attention from the audience. The Special Focus: Possible Cinemas commemorative book talk, *Possible Cinemas*, and the *Meet the Festival* program also provided audiences with diverse opportunities to engage with cinema in new and meaningful ways.

The 11th edition of 100 Films 100 Posters was held across multiple venues—including Factory of Contemporary Arts in Palbok, Subculture Center JAKDANG, Wanpanbon Culture Center (in Hanok Village), and Inhu Library—attracting a large number of visitors. Notably, the Factory of Contemporary Arts in Palbok and Subculture Center JAKDANG welcomed a combined total of 33,000 attendees, marking an increase of 4,000 from the previous year. The Salon program, the first academic extension of 100 Films 100 Posters, received praise as "*a thematic exhibition that offers an insightful perspective on graphic design, film, and the cultural industry.*"

## A Festival Across All of Jeonju

JEONJU Cinetour, a collaborative program with Tourism Hub City Jeonju, once again drew large crowds, just as it did last year. In partnership with JUST Entertainment, this year's Cinetour X Meet—particularly Meet Choice—achieved a full sell-out, drawing 1,100 participants to Meet Talk and 2,000 visitors to the Meet Exhibition as of May 8 (Thu).

JEONJU Cinetour X Music was held 15 times at Jeonju Cinema Town, with 12 of those sessions selling out. JEONJU Cinetour X Walk offered free film screenings set against the backdrop of Jeonju's beautiful nightscapes, attracting 2,900 audience members across 7 sessions. This program will continue to run across Jeonju through September, extending the festival atmosphere beyond its official dates. On May 16 (Fri) and 17 (Sat), Cinetour X Walk will resume at Sebyeong Park, continuing the festival's vibrant energy.

Meanwhile, Street Screening, Jeonju's one-and-only open-air cinema experience, was held at 11 locations across the city, with a total of 21 screenings. On May 3 (Sat) alone, 1,797 attendees participated, contributing to a cumulative total of 4,500 visitors, which marks a 2.5-fold increase from last year and an unforgettable milestone in the festival's history.



▲ Cinetour X Walk and Street Screening at Hanbyeok Tunnel

## A Sustainable Film Festival

This year's edition also highlighted its commitment to sustainability in collaboration with Jeonju's citizens and local community. The number of partner businesses increased from 44 last year to 70, and many of the returning businesses reported a 1.5 to 2-fold increase in sales during the festival period compared to the previous year. Notably, 80% of customers at these partner businesses used the JEONJU IFF partnership discounts, demonstrating the festival's tangible contribution to revitalizing the local economy.



▲ The Closing Ceremony on May 9 (Fri)

The 26th JEONJU IFF began its journey on April 30 (Wed) at Sori Arts Center of Jeollabuk-do, Moak Hall, and over the course of 10 days, it spread cinematic energy throughout Tourism Hub City Jeonju—including areas like Factory of Contemporary Arts in Palbok, Eco-City—before concluding on May 9 (Fri) at the Jeonbuk National University Cultural Center. Staying true to its identity rooted in "*independent*" and "*alternative*" values, the JEONJU IFF is already preparing for its next edition to once again welcome audiences in the warmth of spring.