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The 27th JEONJU IFF Unveils Its Official Poster, Re-Examining Cinema and Art Through an Analog Lens in the Age of AI

- Redefining the iconic “J” campaign with the human warmth at cinema’s heart
- Berlin and Seoul based designer Na KIM translates JEONJU’s identity through hand-driven design

The JEONJU International Film Festival (JEONJU IFF, Festival Co-Directors MIN Sungwook and JUNG Junho) unveiled the official poster for its 27th edition.



△ Official Posters of the 27th JEONJU International Film Festival

This year's official poster, designed by Na KIM, marks a bold evolution of the iconic "J" campaign, which has represented JEONJU IFF's identity since 2020 by using the initial "J" as its central motif.

The key visual expresses the core elements of "Film," "Art," and "Analog," honoring the rough and irreplaceable quality of the human touch and inviting renewed attention to the cinematic soul crafted solely through human care and presence.

The letter "J" is reinterpreted as a vessel for diverse stories, with the artwork grounded in tactile, hand-made processes. Printed materials, paper, and objects are combined with stop-motion techniques, drawing from images captured at the festival itself. This year's official poster is also presented as a moving poster, bringing the festival's rich artistic identity to life.

The official poster was designed by artist Na KIM, who is based in Berlin and Seoul. Grounded in the language of design, KIM experiments at the intersection where it meets the grammar of art, expanding the possibilities of visual thinking through various media.

Following the unveiling of its official visual, the 27th JEONJU International Film Festival will be held over 10 days, from April 29 (Wed) to May 8 (Fri), 2026, across Jeonju City.

<The 27th JEONJU IFF Festival Identity>

The 27th JEONJU International Film Festival (JEONJU IFF) embarks on a bold evolution of its iconic "J-Campaign." This year, the festival shatters the existing framework of condensed symbols found in sharp, clinical graphics to discover a new visual order.

At the heart of this identity is manual craftsmanship. Focusing on the tactile sensation of the human hand, the campaign utilizes physical prints, paper, and diverse objects. This tactile approach extends to the production of stop-motion animation, where each scene is carefully crafted using images extracted from the festival's rich history and essence.

Through this process, the "J"—the hallmark of JEONJU IFF—is reinterpreted as a "vessel" containing diverse narratives. Handcrafted fragments converge to forge a multifaceted and sophisticated artistic identity.

Confronting the questions surrounding the future of art, JEONJU IFF moves against the tide of advanced AI to restore a sense of "human warmth." It celebrates the virtue of the "raw human touch" that machine computation cannot replicate, refocusing our gaze on the cinematic soul crafted solely by human passion.

Art Director Tae-heon KIM

<About the Designer: Na KIM>

Na KIM is an artist and designer based in Berlin and Seoul. Grounded in the language of design, she experiments at the intersection where it meets the grammar of art, expanding the

possibilities of visual thinking through various media. KIM studied at KAIST and Hongik University and later completed her MFA at Werkplaats Typografie in the Netherlands. She is a recipient of the Doosan Yonkang Arts Awards (2013) and the Today's Young Artist Award (2014). Her work has been featured at leading international exhibitions and institutions, including the Lisbon Architecture Triennale, the National Museum of Modern and Contemporary Art, Korea, and The Museum of Modern Art (MoMA), New York, affirming her international recognition. Currently based in Berlin, Na KIM operates the project space LOOM and maintains an active international practice.

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