



UNIVERSITY OF THE PHILIPPINES
FILM INSTITUTE



PRESS RELEASE

Film Students from Asia Gather in the Philippines and Co-produce Short Films as Part of the 13-day Exchange Program: *... and Action! Asia #03*

TOKYO and MANILA (February 17, 2017) - [The Japan Foundation Asia Center](#) and the [University of the Philippines Film Institute](#) will be holding an **Exchange Program for Film Students in Asia** entitled *...and Action! Asia #03* in the Philippines from February 26 to March 10, 2017, in cooperation with Ateneo de Manila University and De La Salle-College of Saint Benilde. Nineteen film students from the Philippines, Japan, Indonesia, Thailand, and Malaysia will come together and co-produce short films within an eight-day production schedule in Quezon City.



The Japan Foundation Asia Center, a unit within the Japan Foundation dedicated to conduct and support collaborative initiatives in Asia, launched *...and Action! Asia* in fiscal year 2014 with the aim of encouraging a new generation of filmmakers from Asia to achieve a greater understanding of filmmaking in other countries, expand their networks in the region, and utilize their experience for their studies and future careers.

For its third edition, the Program duration is extended, and held outside Japan for the first time. Thanks to the partnership with the University of the Philippines Film Institute, the students this year will collaborate in the Philippines, a country currently reveling in what is called the “third golden age of cinema,” bolstered by countless Philippine films enjoying critical acclaim and awards from various film festivals and competitions all over the world. Another first for the Program is **the production and screening of the short films on March 8 from 2PM at Cine Adarna UP Film Institute**, which is open to the public with free admission. As with the previous years, the Program will also have **lectures** by guest speakers including renowned film producer **Bianca Balbuena**, multi-awarded film director **Carlitos Siguion Reyna** and screenwriting guru **Armando “Bing” Lao**.

The Program: *... and Action! Asia #03* is generously supported by Sony Philippines.

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About the Japan Foundation Asia Center

The Japan Foundation is Japan's principal independent administrative institution dedicated to carrying out cultural exchange initiatives throughout the world. The Asia Center, established in April 2014, is a division within the Foundation that conducts and supports collaborative initiatives with its Asian—primarily ASEAN—counterparts. Through interacting and working together in Japanese-language education, arts and culture, sports, and grassroots and intellectual exchange, the Asia Center pursues to develop the sense of kinship and coexistence as neighboring inhabitants of Asia. <http://jfmc.jp/en/>

About the University of the Philippines Film Institute

The University of the Philippines Film Institute is the film degree-granting unit under the College of Mass Communication of the country's premier state university. It counts among its faculty renowned professionals and scholars committed to provide a well-rounded education for the advancement of film all at once as academic discipline, creative practice and enterprise. Degrees offered include one pertinent to Bachelor of Arts Film and another for Master of Arts Media Studies in Film. The BA Film program introduced in 1984 has since progressively evolved to boast now of a curriculum designed for an exhaustive scrutiny of all aspects of the phenomenon of film. The MA Media Studies in Film program focuses on the study of film in the context of increasingly urgent issues of globalization and emergence of new media technologies. Through the years, UPFI has produced graduates who have continuously made their mark in their field garnering plaudits for their art locally and internationally and earning the highest esteem of their industry peers.

Appendix: Fast Facts and Brief History

...and Action! Asia #03

Duration:	February 26 – March 10, 2017 (13 days)
Organizers:	The Japan Foundation Asia Center; and the University of the Philippines Film Institute
Co-organizers:	Ateneo de Manila University; and De La Salle-College of Saint Benilde
Sponsor:	Sony Philippines
Participating Institutions:	19 students from 5 countries: University of the Philippines, Ateneo de Manila University, De La Salle-College of Saint Benilde (The Philippines), Jogja Film Academy (Indonesia), Universiti Malaysia Sarawak (Malaysia), Bangkok University (Thailand), Nagoya University of Arts and Science, Japan Institute of the Moving Image, Tohoku University of Art and Design, and Waseda University (Japan)
Guest Speakers:	Bianca Balbuena, Carlitos Siguion Reyna, and Armando "Bing" Lao
Filming and Production Locations:	The University of the Philippines, Ateneo de Manila University and the cities of Manila and Quezon City, the Philippines

[Free Admission]...and Action! Asia #03 Public Screening of Co-produced Short Films

Date and Time:	March 8, 2017 2PM (Door Open: 1:30PM)
Venue:	Cine Adarna, UP Film Institute
Program:	1) Presentation and screening of co-produced short films; and 2) Comments from guest speakers

...and Action! Asia #02 (Tokyo, Japan)

Duration:	March 6 - 15, 2016 (10 days)
Organizers:	The Japan Foundation Asia Center; and Japan Institute of the Moving Image
Participating Institutions:	Jakarta Institute of Arts (Indonesia), Silpakorn University (Thailand), University of the Philippines (Philippines), Ho Chi Minh City University of Stage and Cinema (Vietnam), National University of Arts and Culture, Yangon (Myanmar), Japan Institute of the Moving Image (Japan), Waseda University (Japan), and Ritsumeikan Asia Pacific University (Japan)
Program Highlights:	1) Film plot planning and research; 2) Film plot presentation assessed by film professionals; 3) Lectures and workshops



...and Action! Asia #01 (Tokyo, Japan)

Duration:	March 8 - 17, 2015 (10 days)
Organizers:	The Japan Foundation Asia Center; and Japan Institute of the Moving Image
Participating Institutions:	Jakarta Institute of Arts (Indonesia), Silpakorn University (Thailand), University of the Philippines (Philippines), Japan Institute of the Moving Image (Japan)
Program Highlights:	1) Presentations on film culture and industry in each country by students and Q&A session; 2) Discussion on short films made by students; 3) Film screening and panel discussion with the filmmakers; 4) Film appreciation at Osaka Asian Film Festival; 5) Visits to film relevant facilities; and 6) Lectures