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International Filmfest in January 2012



HUA HIN
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■ ■ ■ ■ ■ FESTIVAL 2012

Thailand's **First Hua Hin International Film Festival** rolls out from 26 to 29 January 2012 at Inter-Continental Hua Hin Resort, Major Cineplex and Centennial Park. The festival is organized by the **National Federation of Thai Film Associations** in conjunction with Hua Hin Municipality, Prachuap Khiri Khan province, and the Tourism Authority of Thailand (TAT). During the four-day festival over 50 movies will be screened from the ASEAN, Asia, as well as mainstream Hollywood. Running parallel to the screenings is a program of film industry seminars focusing on inter-ASEAN cooperation and an exhibition honoring the photographic talents of **His Majesty King Bhumibol Adulyadej**. Other public events like concerts will also be featured at Centennial Park.

Festival Chairman **Suwat Liptapanlop** states, "Hua Hin is a great venue for the festival. Not only is it a popular seaside resort, but it has a great history, having established itself over 100 years ago. It has always been a favorite spot of the Royal Family, and the Klai Kangwon Palace remains a Royal residence to this day. Its film history stretches back to the very birth of the Thai film industry, when a Hollywood crew chose it as a location for the film *Miss Suwanna of Siam*."

The festival will also be graced by international guests, including film directors and stars. One special event celebrating the contributions of Korean cinema will feature a number of popular Korean stars including the pop idol, **Se7ven**; actress **Lee Da Hae** from *My Girl* and the stars of *Always*, **So Ji Sub** and **Han Hyu Joo**.

"The Hua Hin International Film Festival will help to put ASEAN cinema on the world stage," Liptapanlop adds, "as well as present the many attractions of Thailand. We hope the event will help the economic development of the Thai film industry. It will also attract tourists to the area. Thus the festival will benefit both the film industry and tourism."

Over fifty films have been selected to represent 'Box Office Hits' of their respective homelands, as well as titles that figured in major film festivals worldwide. The **Major Cineplex Hua Hin** shall be main venue of these screenings. Among the highlights is the Asian premiere of USA's *360*; a module on box office record breakers as *KL Gangster* (Malaysia) and *Fool for Love* (Vietnam); festival award-winners such as *Ways of the Sea* (Philippines); plus special screenings of *Warriors of the Rainbow*, the most expensive film ever produced in Taiwan, and the official Taiwanese selection for the Academy Awards committee; and *Always*, the Opening Film of the **Busan International Film Festival 2011**.

Festival Director **Dr. Sorajak Kasemsuvan** states, "Apart from the films that will be screened at the festival, there will be seminars bringing together leading academics and film industry professionals."

These will include topics such as "*ASEAN Movies for ASEAN Community*" by scholar **Dr. Surin Pitsuwan**; *Country Reports* by representatives of nine ASEAN countries representing the current state of their respective film industries; "*Can Government Help?*" panelled by representatives from the EU, CNC, KOFIC France and South Korea. The latter seeks to provide advice and assistance from the perspective of public and government support and funding. There will also be a discussion of other means of fund-raising, the potential of joint ventures and co-productions, and the important issue of copyright protection. And finally, "*The DIY Movie Workshop*", a two-day free seminar manned by established directors such as **Jim Sophon** of *Laddaland*, **Khom Kongkiat** of *Chaiya*, and **S. Khom Krit** of *Friends*.

“The festival will bring entertainment to all. Whether a Hua Hin resident, from other regions of Thailand, or visitors from other countries: all are welcome to join the festival," claims Kasemsuvan.

He adds, "Other activities include the screening of period films and all time classics featuring top celebrities such as **Mitr Chaibansha**, **Petchara Chaovarat**, **Sombat Metanee**, and **Aranya Namwong**. As well as a live 'talk show' series and music from an array of bands at the Centernnial Park.

"On the auspicious occasion of the 84th birthday of His Majesty King Bhumibol Adulyadej, we are also proud to present an exhibition of His Majesty's photographs at the InterContinental Hua Hin Resort. These photographs capture the town of Hua Hin during his frequent stays, celebrating not only his creativity, but also his many contributions to the people of Hua Hin and Thailand."

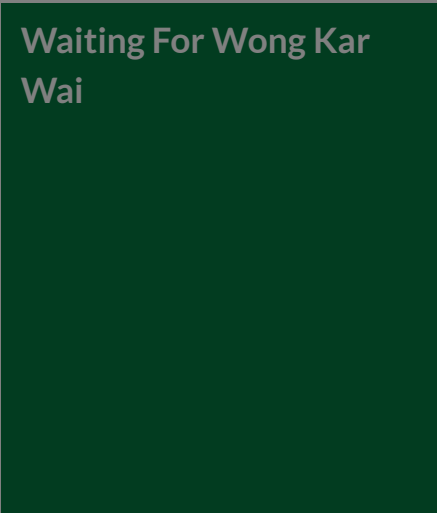
Closing the festival will be the handing out of the Audience Award to films favored by festival audiences.

For more information, interested parties may call the the **Festival Press Department** at 081- 802 1596, 089-216 0051 and 089-783 2112. Or contact *admin@huahinfilmfest.com*.

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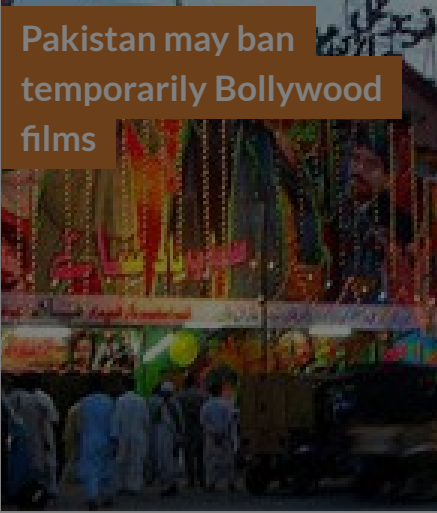
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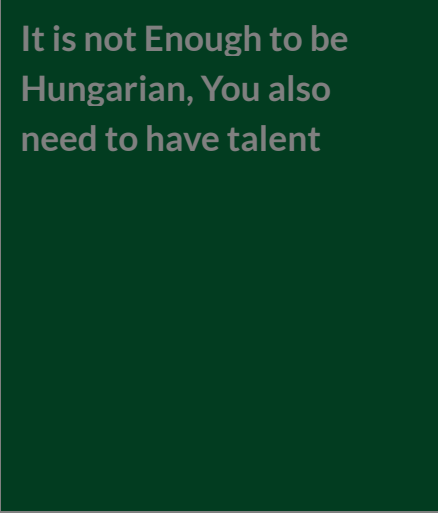
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