

## Conveying the appeal of Aomori, Ishikawa, Kagoshima and Okinawa to the world through films

~Streaming starts on May 1 on free streaming platform "JFF Theater"~



The Japan Foundation (JF) will hold a streaming project titled **"Japan's Local Wonders in Films"** on the **free online streaming platform "JFF Theater"** for three months from May 1 to August 1, 2025.

In this project, six films set in various Japanese locations and eight videos showcasing the cultures of those regions will be streamed to the world, with multilingual support. The films and videos will be available not only to fans of Japanese films overseas but also to a wide range of viewers, such as Japanese language learners and those interested in visiting Japan for sightseeing, **with the aim of further expanding interest in regions throughout Japan, and increasing inbound tourism demand.**

Six films will be streamed: **"Ito"**, a coming-of-age film about a high-school girl with a talent for playing the Tsugaru shamisen at **Aomori**; **"The Genealogy of Sake"** and **"A Handful of Salt"**, documentaries about chief sake brewers and salt-making artisans, respectively, in **Ishikawa**; **"Love and the Grand Tug-of-war"** and **"Three Sisters"**, human dramas that unfold around festivals in **Kagoshima**; and **"Nabbie's Love"**, which triggered an **Okinawa** boom thanks to its beautiful scenes and fine performances of Okinawan folk songs. In addition, in order to deepen understanding of the culture of the regions, eight films produced by JF regarding a mini-theater, art museums, festivals, music and other cultural attractions will be streamed simultaneously.

During the project, online talk events featuring **ISHII Kaori**, who directed **"The Genealogy of Sake"** and **"A Handful of Salt"**, will be held in Mexico and Australia, and film screening events are also scheduled to be held by JF's overseas offices.

### For enquiries about this project:

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)  
Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

**[What is JFF Theater?]**

JFF Theater is a platform operated by JF for streaming Japanese films and videos **with multilingual subtitles, worldwide and free of charge.**

Since the platform launched in August 2024, over 88,000 people have registered worldwide (as of April 25). The website can be viewed in 17 languages, and films are subtitled in up to 19 languages. The lineup changes periodically, and to date, 32 films have been streamed, including ***“Under the Open Sky”, “The Great Passage” and “JUNGLE EMPEROR LEO, aka KIMBA THE WHITE LION”.***

**Viewer's Comment:**

Such a beautiful and touching story, I really, really enjoyed. Thank you so much JFF for bringing this film. (Brazil)

※The country/region of distribution and subtitle language may vary depending on the title.

※ Some contents are not available in Japan.

## Notice

## ●Website : JFF Theater

URL : <https://en.jff.jp/jpf.go.jp/>

## ●Streaming Project: “Japan's Local Wonders in Films”

## ●Host: The Japan Foundation (JF)

●Streaming Period: 11 a.m. (Japan time) on May 1 (Thurs.) ~ 11 a.m. (Japan time) on August 1, 2025 (Fri.)

## ●Lineup: Six films and eight videos (see below)

●Available Locations: Worldwide (Depending on the work, some countries/regions are not covered. The films cannot be viewed in Japan)

## ●Viewing Fee: Free of charge (registration required)

**●Talk Events with Director ISHII Kaori**

ISHII Kaori, who directed *“The Genealogy of Sake”* and *“A Handful of Salt”*, documentaries set in Noto, Ishikawa Prefecture, will appear at online talk events for fans of Japanese culture and films in Mexico and Australia. She will convey the background to the production of the films and the situation in Noto, which is recovering from an earthquake disaster and torrential rain damage to overseas viewers. Details will be announced on the ‘News’ column of the JFF Theater website and its official social media sites. (Online participation may be available.)

(1) Mexico

**For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation

(Public relations officers: Kumakura, Fukushima)

Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

- Event date: Late June ~ early July (to be confirmed)
- Languages: Japanese, Spanish (consecutive interpretation available)

Director ISHII Kaori

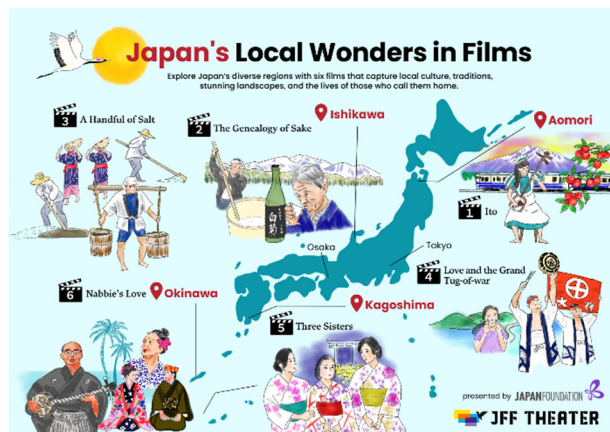
## (2) Australia

- Event date: Late June ~ early July (to be confirmed)
- Languages: Japanese, English (consecutive interpretation available)

## ●Special Flyer: "Japan's Local Wonders in Films"

JF has produced a specially designed "Japan's Local Wonders in Films" flyer that features highlights from the six films, accompanied with charming illustrations. The flyer will be translated into multiple languages and distributed worldwide.

&lt;Front&gt;



&lt;Back&gt;



- Data Download: Flyer data (in English) and the JFF Theater logo can be downloaded from the following URL.

<https://jpffbm.box.com/s/ds323nnsudjnrvtzmqn9js5u9rbbsp6i5>

※ For images of each film and of Director ISHII, please kindly contact the Public Relations Division, Branding and Communication Department, The Japan Foundation, by email at: [press@jpf.go.jp](mailto:press@jpf.go.jp)

- Official social media sites



JFF Theater



@jfftheater\_official



@jfftheater



@jfftheater

## For enquiries about this project:

Public Relations Div., Branding and Communication Dept., Japan Foundation

(Public relations officers: Kumakura, Fukushima)

Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

## "Japan's Local Wonders in Films" Lineup

Six films and eight videos

### **Feature 1. Aomori - Threads Across Time**

Shamisen, art, and heritage—threads of tradition and innovation connecting Aomori's past and future.

[Film]

#### **Ito**

Director: YOKOHAMA Satoko/Cast: KOMAI Ren, TOYOKAWA Etsushi, KUROKAWA Mei/Drama/2021

A shy country girl chooses a part-time job at a "maid cafe" where she serves customers while dressed up as a maid. A unique and touching coming-of-age drama.



©2021 "Ito" Film Partners

[Videos]

#### **Ki&Ki: Blending Old and New Sounds with Shamisen**

Tune in to shamisen duo Ki&Ki as they perform their dynamic sounds in songs that blend the traditional and modern. This performance features three unique original pieces along with a representative folk song of Tsugaru shamisen.



©The Japan Foundation, Sydney

#### **Aomori Museum of Art - Invitation to Explore Japan's Museums**

Aoki Jun, the architect of the Aomori Museum of Art, talks about the concept and features of its design, as well as his thoughts on the museum.



© The Japan Foundation

---

#### **For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)  
Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

**Feature 2. Ishikawa - Hands that Ferment History**

Sake, salt, and puppet theater—echoes of craft and devotion shaped by Ishikawa's land and people.

【Films】

***The Genealogy of Sake***

Director: ISHII Kaori/Documentary/2015

A document of sake craftspeople known as "Noto Toji" and their skills that have been passed down through generations, set amidst the beautiful landscapes of Noto Peninsula before the recent earthquake.



©Ikkon Film Partners

***A Handful of Salt***

Director: ISHII Kaori/Documentary/2011

A document of the Agehama-style salt fields (a style of sun-drying sea water that is scattered on a cleared beach) in Okunoto, which were devastated by a recent earthquake. The film reveals a way of life in harmony with nature and leads us to wonder about the beginnings of human activity.



©Hitonigiri Film Partners

【Video】

**Traditional Puppet Theater: Bound by Spirits -**

In a small mountain village in Ishikawa Prefecture, a traditional form of puppet theater has been handed down by local people for over 350 years. Why and how has this unique art form been so carefully passed down over the centuries? Through excerpts from a popular program in their repertoire titled "Taishokukan" (The Stolen Crystal Jewel), we explore the passionate feelings that the local people put into their puppet manipulation.



© The Japan Foundation

**For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)

Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)



**Feature 3. Kagoshima – Where Festivals Strengthen Bonds**

Festivals, family, and love – powerful dramas unfold in majestic nature.

[Films]

**Love and the Grand Tug-of-war**

Director: SASABE Kiyoshi/Cast: MIURA Takahiro, Jiyoung, HIGA Manami/Drama, romance/2021

A drama of family bonds, friendships and the various human relationships revolving around the Sendai Grand Tug of War—a spectacular event held in Satumasendai City that has a tradition of over four centuries.



©2020 PADDY HOUSE Inc.

**Three Sisters**

Director: SASABE Kiyoshi/Cast: FUKIISHI Kazue, TOKUNAGA Eri, YOSHIDA Yoh/Drama/2014

Set amidst the soft light that emanates from Kagoshima's Rokugatsu-doh summer lantern festival, is a story of three sisters and their family as they struggle to revive their confectionery shop.



©2013 PADDY HOUSE Inc.

[Video]

**Kirishima Open-Air Museum - Invitation to Explore Japan's Museums**

The KIRISHIMA OPEN-AIR MUSEUM stands on a hillside in a rich forest area to the northwest of the Kirishima Mountain Range in Kagoshima Prefecture, Kyushu. All the works are in harmony with the natural environment. Here, majestic nature and art blend into one, creating a more profound moving experience.



©NISHINO Kozo《It is breezing》1999  
©The Japan Foundation

**For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)

Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

**Feature 4. Okinawa – Soul-Stirring Sounds and Dances**

Sanshin, dance and soul - carving rhythms that resonate with timeless hearts.

[Film]

**Nabbie's Love**

Director: NAKAE Yuji/Cast: NISHIDA Naomi, MURAKAMI Jun, TAIRA Tomi, NOBORIKAWA Seijin, TAIRA Susumu/Drama, romance/1999

Chaos ensues when an old woman's love is rekindled after 60 years. A nostalgic tale on a remote island in Okinawa, set to the tunes by legendary folk musicians.



©1999 OFFICE SHIROUS/BANDAI VISUAL

[Videos]

**Ryukyu Buyo: Okinawan Soul**

Ryukyu Buyo was created in the era when Okinawa flourished as the Ryukyu Kingdom. Why has this tradition been carried on for so many generations? We explore how 'Chimugukuru – Sincerity', the soul of Okinawan culture, has been inherited through dance.



©The Japan Foundation

**Honensai: Prayers for the Harvest**

Honensai is a festival to thank the gods for the past year's harvest and pray for abundant crops in the next. Among the many Honensai festivals held all over Japan, the "Four-village Puri" in Okinawa's Ishigaki Island is not only an important spiritual event, but also one where a wide variety of unique performances are offered. Puri has come down through the ages from the time of the Ryukyu Kingdom (1429 - 1879), and even today its scale remains undeniably exceptional. Get a close look at the rituals and see how each one of them is imbued with the villagers' prayers for the rope's sacred power to "draw in" a bountiful harvest.



©The Japan Foundation

**Sakurazaka Theater – MINI-THEATER JOURNEY**

This theater is nestled in the heart of Naha City, in a quaint alley just off Kokusai Dori. Beyond being a cinema, this venue offers a cafe and a shop, making it a versatile space for various activities.



© The Japan Foundation

**For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)

Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)

Moreover, over 100 lectures are offered under the name of "Sakurazaka People's College."

## **Nago City Hall - BUILT ENVIRONMENT**

"What is Okinawan architecture, and what form should a city hall take?" Answers to these questions can be found everywhere inside this building. The Nago City Hall weaves Okinawa's unique culture into its walls, structure, and overall design.



©The Japan Foundation

END

---

### **For enquiries about this project:**

Public Relations Div., Branding and Communication Dept., Japan Foundation  
(Public relations officers: Kumakura, Fukushima)  
Tel: 03-5369-6075 / Fax: 03-5369-6044 E-mail: [press@jpf.go.jp](mailto:press@jpf.go.jp)