

FOR IMMEDIATE RELEASE

October 17, 2014, Montreal



Launching the One Piece Film project through an Indiegogo campaign

AmérAsia invites emerging and professional filmmakers from the Montreal community to participate in the One Piece Film: 72 hour challenge.

Launched and curated by the festival's founder Mi-Jeong Lee, the 72-hour run filmmaking project takes place a weekend before the festival and the selected video works will be presented during the opening day of AmérAsia at Montreal Museum of Fine Arts. In honour of the origins of the Japanese manga series *One Piece* in the 1990s, we are striving to bring back this tradition that combines prime image-caption technologies such as cameras, smartphones, tablets, or other devices. This project is open to professional and emerging artists. The filmmaking clock begins right after the required meeting at 3pm, Oct. 24th at the SenseLab, where themes and protocol will be announced.

Multi award-winning short film *The Green Mind* by Toby Tatum will open the event on October 30. The first screening will be screened to the public as well as a jury panel. The jury members for the One Piece Film consists of acclaimed artists and film scholars (TBA) The diverse panel group will offer interesting perspectives and be able to advice on the expanded usage of convivial technology to the public and emerging filmmakers, adding greatly to Montreal's digital and media arts. AmérAsia's One Piece Film represents a favourable interactive project among local artists/ apprentices and established professionals in addition to the interaction with arts and cultural communities in Montreal.

On November 2nd, there will be an encore screening of the One Piece Film challenge and the winners will be announced so as the prizes. Through this DIY's project, your generous donations at the door will be gathered to reward the first winner of the One Piece Film challenge. The result of the challenge will be announced right after the screening.

For more information regarding the project, please visit our Indiegogo campaign page: <https://www.indiegogo.com/projects/one-piece-film-challenge>

More information can also be found on our site: www.amerasiafestival.com

CHALLENGE OPEN TO THE PUBLIC / PRIZES WILL BE AWARDED

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