Installation Shots and Documentation of '100 Films, 100 Posters', Factory of Contemporary Arts, Polbok, Jeonju, South Korea

(Thursday 2nd May - Saturday 11th May 2019)
Editioned Posters
Projection of Posters
2015-2018
“100 FILMS, 100 POSTERS” is a poster festival hosted by Jeonju International Film Festival since 2015. For each year’s event, 100 graphic designers create posters for 100 movies among Jeonju IFF’s official selections. It promotes imagination and experimentation unrestricted by any rules and conventions of commercial posters. Besides its original function to deliver information, the posters rather focuses on redefining the identity of the film.

“100 FILMS, 100 POSTERS” is co-organized by Jeonju IFF and Graphic Design Journal GRAPHIC for the purpose of encouraging the collaboration between the film industry and the graphic design community. It also wants to serve as an opportunity to overcome the exclusive nature of each field.

A film poster is not only a tool to promote a film, but also an autonomous medium that symbolizes itself as a single image, amplifying its message and engaging the audience. We hope that “100 FILMS, 100 POSTERS” will serve as a forum to promote discussions about the range of expression of film posters as well as the function of it as medium connecting movies and audiences.