

PRESS RELEASE  
June 29, 2010

For Immediate Release  
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Hawaii International Film Festival

## **The Hollywood Reporter 39th Annual Key Art Award for Best Theatrical Audio/Visual - Festival Audio/Visual Goes to the Hawaii International Film Festival for its Festival Trailer Starring Lost's Actor Daniel Dae Kim**

### ***HIFF '09 "What do you see?" Trailer Wins Key Art Award***

(Honolulu, HI - June 29, 2010) - Hawaii International Film Festival's 2009 trailer, created by Hyperspective Studios and OrangeRoc and starring Lost's Daniel Dae Kim, won The Hollywood Reporter 39th Annual Key Art Award for theatrical audio/visual - festival audio/visual.

For the past 39 years, The Hollywood Reporter has given their Key Art Awards to the ever-changing movie marketing industry for their original (key art) works. This year the Hawaii International Film Festival (HIFF) has won their first Key Art Award in the theatrical audio/visual - festival audio visual category, which was open to any trailer or TV spot created to promote a 2009 film festival or film market. "It's an incredible honor to receive accolades for the hard work our creative team invested in this trailer," says executive director Chuck Boller. "HIFF has long prized and promoted the expertise and accomplishments of Hawaii-based filmmakers and creative marketing people. This award is a spotlight on their efforts."

Each year, HIFF brings together local filmmakers to create a trailer for the festival. This award winning trailer was directed by Todd Robertson, president and CEO of Hyperspective Studios, Inc. The concept was a collaboration between HIFF staff and the marketing firm OrangeRoc's idea to use an inkblot with hidden images and the tagline "What do you see?" "The concept is based on the idea that you can look at a piece of paper and see a blank page, or you can see endless possibilities, like those you get in films," says Robertson. "Life is like a movie, it's defined by our imagination and how we see things, similar to how film-makers create experiences through their visions." Live images were integrated with animated vignettes to bring this concept to life.

Robertson worked closely with director of photography Mark Morgan of Steadicam Hawaii and lightning expert Jason Fratis, each donating their services along with specialized Techno Jib equipment, which Robertson says was a key element required to finish the project. Lost's Daniel Dae Kim and models Eric and Kimi Chun also donated their time for two days of filming which was completed at the end of August at Island Film Group/HMI's Halawa Valley Studios. The studio facility was provided without charge and shot on the RED camera and all crew working on the trailer donated their time and equipment.

#### **Festival Information**

Established in 1981, the Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF is the premier international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. For the discovery and exhibition of Asian and Pacific features, documentaries and short films in the nation, it is a primary source. The festival has premiered such movies as ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN and CROUCHING TIGER, HIDDEN DRAGON. Plus, DEPARTURES, a Japanese film, had its U.S. premiere at HIFF in 2008, won the HIFF Audience Award and then went on to win the 2009 Academy Award for Best Foreign Language Film.

HIFF's major sponsors include: Regal Entertainment Group, Halekulani, Starwood Hotels & Resorts Hawaii, Hawaii Tourism Authority, The Vilcek Foundation, and EuroCinema Hawaii.

The 30th Annual Hawaii International Film Festival 2010 will be held October 14-24 at the Regal Dole Cannery Stadium

18 Cinemas. For more information please visit our website at [www.hiff.org](http://www.hiff.org).

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