

2014 ANNUAL REPORT



DEDICATED TO THE ADVANCEMENT
OF UNDERSTANDING AND CULTURAL
EXCHANGE AMONG THE PEOPLES OF
ASIA, THE PACIFIC, AND NORTH AMERICA
THROUGH THE MEDIUM OF FILM.



34th ANNIVERSARY

25 DAYS

SPRING & FALL FESTIVALS

OAHU

FALL FESTIVAL

October 30 – November 9

SPRING FESTIVAL

April 4 – 10

BIG ISLAND & KAUAI

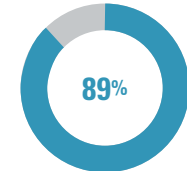
FALL FESTIVAL

November 13 – 16

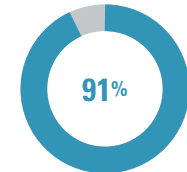
TOTAL ATTENDANCE

55,145

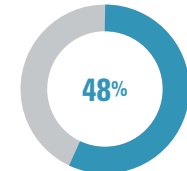
ATTENDEE FEEDBACK



RATED HIFF GOOD
OR EXCELLENT



ARE LIKELY TO ATTEND
IN THE FUTURE



ATTENDED FOR 4
OR MORE YEARS

147 FEATURES

66 SHORTS

213

TOTAL FILMS

305 PUBLIC

7 PRIVATE

312

TOTAL SCREENINGS

39

COUNTRIES
REPRESENTED

429

DELEGATES

PREMIERES



56%

OF FILMS SCREENED AT HIFF WERE HAWAII PREMIERE

4,132

PEOPLE ATTENDED MADE IN HAWAII FILMS SCREENINGS

81%

OF ATTENDEES HAVE ANSWERED THEIR PRIMARY REASON FOR ATTENDING HIFF IS TO WATCH "FOREIGN FILMS"

FILM PROGRAMS

20 FILM SECTIONS

Centerpiece Presentation
Closing Night Film
Creative Lab: SoundXVision
Documentaries
EuroCinema Hawaii
Film ForThought
HIFF Extreme
Made in Hawaii
New American Filmmakers
New Frontiers Program
North American Cinema
Opening Night Films
Pacific Showcase
Southeast Asian Showcase
Spotlight on China
Spotlight on India
Spotlight on Japan
Spotlight on Korea
Spotlight on Taiwan
Spotlight on the World Cinema
Spotlight on the Philippines

8 SHORTS PROGRAMS

ACM & Shanghai University Night
Animation Ground Control
Dark Wave
Love In Small Corners
Made In Hawaii Shorts
Pacific Showcase Shorts
Shorts Before Features
Student Showcase
Turning Point

AWARDS

HALEKULANI GOLDEN ORCHID AWARD
BEST NARRATIVE FEATURE

"HAMEOO"
Director: Shim Sung-Bo

HALEKULANI GOLDEN ORCHID AWARD
BEST DOCUMENTARY FEATURE

"WE ARE GIANT"
Director: Greg Barker

NETPAC AWARD

"TITLI"
Director: Kanu Behl

HAWAII NEWS NOW AUDIENCE AWARD
BEST NARRATIVE FEATURE

"WHAT WE DO IN THE SHADOWS"
Director: Taika Waititi

HAWAII NEWS NOW AUDIENCE AWARD
BEST DOCUMENTARY FEATURE

"RISE OF THE WAHINE"
Director: Dean Kaneshiro

HAWAII NEWS NOW AUDIENCE AWARD
BEST SHORT FILM

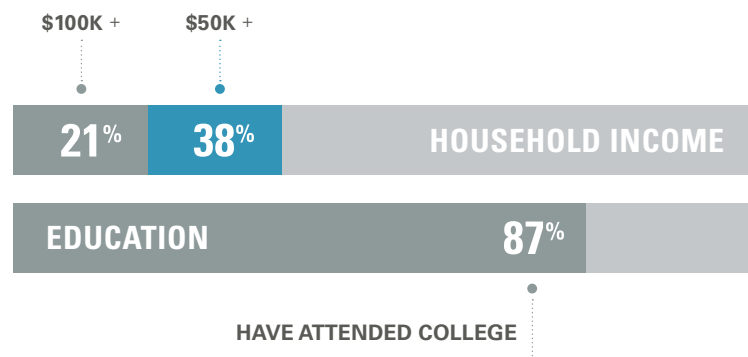
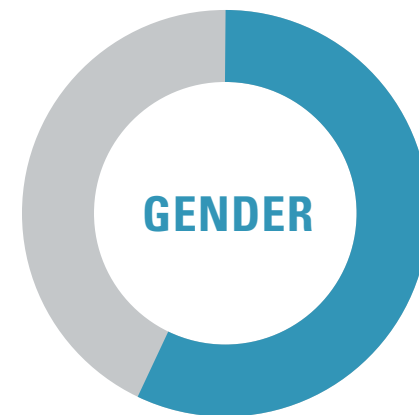
"LAVA"
Director: James Ford Murphy



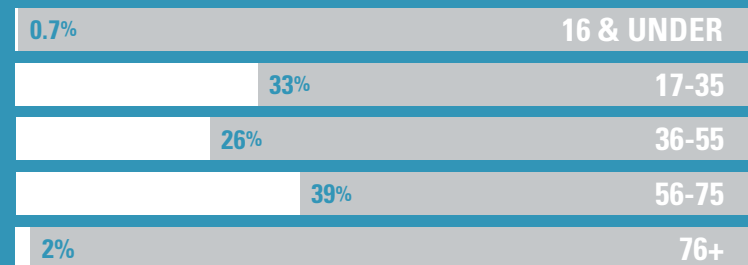
AUDIENCE

 59%

 41%



AUDIENCE AGE



DIGITAL & SOCIAL MEDIA

>750 MILLION TOTAL MEDIA IMPRESSIONS

775,088 WEBSITE VIEWS

1,588 MOBILE APP USERS

49 TOTAL ENEWS SENT

15,496 AVERAGE NUMBER OF RECIPIENTS REACHED



15,000
TOTAL FOLLOWERS

↑ **6%**
SINCE LAST YEAR



10,241
TOTAL FOLLOWERS

↑ **9%**
SINCE LAST YEAR



1,219
TOTAL FOLLOWERS

↑ **3%**
SINCE LAST YEAR

PEOPLE REACHED DURING THE FALL FESTIVAL

USA	•	102,077
Honolulu	•	57,744
Los Angeles	•	6,953
Japan	•	4,227
New York	•	2,154
Hilo	•	797
South Korea	•	1,005

HIFF EDUCATION

TOTAL ATTENDANCE

GUEST FILMMAKER PROGRAM

- Professionals in the filmmaking industry volunteered to share their expertise with Hawaii's youth through classroom visits
- Visited 13 schools on Oahu and Kauai

585

CULTURAL & VISUAL LITERACY PROGRAM

- Free theater screenings for intermediate to high school students featuring highly acclaimed films that bear cultural and/or educational significance
- Presented TWO narrative features and ONE documentary (MACONDO, VISIONS IN THE DARK: THE PINKY THOMPSON STORY, YASMINE)
- 10 schools in attendance

600

STUDENT SHOWCASE

- Free screening of the best videos produced by students in grades K-12 from Hawaii

180

Q&A DISCUSSIONS

- Post-screening question and answer discussions with filmmakers
- 58 discussions

6,106

PANEL DISCUSSIONS AND SEMINARS

- Panels, seminars and extended post-screening sessions with filmmakers and scholars
- 7 discussions

419

CREATIVE LAB AT HIFF

- 6 intensive programs
- 11 free seminars/workshops

602

TOTAL ATTENDANCE

8,492

CREATIVE LAB AT HIFF

CO-FOUNDED BY THE HAWAII INTERNATIONAL FILM FESTIVAL AND THE STATE OF HAWAII DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM (DBEDT): CREATIVE INDUSTRIES DIVISION.

Creative Lab at HIFF's mission is to generate quality, immersive programs in which local, national and international creative entrepreneurs in the fields of motion pictures, television, new media, music and technology can participate in order to accelerate their careers and projects in a collaborative, supportive environment, and coached by some of the best creative minds in the world. In so doing, creating a community of creative entrepreneurs whose projects become worthy of further investments by both state and private sources, and firmly placing the State of Hawaii as the creative nexus of the Pacific Rim.



6 INTENSIVE PROGRAMS

Broadband Accelerator: A Conversation With Bernie Su
FREE public master class with Emmy and Streamy Award Winning writer/producer/creator Bernie Su.

Writers Accelerator: Keynote Presentation
FREE public keynote speech event with Oscar nominated Screenwriter Lucy Alibar (BEASTS OF THE SOUTHERN WILD)

Producers Accelerator: The Producer - The Artist
An open discussion with Antoine de Cazotte, Executive Producer of the Academy Award winning film THE ARTIST, who shared his unique journey and his insights into what it takes to be a great producer.

Sound x Vision
A mix of music documentaries (THE HIP HOP FELLOW, JALANAN), locally-made narrative feature (LAHAINA NOON) and a short animation produced by Disney Pixar (LAVA) along with live music performance featuring local musicians.

New Media Camp
A week long intensive video workshop where six participants got hands-on guidance and expertise from successful YouTube partners and content producers, working filmmakers in traditional media, social media experts, and Hollywood actors who assisted in honing their craft in the production of a short film, utilizing the theme of "mobilizing your world."

The Actor's Workshop
FREE public conversation with Academy and Tony award winning actress Marcia Gay Harden (MAGIC IN THE MOONLIGHTS, FIFTY SHADES OF GREY)

CREATIVE LAB CONTINUED...

71%

OF ALL ATTENDEES RATED CREATIVE LAB AT HIFF 2013 "VERY GOOD" OR "EXCELLENT"

50%

OF ALL ATTENDEES RESPONDED THAT THE MOST ATTRACTIVE ELEMENT OF THE CREATIVE LAB AT HIFF SERIES IS "THE PANELIST AND KEYNOTE SPEAKERS" AND "THE OPPORTUNITY FOR PROFESSIONAL DEVELOPMENT"

44%

OF ALL ATTENDEES RESPONDED THAT THEY WOULD BE INTERESTED IN MORE WORKSHOPS, SEMINARS, AND PANEL DISCUSSIONS AT HIFF CREATIVE LAB

NOTABLE COMMENTS...

"This was a pleasure and a wonderful opportunity in Hawaii"

"Invaluable information was learned"

"Love it when someone so accomplished gave so many key points that are life lessons"

"Thank you HIFF for presenting this valuable film and the subsequent panel discussion"

SPONSORS

PRESENTING SPONSOR

HALEKULANI

FESTIVAL WITHIN A FESTIVAL

EuroCinema Hawaii

MAJOR SPONSORS

Hawaiian Airlines
Hawaii Tourism Authority
The Modern Honolulu
Nella Media Group
Regal Entertainment Group
Starwood Hotels & Resorts Hawaii

PREMIERE SPONSORS

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City & County of Honolulu
DBEDT: Creative Industries Division
Doris Duke Charitable Foundation
Doris Duke Foundation for Islamic Art
Shangri La, a Center for Islamic Arts and Cultures
Pacific Islanders in Communications
The Vilcek Foundation
Hawaii Film Office

FESTIVAL SPONSORS

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Fishcake
Hagadone
Hawaii Council for the Humanities
Hawaii National Bank
Hawaii Pacific University
Honolulu Cookie Company
Hotel Renew by Aston
J.Watumull Fund
L&L Hawaiian Barbeque

SPONSORS CONTINUED...

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Starbucks
Stella Artois
SMART Exchange
Starbucks
Stella Artois
VIP Trans

MEDIA SPONSORS

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Communications Pacific
Flux Hawaii
Hawaii News Now
Honolulu Magazine
KBFD
Island 98.5
93.9 Jamz
KORL 107.5
KORAL 97.1
KPHI
K-ROCK 101.5
KSSK
Lei Magazine
Modern Luxury Magaine
Nippon Golden Network
Oceanic Time Warner Cable
This Week Magazine
Where Hawaii

COMMUNITY PARTNER

Consolidated Theatres
Hawaii Theatre Center
Honolulu Biennial Foundation
Honolulu Museum of Art Doris Duke Theatre
Honolulu Rainbow Film Festival
Koko Marina Center
Our Kaka'ako
Prestige Concierge
Show & Tell
UBER
Ward Village

MAHALO

**BACIU CULTURAL FUND AT THE HAWAII
COMMUNITY FOUNDATION**

BIG ISLAND FILM OFFICE

**CONFUCIUS INSTITUTE, UNIVERSITY OF HAWAII
AT MANOA**

DWYER, SCHRAFF, MEYER, GRANT & GREEN

HAWAII COMMUNITY FOUNDATION

HAWAII PUBLIC RADIO

JAPAN FOUNDATION

**JOSIE & DON OVER MEMORIAL FUND AT THE
HAWAII COMMUNITY FOUNDATION**

KAUAI VISITORS BUREAU

**NETWORK FOR THE PROMOTION OF ASIAN
CINEMA (NETPAC)**

RJH, INC.

ROGER & CHAZ EBERT FOUNDATION

SPEEDI SHUTTLE

**STUPSKI FAMILY FUND AT THE HAWAII
COMMUNITY FOUNDATION**

**'ULU'ULU: THE HENRY KU'UALOHA GUIGNI
MOVING IMAGE ARCHIVE OF HAWAII**

HIFF HAWAII
INTERNATIONAL
FILM FESTIVAL

