



SHORT SHORTS FILM FESTIVAL & ASIA and SHOWROOM INC.'s APP「smash.」 BEGINS A COLLABORATION PROJECT!

VERTICAL THEATER COMPETITION supported by smash.

WORLDWIDE ROLLOUT STARTS TODAY!

~ TOTAL PRIZES ¥3,000,000! AN AWARD FOR UNDER-18! ~



Academy Award® accredited & Asia's one of the biggest international short film festivals, the Short Shorts Film Festival & Asia (SSFF & ASIA) & SHOWROOM Inc., who has developed "smash.", a vertical theater app that delivers professional quality short films specialized for smartphone viewing, have announced a new project to collect vertical short films from around the world through our international film festival and simultaneously promote them to the world.

The 1st stage which begins today, we are calling out to the world about the "Vertical Theater Competition supported by smash." The appeal of vertical theater videos lies in the ability of the viewer to watch videos in your spare time or while commuting even with one free hand. The film industry is showing great interest in the compatibility of contents that like a short film, can give you a satisfying viewing experience.

<https://www.shortshorts.org/en/creators/vertical>

With the launch of the new 5th generation mobile communication system (5G), viewing on smartphones have been greatly improved and film making is now possible on smartphones. Expectations have been raised for films of the new era by filmmakers from all over the world. For the Best Short Award, there will be an award of ¥1,000,000 as well as an award for shorts made by directors under 18. Selected shorts will be released worldwide on the "smash." app during SSFF & ASIA 2021.

In this joint project, vertical short films produced through this project & vertical short films curated by SSFF & ASIA will be uploaded on "smash."

Key Visual Download URL:

https://drive.google.com/drive/folders/19yp-bIEGd_9SzeVHESjtd8AkwcsI2c3?usp=sharing

We appreciate your cooperation with publicity for this project.

Submission period : 11/26/2020 ~ 02/28/2021

Submission fee : Free

Submission criteria

1. Vertical short film dimensions: (1080w x 1920h)
2. Premiere restrictions : none
3. Genre : All
4. Running time : Maximum 25 minutes (including end credit roll)
5. Production year : No limit
6. Country : Open to all countries
7. Language : English or Japanese. All other languages must have Japanese or English sub-titles.
8. Format : Data file (mp4)

Awards & Prizes

Best Vertical Short Award : ¥1,000,000

Vertical Short Award: ¥600,000

U-18 Vertical Short Award: ¥400,000

Encouragement Award : ¥100,000 (awarded to max. 10 vertical short films)

*All awards & prizes subject to change.

Submission guidelines

1. Please submit by filling out our online submission form. Upon successful processing of your submission, you will receive a notification via return email.

2. Upload your short film.

Film rate : 30.0fps

Resolution: 1080 x 1920

Key Frame: 2 seconds

Bit Rate: 6000kbps

Rate control: CBR

Profile: High

File size: 500MB (Recommended maximum size)

Notification of selection

All notification of selections will be made on our website by the end of April, 2021.

Regarding screenings of selected films

During the period of the film festival, the selected shorts will be screened worldwide online through the vertical theater app "smash.", by SHOWROOM Inc. Due to limitations of the app the short film may be divided into 3 parts. In those cases, we will request that you provide an edited version.

National & International Tour

After the Short Shots Film Festival & Asia is held in Tokyo, there will be a national & international tour. The rights holder of the short films selected to be screened will be contacted in advance. Tour destinations & dates will be announced sometime in the future.

Conditions

- Previously submitted short films cannot be re-submitted. Incomplete short films will be considered invalid & excluded from selection.
- The submission will be considered complete after the successful online downloading of your short film.
- Mailed in submissions must be postmarked by the last day of the submission period.
- For multiple submissions, a submission form must be completed for EACH short film.
- In case of selection, you will be required to provide a screening version with an Mp4 data file at 1080w x 1920h. in addition, you may be required to submit additional materials for festival promotions.
- All awards, prizes & tour details are subject to change.
- Submitted shorts may be screened in other competitions or programs of the Short Shorts Film Festival & Asia 2021.
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SHORTSHORTS

FILM FESTIVAL & ASIA

This Japan-born, Academy Awards® accredited festival is one of the largest film festivals in Asia. It was founded by actor Tetsuya Bessho, a native of Japan and a SAG member, with the aim of introducing Japanese audiences to short films– a format that many people in Japan were unfamiliar with. The first festival was held in the Harajuku neighborhood of Tokyo in 1999, and screened 6 short films by George Lucas (of Star Wars fame), made during his student days. We have since received a letter of support from the director each year.

In 2001, the festival became officially known as Short Shorts Film Festival (SSFF), and in 2004, was accredited as a qualifying festival for the annual Academy Awards®. This means that the Best Short winners of the Official Competition, as well as the Best Short winner of the Non-Fiction Competition will be eligible to be nominated in the short film categories of the Academy Awards® the following year, offering a bridge between Japan and the Oscars.

Furthermore, Short Shorts Film Festival Asia (SSFF ASIA) was established with support from the Tokyo Metropolitan Government in 2004, to introduce new Asian video culture and to nurture young filmmaking talents from the region. To this day, the two festivals are held together as Short Shorts Film Festival & Asia.

In 2018 commemorating the 20th anniversary of the festival, the Grand Prix was named the “George Lucas Award” and 2019, each winner of the 3 official categories: “International”, “Japan” and “Asia International” and the winner of the “Non-Fiction Competition” will be eligible for an Academy Awards® nomination in the short film categories the following year.

smash. (SHOWROOM Inc.) <https://smash-media.jp/>



SHOWROOM Inc. began in August 2015 as a live streaming platform called “SHOWROOM” with the goal to “create a world where opportunity and effort are rewarded fairly.”

SHOWROOM topped 4 million subscribers in 2020 connecting a wide range of “livers” & “watchers” with a new style of content viewing. On October 22, 2020, SHOWROOM released the vertical theater app “smash.”

The app features music, dramas, animation & a variety of content that are 5 to 10 minutes in length & all in a vertical videos format. With the participation of major entertainment productions including Johnny’s & Associates & music producer Yasushi Akimoto, SHOWROOM plans to further release 2,600 content by 03/31/2021.

<Press Inquiry>

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