

44th Vancouver International Film Festival



VIFF LAUNCHES CREATIVE BUSINESS HUB AS FESTIVAL EXPANDS TRANSFORMATIVE INDUSTRY INITIATIVES AND INTERNATIONAL PARTNERSHIPS

44th Vancouver International Film Festival
October 2 – 12, 2025

VANCOUVER, BC (SEPTEMBER 29, 2025) As part of a multi-year strategy to expand and evolve its Artist & Industry program, the Vancouver International Film Festival (VIFF) has launched the VIFF Creative Business Hub. Presented by the Directors Guild of Canada National Director's Division (DGC NDD), this initiative is designed to facilitate international collaboration by connecting projects and professionals with potential co-producers, financiers, and partners, while also highlighting Canadian talent and encouraging the exchange of expertise, resources, and services.

"This year, we are introducing a renewed vision for the Artist & Industry programming — an expansion that brings our film community into a more cohesive ecosystem," says Ana Belén Asfura, VIFF's Director of [Artist & Industry Programs](#). "At the heart of this effort is a belief in international collaboration, not merely as a financial necessity, but as an acknowledgment that cinema is a collective art form, enriched by cultural diversity and shared vision."

For its inaugural edition, the VIFF Creative Business Hub will integrate with the Spotlight on Korea showcase at this year's festival. It will offer two case studies with leading Korean film professionals and one-on-one sessions between a DGC NDD delegation and the visiting Korean directors whose debut features are platformed in [Spotlight on Korea: The New Breed](#). Sung Moon, Programmer for the Jeonju International Film Festival, will present the case study "How to Work with the Korean Film Industry." Meanwhile, Seo Woosik, CEO of Barunson C&C (the company behind Bong Joon Ho's *Parasite* and other Korean blockbusters), will present "Coproducting with Korea."

While these case studies will only be available to the invited DGC NDD delegates, "Coproducting Across the Pacific: Bridging Canadian and Korean Stories" — a session featuring Moon, Seo, and Rebecca Steele (producer of Anthony Shim's *Riceboy Sleeps*) — will be open to all Artist & Industry passholders.

The DGC NDD delegation will include six Canadian filmmakers with projects currently in development that are seeking international co-producers, financing, and/or distribution:

- Robin Hays (*PYZ*, British Columbia)
- Yuqi Kang (*Caecilians*, British Columbia)

- Jason Karman (*Cold Start*, British Columbia)
- Nimisha Mukerji (*See Jane Fight*, British Columbia)
- Ted Stenson (*Man vs. Truck*, Alberta)
- Weiye Su (*Transparenthood*, Ontario)

VIFF's wider Spotlight on Korea initiative features the latest works by revered filmmakers Park Chan-wook (*No Other Choice*) and Hong Sangsoo (*What Does That Nature Say to You*, Canadian premiere), Kim Ilrhan's innovative, affecting documentary *Edhi Alice: Take* (Canadian premiere), and six debut features platformed in The New Breed section, three of which are world premieres:

- *3670*, dir. Park Joon Ho (Canadian premiere)
- *The Nonsense*, dir. Lee Je-hui (world premiere)
- *Savon*, dir. Lee Jun Sup (world premiere)
- *Sua's Home*, dir. Yun Simkyoung (North American premiere)
- *Winter Light*, dir. Cho Hyun-suh (international premiere)
- *Wrangler*, dir. Seo Eun-sun (world premiere)

Four of these emerging directors, as well as Director Kim Ilrhan, Programmer Sung Moon, and Producer Seo Woosik, will participate in one-on-one meetings with the DGC NDD delegation during the Creative Business Hub.

The Spotlight on Korea program is made possible through the cooperation and support of KOFICE (Korean Foundation for International Cultural Exchange), Jeonju International Film Festival, and Korea's Ministry of Culture, Sports and Tourism.

"The launch of the Spotlight program is a truly exciting development for VIFF," says Curtis Woloschuk, VIFF's Director of Programming. "Each year, we'll be utilizing it to showcase films from a different country, inviting audiences to deepen their appreciation of the region's distinct approach to cinema. By having many of the directors in attendance at VIFF, we also can facilitate the establishment of peer networks between Canadian filmmakers and their international contemporaries. All of this will contribute to establishing VIFF's profile in the international festival ecosystem."

VIFF's commitment to expanding its programmatic offerings through international partnerships is also evidenced through the launch of the Reflections initiative. VIFF will welcome celebrated Swiss filmmakers Ramon and Silvan Zürcher as the inaugural Reflections guests. This section will provide the Zürchers with multiple opportunities to delve into their motivations and methodologies, including screenings of their "Animal Trilogy" (*The Strange Little Cat*, *The Girl and the Spider*, and *The Sparrow in the Chimney*) and cap off their first visit to Vancouver with "Choreographed Chaos," a VIFF Talk that takes a deep dive into their distinctive dramas that embrace absurdity and play loose with reality.

The Reflections series with Ramon and Silvan Zürcher will run Monday, Oct. 6 through Thursday, Oct. 9.

For more information, visit viff.org.

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About VIFF | viff.org

Beyond film exhibitions, VIFF strives to engage and empower communities, encourage dialogue and champion local artists. With decades of experience and an unwavering commitment to creating exceptional programs, VIFF has transformed into a highly esteemed annual festival and a premier arthouse cinema.

Founded in 1982, the Greater Vancouver International Film Festival Society is a not-for-profit cultural society and federally registered charitable organization that operates the internationally acclaimed Vancouver International Film Festival (VIFF) and the year-round programming at the VIFF Centre. All year, VIFF produces screenings, talks, conferences and events that act as a catalyst for the community to discover the creativity and craft of storytelling on screen.

VIFF is presented on the traditional and unceded territories of the xʷməθkʷəyəm (Musqueam), Skwxwú7mesh (Squamish), and səli#wətaʔɬ/Selilwitulh (Tseil-Waututh) Nations.

For media inquiries and media kit:

press@viff.org
Laura Murray | lmurray@mpmgarts.com | 604.418.2998
Ines Min | imin@mpmgarts.com | 604.440.0791