

JTI at TIFF again with a film about the power of dance

Cluj, August 7, 2020 - JTI and Transylvania International Film Festival (TIFF) indulged again the audience in Cluj with an exquisite dance event.

This year, Club Transylvania from Cluj held the outdoor screening of "Cunningham", directed by Alla Kovgan in 2019, to mark a century since the birth of Merce Cunningham.

"Every year, we have a tradition: the projection of an art movie about dance, in partnership with our long-time sponsor, JTI. We are very glad that we find every year not an ordinary movie, but extraordinary movies", said Tudor Giurgiu, TIFF Director, before the film projection.

"It's extraordinary that TIFF takes place in the real world, not in the virtual one. We are very happy to present again a movie with and about dance, "Cunningham". A "visual wonder" as the Los Angeles Times wrote, a movie "just as Cunningham would have wanted" as The Guardian noted. Cunningham is an avant-garde American choreographer, who made art for the sake of art. Therefore, the movie is not a story. Cunningham's choreography was *choreography by chance* - random or by luck. He threw the dice and he put the sequences in a certain order. The company he founded closed its activity in 2011, but its heritage still exists and can be valued for the future. We wish, just as the artistic creation persists through time, and as TIFF continues in its unprecedented context, to continue to be partners of this Festival in the coming years", said Gilda Lazăr, Director Corporate Affairs & Communications JTI Romania, Moldova & Bulgaria.

Over time, JTI has associated its name with the ultimate expressions of dance. *JTI Encounters*, a yearly event organized since 2000 has become a cultural landmark and a national quality brand for contemporary dance. Within TIFF, JTI continues the tradition of the Encounters and presents within each edition art films related to the world of dance: *The White Raven* directed by Ralph Fiennes, *Mr. Gaga* by Tomer Heymann, *La Danse* by Frederick Wiseman, *Pina* by Wim Wenders, the first screening in Romania of the 3D production, *Ballroom Dancer*, directed by Andreas Koefoed and Christian Holten Bonke, *Dancing on broken glass*, directed by Marek Źapák, *Polina*, directed by Angelin Preljocaj and Valérie Müller or *Bobbi Jene* by Elvira Lind are just a few of the memorable screening in Cluj.

JTI started its activity in Romania in 1993 (as R.J. Reynolds) and was one of the first multinational companies which invested locally. JTI is actively involved in the community: the company is a partner of the Sibiu International Theatre Festival (SITF), the Transylvania International Film Festival (TIFF), of music tours in small cities and official sponsor of the Gigi Căciuleanu Romania Dance Company. JTI supports the Japanese Garden in Mihai I (Herăstrău) Park, the Tea House within the National Museum of Art and the Romanian - Japanese Studies Center within the Romanian - American University. *JTI Encounters*, an event launched in 2000, has been taking place without interruption for 21 years and has become a national cultural brand. From 2000 the Company has supported JTI Scholarships for Journalists, being also a partner of the EuropaFM Scholarships. JTI Seniors has been taking place from 1998, being a program under which 45 senior citizens receive a hot meal daily, and throughout the years the company has collaborated and continues to collaborate with Samusocial, Ateliere fără frontiere, ARC and other non-governmental organizations, supporting social projects which help people from disadvantaged categories from different regions of the country.

JTI is one of the largest worldwide manufacturers of tobacco and vaping products, operating in more than 130 countries. Having its headquarters in Geneva, Switzerland, JTI has over 44,000 employees, being a member of Japan Tobacco group. For more information, visit www.jti.com.