

**JTI, on TIFF's 20th anniversary:  
Dance, film about dance, multimedia exhibition**

**Cluj, July 28** - "Dance needs no translation. It is ancestral and universal", declared Gilda Lazăr, Corporate Affairs Director, JTI Romania, Moldova and Bulgaria, on the special showing of the film *Gallant Indies*, presented as part of the Transylvania International Film Festival (TIFF). "We tried to build a bridge between the *JTI Encounters* which support contemporary dance in particular and TIFF, a film festival. Dance seemed to be a niche element but it's becoming more and more popular within important festivals. As proof, this year in Cluj there will be three events focused on dance", added Gilda Lazăr.

"Presenting a film about or connected to dancing is a tradition within TIFF together with JTI, one of the historical partners of the Festival. Every year we try to find a good relevant film that does not disappoint. I am sure that tonight you will also enjoy an exceptional film", stated Tudor Giurgiu, TIFF President.

Last night at the Victoria cinema in Cluj the film *Gallant Indies*, directed by Philippe Beziat, was presented. A film about the reinvention of Jean-Philippe Rameau's Baroque opera, written 300 years ago. *Gallant Indies*, through symbiosis with urban dance (Hip-hop, Vogue, Krump, Break), is also a political manifesto.

"The film was completed one year ago, and it was aired in France last November. It is the first International Festival I've participated in, which is an honour for me. I'm happy to see so many people here tonight. Thank you JTI, TIFF, thank you, everyone", declared director Philippe Beziat who was present at the projection.

JTI's contribution to TIFF's 20<sup>th</sup>\* anniversary edition is one of the most consistent throughout almost 15 years' partnership.

Sergei Polunin, a famous actor, and ballet dancer, will be present in Cluj, Romania for the first time with the support of JTI. Sergei Polunin will take part in the showing of the film "Dancer", a documentary about his own life, directed by Steven Cantor and aired today, 28th of July, at 7 P.M., at Casa de Cultură a Studenților (Students' Culture House) in Cluj. Tomorrow, 29th of July, Polunin will be dancing in the "Sergei Polunin: Up, Close and Personal" show, starting from 8:30 P.M., at Banffy Castle in Bontida. Sergei Polunin will be talking to the public at the end of both events.

Considered the "bad boy" of dance, Polunin has danced on the world's top stages, and at the age of 19 he became London Royal Ballet's youngest Principal Dancer.

Also, during this edition of TIFF, between the 23rd and the 30th of July at the Cluj Art Museum, there is the opportunity to visit the *Mirrors of Brâncuși*, a multimedia exhibition organized with the support of JTI. The purpose of the project is to capture the essence of the Romanian sculptor from the reception perspective, through a series of installations and experiences based on the work of Constantin Brâncuși. The itinerary exhibition took place for the first time in Bucharest, at the Romanian Peasant's Museum, and is organized by Fundația Art Production (the Art Production Foundation), Centrul de Resurse pentru Cetățenie Activă (the Active Citizenship Resource Centre) and Christian Westblink, the Romanian Peasant's Museum, as well as the Cluj Art Museum. The *Mirrors of Brâncuși* itinerary, recently presented in Târgu Jiu, will carry on with the possibility of being visited in August and September within the Sibiu International Theatre Festival, the George Enescu Festival, as well as in Bergen, Norway.

JTI started its activity in Romania in 1993 (under the name R.J. Reynolds) and was one of the first multinationals which invested locally. JTI has been involved in the community for almost 25 years: the company is a partner of FITS, TIFF, SoNoRo, of music tours in small cities, as well as the official sponsor of the Gigi Căciuleanu Romania Dance Company. JTI supports the Japanese Garden in Mihai I Park (Herastrau), the Tea House at the National Art Museum and the Romanian-Japanese Studies Centre within the Romanian American University. This year the "JTI Encounters" reached its 21st edition. Since 2000 the company has been supporting the JTI Scholarships for Journalists, as a partner of EuropaFM Scholarships and Internship 2.0. The JTI Seniors programme has been carried out since 1998, offering 45 elders a warm meal every day, and throughout the years the company has been collaborating with Samusocial, Ateliere fără frontiere, ARC and other NGOs, sustaining social projects through which vulnerable social groups from various parts of the country are being supported.

JTI is one of the largest manufacturers of tobacco and vaping products in the world, operating in more than 130 countries. Having its headquarters in Geneva, Switzerland, JTI employs more than 44,000 people being a part of Japan Tobacco Group. For more information, visit [www.jti.com](http://www.jti.com).

TIFF is the most important film event in Romania, as well as being the first feature film festival in the country. Launched in 2002 in Cluj Napoca by Asociația Pentru Promovarea Filmului Românesc (the Association for the Promotion of Romanian Film), TIFF reached its 20th edition this year.