

Immediate release

**Ciné-Asie's Monthly Asian Film Screening (MAFS) returns with 'The Taste of Tea' and launching of 'CinéMarché' at La Elastica!**

Montreal, July 12, 2012 - Thanks to the success of June's film screening of *DIE BAD*, Ciné-Asie is carrying on the legacy of our Monthly Asian Film Screening (MAFS), held on the last Thursday of every month. MAFS showcases memorable and outstanding Asian and Asian-inspired films made by filmmakers around the world with an emphasis on Asian and Canadian based content. In collaboration with La Elastica, MAFS will be presenting the Japanese film *The Taste of Tea* (2004), directed by Katsuhito Ishii, on July 26, 2012 along with other Japanese cultural activities.

Starring Maya Banno, Takahiro Sato and Tadanobu Asano, *The Taste of Tea* (2004) presents the Haruno family through a series of vignettes including hypnotic visions, schoolboy romances and giant doppelganger apparitions. Katsuhito Ishii's introspective film has a peaceful, surrealist and sometimes comedic quality we can liken to that of a sweet dream. *The Taste of Tea* has taken home a dozen awards worldwide including the Audience Award at the Entrevues Film Festival and at the New York Asian Film Festival.

This month, Ciné-Asie is proud to inaugurate the **CinéMarché** Flea Market, which will start at 6pm outside and inside La Elastica. **CinéMarché** will connect vendors and buyers interested in film and film-related items. It will also help shape the eco-friendly film community through recycling merchandise and providing an area for goods to be resold. There will be second-hand treasures ranging from rare movie posters to DVDs, CDs, cameras, and film books, as well as new merchandise from independent filmmakers and more! For further information regarding **CinéMarché**, please e-mail [marketing@ciné-asie.ca](mailto:marketing@ciné-asie.ca).

In keeping with our Japanese theme of the evening, an interactive origami workshop will be held from 6:30-7:30pm. Visitors will be invited to learn how to fold their own cranes, boxes, stars, and more! From 7:30-8:00pm, we will present a cooking demonstration of Okonomiyaki, a Japanese savoury pancake, which audience members will be able to sample. The film screening will start at 8:00pm, followed by an artist talk, public discussion and raffle. Finally, from 11:00pm-2:00am, everyone will be welcome to dance to their heart's content at our J-Pop and Dance Dance Revolution party!

Our past program selections have included acclaimed films such as *Fallen Angel* and *Chungking Express* by Won Kar Wei; *Green Fish*, *Oasis Secret* and *Sunshine* by Lee Chang-dong; *String of Life* by Chen Kei-ker; *Unagi* by Shohei Imaura; retrospectives of Sang-soo Hong, Tsai Ming-liang, and Hsiao-hsien Hou; as well as collaborations with Cinémathèque québécoise, Cinéma de Sève and Cinéma du Parc.

We would like to thank Kam Fung for their sponsorship, David's Tea for their generous donations, apxphotography for their wonderful photography skills, and La Elastica for allowing us to host this unique event at their exciting venue.

Tickets are \$7 for the general public and \$5 for students or arrival after 10pm.



Date: 6pm, Thursday, July 26th 2012  
Location: La Elastica (4602, 3e étage, boul. St-Laurent)  
Information Office: 514 564 0838

[www.cine-asie.ca](http://www.cine-asie.ca)  
<http://www.facebook.com/CineMarche>  
<http://www.facebook.com/cine.asie>  
<http://www.facebook.com/events/293334374098048/>

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**About Ciné-Asie**

Founded in 1996, Ciné-Asie is a Montréal-based, non-profit film and media organization that seeks to further facilitate to strengthening links between the East and West through film and the media arts, respecting the independent vision of the filmmaker as well as discovering and promoting emerging talent. We also encourage wider awareness of Asian contemporary film as well as works from the Asian diaspora.