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[Press Release](#)

“KURARA” THE FIRST-EVER 4K ASIAN WORLD PREMIERE TV SCREENING AT MIPCOM 2017

NHK FILM RECOUNTS UNTOLD STORY OF ICONIC JAPANESE ARTIST HOKUSAI



Paris, 29 August 2017 – “Kurara: The Dazzling Life of Hokusai’s Daughter,” NHK’s brand-new drama about the life of Japan’s best-known artist, will feature as the MIPCOM 2017 Asian World Premiere TV Screening. This is the first 4K drama programme to have an official screening in the history of MIPCOM or MIPTV.

The world’s leading entertainment content market, MIPCOM takes place in Cannes, France from 16-19 October 2017. The World Premiere Screening of “Kurara” is scheduled for Tuesday 17 October at 11:45am in the Palais des Festivals.

Katsushika Hokusai was an Ukiyo-e painter and printmaker of the Edo period around the turn of 19th century, whose work includes the iconic “Thirty-Six Views of Mount Fuji” series featuring “The Great Wave off Kanagawa,” arguably the most widely-recognised Japanese artwork.

Despite his prolific output, little is known about Hokusai’s private life, and there is a theory that some of the work attributed to him might have been drawn by his daughter, O-Ei. This is the first time that these beautiful Japanese prints will be shown in 4K and the first time that this art form will be presented via the exciting human drama of Hokusai’s daughter and her relationship with her father.

The 73’ stand-alone film is based on Makate Asai’s best-selling novel “Kurara.” Shot in 4K, the drama is produced by NHK Enterprises for the public broadcaster NHK and is directed by Taku Kato, with Motohiko Sano as Executive Producer. “Kurara: The Dazzling Life of Hokusai’s Daughter” stars Aoi Miyazaki (“Princess Atsu”), one of Japan’s most popular actresses, as Hokusai’s daughter, and Kyoza Nagatsuka as Hokusai himself.

"Nearly 200 years after the death of Hokusai, the power of his art is still just as strong and goes beyond national boundaries. We hope this drama brings audiences a fresh understanding of Hokusai's art, and that of his daughter, who was a genius in her own right," said Taku Kato.

"We are delighted to host "Kurara: The Dazzling Life of Hokusai's Daughter," as the inaugural Asian World Premiere TV Screening at MIPCOM. It is particularly fitting that such a rich subject will benefit from our first-ever screening in 4K, which promises to be a visual treat for international buyers in Cannes," said Laurine Garaude, Director of Television at Reed MIDEM, which organises MIPCOM.

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

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