

Electronic Press Kit



PILI KA MO'O

By Justyn Ah Chong and Malia Akutagawa (Kanaka Maoli)

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By **Justyn Ah Chong** and **Malia Akutagawa** (Kanaka Maoli)

Produced by: Taylor Hensel, Adam Mazo, Kavita Pillay, and Tracy Rector

PRESS CONTACT
press@reciprocity.org

PRESS KIT UPDATE:
09/29/22

TECH SPECS
Documentary Short
TRT: 13:48
Aspect Ratio: 16:9
Color, HD

**POSTER &
STILL PHOTOS**
<https://bit.ly/3SIOTFh>

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PILI KA MO'O

SYNOPSIS

DETAILED SYNOPSIS

The Fukumitsu 'Ohana (family) of Hakipu'u are Native Hawaiian taro farmers, keepers of this generational practice. While much of O'ahu has become urbanized, Hakipu'u remains a kīpuka (oasis) of traditional knowledge where great chiefs once resided and their bones still remain. The Fukumitsus are tossed into a world of complex real estate and judicial proceedings when nearby Kualoa Ranch, a large settler-owned corporation, destroys their familial burials to make way for continued development plans.

LOGLINE

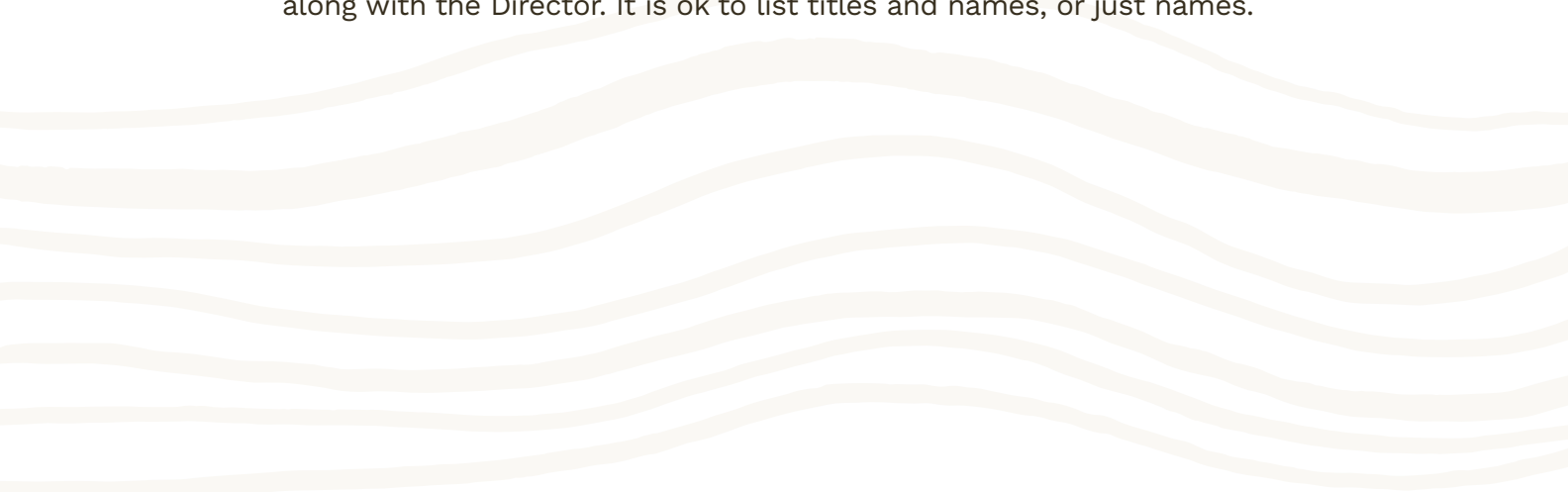
A Native Hawaiian taro farming family is drawn into a logistically and emotionally complex quest to preserve their ancestral land.

TITLE STYLE GUIDE

Pronunciation: Pili Ka Mo'o [Pee-Lee Kah MOH-oh]

When writing the title, please make sure to use an 'okina in Mo'o.

If possible in listings, please list Malia Akutagawa, Associate Producer along with the Director. It is ok to list titles and names, or just names.



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PILI KA MO‘O

ABOUT THE FILMMAKERS

ABOUT JUSTYN AH CHONG (DIRECTOR)

Justyn Ah Chong (Kānaka Maoli) is an award-winning Native Hawaiian filmmaker from O‘ahu, Hawai‘i. After graduating from USC’s School of Cinematic Arts in 2011, Justyn worked as a director, cinematographer and editor at ‘Ōiwi Television Network, Hawaii’s premiere Indigenous broadcast station. His acclaimed film “Down on the Sidewalk In Waikiki” premiered at Māoriland Film Festival in New Zealand, winning the People’s Choice Award for Best Short Drama. The film has screened at festivals around the world, including the imagineNATIVE Film Festival in Toronto, the Los Angeles Asian Pacific Film Festival, and the 307 Film Festival in Wyoming, where it won Best of Fest. Justyn is producing two short narrative films, “Hawaiian Soul” and “E Malama Pono Willy Boy,” and is developing a feature-length documentary, “Bury Me Green.” He’s a 2020 Nia Tero 4th World Media Lab fellow and continues to share culturally-inspired, place-based stories through his production company, Olonā Media

ABOUT MALIA AKUTAGAW (ASSOCIATE PRODUCER)

Malia Akutagawa is an Associate Professor of Law and Hawaiian Studies with both the University of Hawai‘i at Mānoa’s Hawai‘inuiākea School of Hawaiian Knowledge – Kamakakūokalani Center for Hawaiian Studies and the William S. Richardson School of Law. Malia’s scholarship includes State and federal laws protecting iwi kūpuna (Native ancestral burials), preserving cultural and historic sites, and engaging Native communities and stakeholders in consultation on these matters. She is particularly interested in the integration of Native, Indigenous Hawaiian methodologies, customary law, and governance principles founded by the ancient ‘Aha Kiole (People’s Councils) and incorporated into law under the Statewide ‘Aha Moku Advisory Committee (AMAC).

ARTISTS STATEMENT from Justyn and Malia

It seems that now more than ever, Native Hawaiian burials are being dug up and ancestral remains disturbed for the sake of continued “development,” “progress,” and economic gain here in the occupied Hawaiian Kingdom. By highlighting the Fukumitsu family and their ongoing struggle to protect their ‘iwi kūpuna (family burials), we hope to shed light on the reciprocal relationship Native Hawaiians maintain with their family beyond the veil, allowing others to see that for us it isn’t simply old bones in the ground but rather treasures worth protecting at all costs.

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PILI KA MO'O

PRODUCTION NOTES

Pili Ka Mo'o (We Will Walk the Trail of our Ancestors) was filmed in the occupied Kingdom of Hawai'i.

The film was produced as part of Season 1 of the Reciprocity Project - a collaborative multimedia platform and short film series made in partnership with Indigenous storytellers and their communities worldwide produced by Nia Tero and Upstander Project in association with REI Co-op Studios. Produced by Taylor Hensel, Adam Mazo, Kavita Pillay, and Tracy Rector.

ABOUT RECIPROCITY PROJECT

Facing a climate crisis, the Reciprocity Project embraces Indigenous value systems that have bolstered the Earth, which was in balance until the modern industrial age. This short film series and multimedia platform, made in partnership with Indigenous storytellers and their communities worldwide, invites learning from time-honored and current Indigenous ways of being. <https://www.reciprocity.org/>

ABOUT NIA TERO

Nia Tero is a US-based non-profit working in solidarity with Indigenous peoples and movements worldwide with a mission of securing Indigenous guardianship of vital ecosystems. Nia Tero is committed to an antiracist and inclusive culture centering Indigenous rights, wisdom, practices, worldviews, and protocols. <https://www.niatero.org/>

ABOUT UPSTANDER PROJECT

Upstander Project encourages decolonization and upstander behavior through compelling documentary films and learning resources. Their goals are to overcome indifference to social injustice, develop the skills of upstanders, and contribute to action-oriented campaigns in response to vital social issues. <https://upstanderproject.org/>

ABOUT REI

REI Co-op Studios develops and produces stories that entertain, enrich and explore the power of time spent outside, while complementing the co-op's broader climate and racial equity, diversity, and inclusion commitments. <https://www.rei.com/newsroom/article/rei-co-op-studios>

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PILI KA MO'O

PRESS & ACCLAIM

“To unearth our kupuna in the ground is like the final eviction,” a quote from the film, lingers in my mind| as a fellow Native Hawaiian. It is a reminder that the spiritual war featured in PILI KA MO'O clearly ties back to the Colonization of Hawai'i and the dark side of Capitalism.”

-Ciara Lacy

Pili Ka Mo'o has screened at film festival around the globe, including Hawai'i International Film Festival, Skábmagovat Indigenous Peoples' Film Festival, Big Sky Documentary Film Festival, Durango Independent Film Festival, Cartagena International Film Festival, Environmental Film Festival in The Nation's Capital, Seattle International Film Festival, Riverside International Film Festival, Independent Film Festival Boston, CAAMfest, Mountainfilm, Folklife Festival, Wairoa Māori Film Festival, deadCenter Film Festival, Māoriland Film Festival, Maui Film Festival, BlackStar Film Festival, The International First Peoples Festival Présence Autochtone, Regina International Film Festival and Awards, DC Asian Pacific American Film Festival, Asian American International Film Festival, Asinabka Film & Media Arts Festival, 307 International Film Festival, Local Sightings Film Festival, Nuuk International Film Festival, Edmonton International Film Festival, Woodstock Film Festival, and imagineNATIVE Film and Media Festival.

At Māoriland Film Festival, Pili Ka Mo'o won the award for Best Documentary Short.

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PILI KA MO'O

CREDITS

Pili Ka Mo'o

A film by Justyn Ah Chong
Filmed in the Occupied Hawaiian Kingdom
A Nia Tero and Upstander Project Production
In association with REI Co-op Studios

FEATURING:

Malia H.K. Akutagawa
Kamakani'okahaku Fukumitsu
Ke'aleikeanowai Fukumitsu
Keoki Fukumitsu
Kōlea Ekemaliakaehukai
Makanani Fukumitsu
Navahine'omakali'i Fukumitsu
Summer Day Fukumitsu
Teahiroa Fukumitsu

WRITER:

Ka'olonānalapa'a Ah Chong

FIELD PRODUCERS:

Malia Akutagawa

SOUND RECORDIST:

Justyn Ah Chong

EDITORS:

Justyn Ah Chong
Nick Stone

ASSISTANT EDITOR:

Jacob Bearchum

COVID-19 SUPERVISOR

Eleni Ledesma

ON SET COVID-19 COORDINATOR:

'Āina Paikai

NAME OF TRACKS:

"Calm Surf (Instrumental)"
by Nature Noise
"Standing Up, Seeing (Instrumental)"
by Jesse Kees
"Evidence (Instrumental)"
by Liv Signe
"Strategic Invasion (Instrumental)"
by Liam Back
"Aloha 'Āina Meds"
by Ku'u lei Music & Ikaakamai
"Standing"
by C3NC

PHOTOGRAPHER:

Ivy Lagod

ARCHIVAL IMAGES:

Courtesy of Summer Day Fukumitsu

LAND ACKNOWLEDGEMENT:

Ko Hawai'i Pae 'Āina,
lands of the Kānaka Maoli

SPECIAL THANKS:

'Ohana Fukumitsu



CONTINUED

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CREDITS CONTINUED

RECIPROCITY PROJECT

PRODUCERS:

Taylor Hensel
Adam Mazo
Kavita Pillay
Tracy Rector

SERIES CO-DIRECTORS:

Taylor Hensel
Adam Mazo

EXECUTIVE PRODUCER:

Tracy Rector

EXECUTIVE PRODUCERS FOR REI CO-OP STUDIOS:

Hanna Boyd
Joe Crosby
Paolo Mottola

CO-EXECUTIVE PRODUCERS:

Hindou Ibrahim
Yo-Yo Ma
Cristina Mittermeier

LEARNING CO-DIRECTORS:

Dina Gilio-Whitaker
Mishy Lesser

FIELD PRODUCTION COORDINATOR:

Kavita Pillay

PRODUCTION MANAGER:

Sauli Pillay

LEAD ASSISTANT EDITOR:

Jacob Bearchum

TECHNOLOGIST / SYSTEMS MANAGEMENT CONSULTANT:

Ben Pender-Cudlip

ADMINISTRATION / PROGRAM SUPPORT SPECIALIST:

Chelsea Strelser

COLOR CORRECTION:

Heather Cassano

POST SOUND SERVICES:

Bad Animals

SOUND ENGINEER:

Dave Howe
David Gallander

POSTER DESIGN:

Yen Tan

PROMOTIONAL DESIGN & GRAPHICS:

Cindy Chischilly
Joel Schomberg

SPANISH LANGUAGE TRANSLATION:

Neyda Quiñones-Ortiz
Maria Angelica Ramirez

PRINT TRAFFIC MANAGER:

Jonah Kozlowski

ACCOUNTING:

Melissa Billows
Jonathan Saceda
Susi Walsh

LEGAL:

Jeffrey Cadwell
Justine Jacob
Sarah Robertson

WEBSITE:

TurnStyle Studio

Production and Clearance Counsel
by DORSEY & WHITNEY, LLP

Insurance Provided by
Interstate Fire & Casualty

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PRESS PHOTOS



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Justyn Ah Chong (Director)



Malia Akutagawa (Director)



Justyn Ah Chong (Kanakanaka Maoli) films Kōlea Fukumitsu harvesting kalo (taro)
Photo By: Ivy Lagod



Kōlea Fukumitsu prepares awa (ceremonial root) for the ho'okupu (offering) during the filming.

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