



# **JIRO DREAMS OF SUSHI**

**31 MEI 2012 in de filmtheaters**

# JIRO DREAMS OF SUSHI **SYNOPSIS**

Regisseur David Gelb schetst in zijn JIRO DREAMS OF SUSHI een smakelijk beeld van meesterchef Jiro Ono, die het driesterrenrestaurant Sukiyabashi Jiro in hartje Tokio runt. In zijn kleine restaurant – amper 10 plaatsen! – legt hij zich toe op de kunst van het sushi maken. Met gevoel voor Japanse discipline werkt Jiro al 75 jaar ijverig aan zijn droom om ooit de perfecte sushi te maken. Zijn jongste zoon staat al jaren aan het hoofd van het tweede filiaal van Jiro's restaurant, terwijl zijn oudste zoon Yoshikazu wordt klaargestoomd voor de troonopvolging.

JIRO DREAMS OF SUSHI is een adembenemende documentaire, waarbij het water je in de mond loopt.

*Jiro Dreams of Sushi/83 minuten/Verenigde Staten, 2011/Japans gesproken*



JIRO DREAMS OF SUSHI wordt in Nederland gedistribueerd door ABC/ Cinemien. Beeldmateriaal kan gedownload worden van: [www.cinemien.nl/pers](http://www.cinemien.nl/pers) of vanaf [www.filmdepot.nl](http://www.filmdepot.nl)  
Voor meer informatie kunt u zich wenden tot Gideon Querido van Frank: +31(0)20-5776010 of [gideon@cinemien.nl](mailto:gideon@cinemien.nl)

# JIRO DREAMS OF SUSHI CREW

Een film van **DAVID GELB**

Regie **DAVID GELB**

Productie **DAVID GELB**

**M ATTHEW WEAVER**

**KEVIN IWASHINA**

Montage **BRANDON DRISCOLL-LUTTRINGER**



## **David Gelb**

Geboren in New York en nu werkzaam in Los Angeles. Na zijn studie filmproductie aan de University of South California heeft David Gelb verscheidene muziekvideo's, korte films en documentaires gemaakt. Sinds zijn jeugd is hij al sushi fanaat. JIRO DREAMS OF SUSHI is zijn eerste lange film.

# JIRO DREAMS OF SUSHI **DE FILM**

*"You have to fall in love with your job. You must dedicate your life to mastering your skill." - Jiro Ono*

Director David Gelb's frequent family trips to Japan while growing up ultimately led to his fascination and admiration for the art of making sushi. He explains, "After college, I saw BBC's "Planet Earth," and immediately thought that it would be great if someone made a movie like that about the world's best sushi chef. I always felt that sushi is the most visually creative food. And the sushi chef is the ultimate showman." Gelb embarked on a tour of Tokyo's greatest sushi restaurants with renowned critic Yamamoto and discovered the famed restaurant Sukiyaabashi Jiro. Once he met chef Jiro and ate the most delicious sushi of his life, he knew that this man would be the subject of the film, stating, "In addition to the amazing sushi, I was intrigued by the fact that he is not only working at 85 years old, but that his sons still work for him."

Gelb spent eight weeks in Tokyo over the course of two years, gathering footage and delving headfirst into Jiro's world. Gelb and Editor Brandon Driszoll-Luttringer worked closely to bring out this man's story, looking to illustrate how his work ethic has molded his character and that of his sons. Gelb states, "Jiro's refusal to quit reminds me of my grandparents, who still rise at 5:00 am every morning to write. This is why they are still so sharp. Like Jiro, they never stop Improving." This act of propelling oneself forward and never looking back is one of the main themes of the film.



*“There are five attributes to a great chef:*

- 1. Take your work seriously*
- 2. Aspire to improve*
- 3. Maintain cleanliness*
- 4. Be a better leader than a collaborator*
- 5. Be passionate about your work.”*

*-Yamamoto, Food Critic*

Jiro certainly embodies all of these characteristics, but it is his philosophy on his occupation that elevates him to another level of greatness. Gelb states, “What I saw in Jiro was not just his culinary technique – not just his work. I want to show people that sushi is so much more than putting fish on rice. Jiro has created an art form. And his philosophy is to always improve your craft, to always look ahead to the future. That is something that anyone can relate to.” Jiro never rests on his reputation. He still mentally prepares himself before a dinner service and consistently strives to find the best ingredients, the best staff, and the best dishes to serve his patrons.



*“Jiro dislikes holidays. They are too long for him.”*

*- Yamamoto, Food Critic*

Jiro’s tireless hours in the restaurant have defined his life and molded his role as a father. His dedication to his craft is fascinating, as is his relationship with his sons. Even though his eldest son is fifty years old, he continues to work and learn from his aging father every day. With a steadfast reverence that any father would hope for, Yoshikazu admires his father’s success but also recognizes that he has the daunting task of replacing him one day. In the film, Jiro says, “Although I’m 85 years old, I don’t feel like retiring yet.” Instead of exhibiting bitterness towards his aging father, Yoshikazu allows himself to absorb as much knowledge as possible from this master. He is preparing himself so that when the time eventually comes, he will be ready. The question the film raises is when will that day come?

**“★★★★★**

**A DOC SO DELICIOUS YOU COULD  
EAT IT.”**

– Keith Uhlich, TIME OUT NEW YORK

**“MOUTHWATERING**

**An intrinsically compelling hymn to craftsmanship and taste in  
every sense.”**

– Leslie Felperein, VARIETY

**“CINEMATOGRAPHY AS LUSH AS THE TUNA  
BELLY”**

– Betty Hallock, LOS ANGELES TIMES

**“MAKE SURE YOU’VE ALREADY STAKED  
OUT THE NEAREST SUSHI PLACE.**

**By the time the lights go up you’ll be ravenous.”**

– Daniel Walber, INDIEWIRE

**“BREATHTAKING, INSPIRATIONAL AND  
HUMBLING.**

**Anyone passionate about craft, cooking and excellence should  
watch.”**

– ERIC RIPERT, the acclaimed 3-star Michelin chef at New York's Le Bernardin



**“THRILLING AND BEAUTIFUL.**

**Maddeningly delicious looking.”**

– ANTHONY BOURDAIN, writer of *Kitchen Confidential: Adventures in the Culinary Underbelly*.

**“FOOD PORN PAR EXCELLENCE.**

**There’s no way you won’t leave this film not hankering for some sushi of your own.**

**JIRO DREAMS OF SUSHI works most potently as a feature-length metaphor for the joys and agonies of artistic creation.”**

– Kenji Fujishima, SLANT

**“IT SURE BEATS TAKEOUT”**

– Nicholas Rapold, THE NEW YORK TIMES

**“It’s a simple yet elegant concoction”**

– John Lopez, VANITY FAIR