

Global Diffusion of the Movie “*Sasairo-beni*”

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ABSTRACT

"First apply *sumi* to the lip and then apply *beni* on it" there was a description as a method of *sasairo-beni* makeup by "*Miyako-fuuzoku-kewaiden*" (1813). This description was widely understood as a way to save *beni*. However, there was no description about the requirement of the *sumi* coating, the green color like an *ukiyo-e* was hard to reproduced with out *sumi* coating in our early experiment. As the latest result of our experiment, it was concluded that "*sumi* coating was an essential secret" rather than saving the *beni*. Last year, the results of these experiments were summarized in the video work "*sasairo-no-beni*". But unfortunately, our work hasn't been widely released yet. The aim was to improve the name recognition of Tokyo Polytechnic University by diffusion the video movie produced this time internationally.

1 INTRODUCTION

"A well-made *beni* looks green." This is a passage from sasaki's short film "*Beni*"(2016). But the film didn't show why *beni* looks green. At that time, no one could answer this reason. For this reason, we started joint research with the chemistry department.

As a mechanism of metallic luster, the structural color was first discussed. In many cases, the structural color has an angle dependence of the reflected color. As a result of electron microscope observation, no fine ordered structure was observed in the cross section of the *beni*. Furthermore, after the reflection measurements with polarizer filter, we found a reflection characteristic closer to metal rather than that of a dielectric (insulator), and concluded finally that the reflection of green light is related to the bonded electrons on the very surface of the *beni* film. These had already been presented at several academic societies and papers.

2 TOWARD THE GLOBAL DIFFUSION

We asked some outsiders to see the completed Japanese version of the video. However, they didn't point out anything concrete, just the impression that they have only "well done." We thought the content of this movie was difficult to understand, so we thought about modifying it.

However, due to the confusion caused by the COVID-19 pandemic, we abandoned the originally planned dubbing

and switched to producing a foreign language version with subtitles.

3 Translation

We encountered some difficulties when translating from a Japanese manuscript to English were "*sasairo*", "*sumi*", and "*beni*". "*Sasa*" and "bamboo" are closely related but belong to different genus. We searched for the best translation, but we couldn't find a suitable English word because it is a plant that lives only in the Orient. We also considered the genus name, *Sasa* (Latin academic name), but thought that the scientific name was an unfamiliar word and hindered understanding, so we wrote "*sasairo*". Also, "*sumi*" and "*beni*" are used with Japanese pronunciation.

We also emphasized that it is a keyword of this movie by displaying a slightly longer explanation of each word at the beginning of the work. For other commentary, we gave up translating faithfully to the original text due to restrictions on subtitle display, and translated it short and concisely.

The quoted part of "Cosmetics in the Capital" in the epilogue was modified at our discretion that it would be more interesting to Westerners to refer to Goethe's writings.

Finally, "*beni* was made from safflower" was overlaid on the beautiful safflower image.

4 Title revision

The title has changed. New one is

"笹色の紅 *Grünen Metallglanz*".

The reading is "*SasaironoBeni Guryunen Metal-Gurantsu*". "*Sasairo-beni* makeup in pre-modern Japan" was added as a subtitle. We will spread this title worldwide in the future.

The main title is Japanese and German, and the subtitle is English, so we dared to mix several languages. At first glance, it may seem strange, but we think that the viewer only needs to understand the language that can be read.

Grünen Metallglanz in the title is a word drawn from Goethe's book.

5 Revision of the opening sentence

This is a short video work, it necessary to have the content grasped in a short time. We added a telop card at head of the video, to help understanding.

And consider further, we need to get a deeper understanding of the content, so we revised the content of all telop card.

The editing work associated with these revisions has changed the overall length and the title, so we decided to announce this movie as our new 2021 video movie.

6 Preparation of attached documents

A movie cannot be made up of works alone. In order to make it public, leaflets and posters are required to publicize it in advance.

We also produced a press kit outlining the work to submit to the festival.

7 Footprints of global diffusion

The new video movie "**笹色の紅 Grünen Metallglanz**" has already been submitted to these scientific film festivals.

- 62nd Science and Technology Film/Video Festival (Japan)
- Global Science Film Festival 2021 (Switzerland)

8 Future issues

When submitting to a film festival in a foreign country other than the English-speaking bloc, of course, the judging stage will be carried out in English at any international film festival. However, when it is shown to the general public, it may be replaced with the subtitles of each country.

This translation is done at the secretariat, but there was a mistranslation that translated "*beni*" into the meaning of "autumn leaves" from the past exhibition experience.

If possible, it should be translated into each language, but it is quite difficult in terms of cost.

As our future outlook, we intend to diffuse this work worldwide. The next step for that, we are planning to produce a German version.

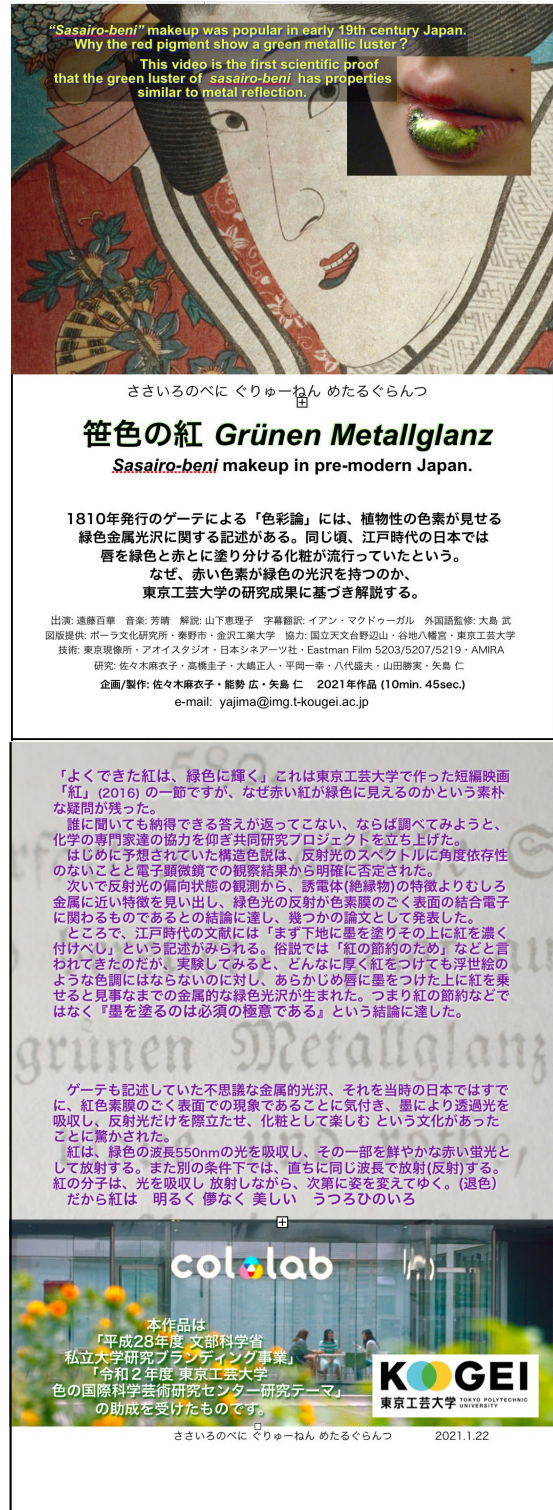


Figure 1 Images of flier.