



"THE THIRD MAN" IN JAPAN

Japan as an example of the international success
of "The Third Man"



SPECIAL EXHIBITION

at the Third Man Museum, Vienna
prologed until end of 2010

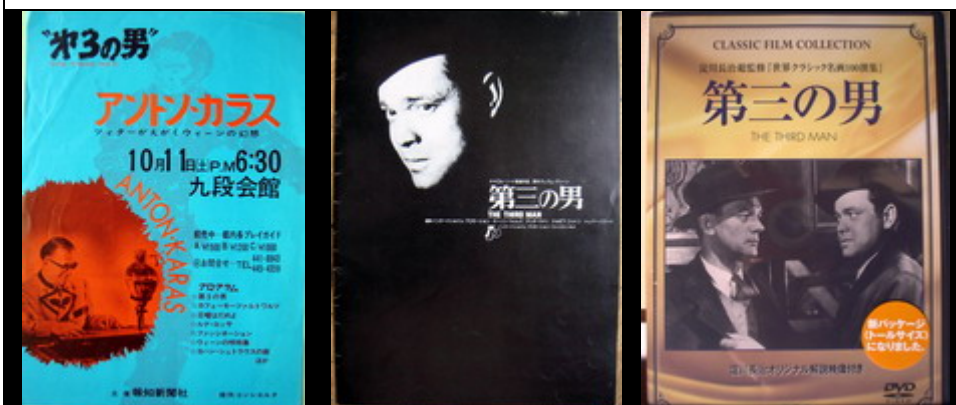
The Third Man created an image of Vienna for the Japanese like no other film has done so since the 1950s. Sixty years after its premiere, Japanese tourists and businessmen alike are still keen to visit the film's shooting locations during their stay in Vienna. Every year sees new DVDs released in Japan, and in March 2008 even a "Third Man Festival" was held in Osaka, with a zither concert, lecture, and, of course, a screening of the film. The Third Man, it appears, is alive - also in Japan!

The Third Man had its world premiere in September, 1949, in England. In 1950, the film opened in Germany, the United States, and in Austria. When the film premiered in Japan in September 1952, Japan had just received its sovereignty back. *The Third Man*, shot in post-war Vienna during its occupation by the Allied Forces, gave Japanese audiences not only a film with artistic merit but also a setting with which they could identify. Not surprisingly the film became a huge success.



In Japan the immediately recognisable film music of *The Third Man* has become synonymous with Austria, and is today held in the same esteem as Mozart, Johann Strauss, and the score of *The Sound of Music*. The world famous zither musician Anton Karas, who recorded the original theme, undertook no less than three sell-out tours of Japan. Only in Japan has Karas's popularity resulted in the writing of extensive biographies.

Today, *The Third Man Theme* is still omnipresent in Japan, thanks to the Japanese beer brewery Ebisu, which uses the theme in its advertising. Also, at the Ebisu railway station on Tokyo's Yamanote Line, travellers can hear the theme played everytime a train arrives. Similarly, the theme is played in the Hankyu Umeda station in Osaka, each evening just before midnight to announce the departure of the last train.



Vienna's Third Man Museum possesses hundreds of original exhibits from Japan, which illustrate the enormous success of the film there, from its Japanese premiere in 1952 up until the present day. Included are cinema posters, programmes, screenplay translations, reviews, books, the screenplay of a television appearance and a recording contract from Anton Karas, recordings of *The Third Man Theme* on shellac and vinyl, as well as copies of the film itself on VHS, DVD, and laser disc.

A catalogue in English, German and Japanese language will be published about the special exhibition.

