



IFFI Closes International Section on a High with Thailand's Surreal Gem 'A Useful Ghost'

When Love Returns as a Vacuum Cleaner: The Making of a Whimsical Supernatural Tale

Director Ratchapoom and Team Break Down the Film's Visual Playfulness and Emotional Core

#IFFIWood, 28 November 2025

The International Section at IFFI could not have asked for a more memorable finale. The team behind 'A Useful Ghost', Thailand's official Oscar entry and the Grand Prix winner at Cannes, brought with them a rare mix of whimsy, melancholy, social commentary and humour, mirroring the tone of their celebrated film, to the press conference today.

Director Ratchapoom Boonbunchachoke, Associate Producer Tanade Amornpiyalerk, Actor Wisarut Homhuan, and Cinematographer Song Pasit took the stage to unpack the strange, tender universe of a story where a grieving husband finds his deceased wife reincarnated... in a vacuum cleaner.



"Who knew a crazy idea could travel so far?" — Ratchapoom

Reflecting on the film's global journey, director Ratchapoom shared his disbelief and joy:

"Who would have thought such a film with such a crazy idea could travel so far and reach so many people?" He revealed that the film initially began with a more traditional depiction of a ghost, appearing in human form. But the idea felt familiar, insufficiently inventive. That was when he

embraced the unexpected: a ghost reborn as a vacuum cleaner.



This quirky choice, he explained, was deeply symbolic. "Dust pollution, a very real issue in Thailand, claims the life of the protagonist in the film and the vacuum cleaner becomes a poetic response to the cause of her death." Ratchapoom also shared that he spent considerable time studying ghost portrayals worldwide, from those that use heavy makeup to subtle invisible presences, ultimately gravitating towards something stranger, quieter, and more intimate. The decision introduced unexpected sci-fi elements, something he playfully admitted was not part of any conscious plan.

"Don't be afraid not to be cinematic" — Cinematographer Song Pasit

Cinematographer Song Pasit described the film's visual language as a deliberate dance between seriousness and silliness. "Our guiding thought was 'don't be afraid not to be cinematic,'" he said.



He revealed that the team embraced odd angles, playful compositions, and bold colours, especially red, a hue the director insisted should stay vivid. The goal was to immerse audiences in a world that is funny, mysterious and ever-so-slightly off-centre.

Talking Thailand's Film Landscape

Associate Producer Tanade Amornpiyalerk shed light on the behind-the-scenes world of Thai cinema. He noted that while a fresh wave of new filmmakers is emerging, the industry still releases only around 30 films a year in theatres, a fluctuating ecosystem heavily dominated by Hollywood titles.



Ratchapoom added that genre diversity remains limited, and although films can be “pure entertainment,” he personally believes cinema should have something to say.

“This role changed things for me” — Actor Wisarut Homhuan

For actor Wisarut Homhuan, *A Useful Ghost* was both challenging and career-defining. “Being an actor in Thailand is difficult,” he admitted. “I’ve worked across TV, TikTok, everywhere. There aren’t many opportunities. This film was a big pathway for me, something that finally allowed people to recognise me as a film actor.”



Together, the team described ‘*A Useful Ghost*’ as a film that thrives on contradictions, a story that is humorous yet haunting, fantastical yet rooted in real environmental issues, and touching without ever losing its eccentric spirit.

As the press meet wrapped up, it was clear why the film has captured global attention: it dares to be strange, sincere and socially resonant, all at once. And in doing so, it gave IFFI’s International Section a closing note that was both delightful and unforgettable.

Trailer:

A Useful Ghost ผีใช้ได้ค่ะ (Official Teaser)



PC Link:

Press Conference of the movie A Useful Ghost | #I...



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Born in 1952, the International Film Festival of India (IFFI) stands tall as South Asia's oldest and largest celebration of cinema. Jointly hosted by the National Film Development Corporation (NFDC), Ministry of Information and Broadcasting, Government of India and the Entertainment Society of Goa (ESG), State Government of Goa, the festival has grown into a global cinematic powerhouse—where restored classics meet bold experiments, and legendary maestros share space with fearless first-timers. What makes IFFI truly sparkle is its electric mix—international competitions, cultural showcases, masterclasses, tributes, and the high-energy WAVES Film Bazaar, where ideas, deals and collaborations take flight. Staged against Goa's stunning coastal backdrop from November 20–28, the 56th edition promises a dazzling spectrum of languages, genres, innovations, and voices—an immersive celebration of India's creative brilliance on the world stage.

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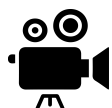
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