



Press Release

23 August, 2018 (Thursday)

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【Hong Kong Arts Centre】

Opening soon: Jockey Club ifva Everywhere Carnival 29-30 September, Edinburgh Place, Central

The Carnival will also see the announcement of the winners of the 48 Hour Film Challenge on 30 September
50 Teams Challenge the Impossible within 48 Hours



Organised by the Hong Kong Arts Centre and sponsored by the Hong Kong Jockey Club Charities Trust, the biennial **Jockey Club ifva Everywhere Carnival** returns this year on 29 and 30 September (Sat-Sun) with an exciting programme of events at Edinburgh Place, Central. Featuring Open-Air Screening, Film Tents, a Cinematic Playground, an Experience Zone and a Pop-up Market, the **ifva Carnival** aims to introduce different media cultures to Hong Kong audiences. Open-Air Screenings of the ten finalist works of the **Jockey Club ifva Everywhere – 48 Hour Film Challenge** will be presented and the two winners of the challenge will be announced and awarded cash prizes totalling HKD100,000 on 30 September (Sun).

The biennial **ifva Carnival** is the highlight of the **Jockey Club ifva Everywhere** project, which aims to promote arts to the wider public. The **ifva Carnival** successfully launched in 2016, and brought together 125 creative teams and attracted 14,500 visitors. This year's highlights include an open-air screening of *Plain Jane to The Rescue*, the 1982 classic comedy directed by John Woo and starring award-winning actress Josephine Siao and famed comedian Ricky Hui; large-scale, interactive installation *Twelve-swing Donut* that captures the rhythm of swinging and recalls childhood memories; and a film workshop for creating abstract animation on 16mm film. This year, **ifva** once again collaborates with Young and Innocent, whose Founder and Art Director Lio Yeung has designed the key visual for the **ifva Carnival**.

The Carnival will also see the announcement of the winners of the **Jockey Club ifva Everywhere – 48 Hour Film Challenge**, which took place from Friday 17 August to Sunday 19 August. The Challenge was opened with a launch ceremony officiated by **Teddy Robin** (renowned filmmaker and musician, juror of the Challenge), **Maggie Tsui** (Member of the Board of Governors, Hong Kong Arts Centre), **Connie Lam** (Executive Director, Hong Kong Arts Centre) and **Kattie Fan** (Director of ifva, Hong Kong Arts Centre), who announced the theme of this year's Challenge, *City of Memories*. Judges on the panel also



included **Chan Hing-kai** (writer and scriptwriter) and **Chai Ziwen** (media veteran and columnist).



Increasing Scale to 50 Teams, Intensifying Competition

Now in its third edition, over 100 teams of filmmakers have participated in the competition. Each participating team had to complete a 5 to 8-minute short film within 48 hours, including scriptwriting, styling, location scouting, shooting and all post-production tasks such as editing, film scores and sound effects. Working around the clock for two days and two nights unleashed the teams' creative potential, putting team spirit and determination to the test.

The 50 teams consisted of participants ranging from 14 to 54 years of age and included film and TV production personnel, social media writers, university professors, film students, secondary and tertiary students, as well as curious movie lovers.

The Challenge was successfully completed on 19 August (Sunday) with a total of 48 teams submitting their works within the deadline.

Striving for the "Jury Prize" and "Audience Prize" within 48 Hours

The two main prizes include the Jury Prize (\$50,000), awarded to the top team as selected by the panel of judges, while the winner of the Audience Prize (\$50,000) will be voted by viewers at the outdoor screening at the **Jockey Club ifva Everywhere Carnival**.

ifva is committed to promoting short films, animations and media art by providing a creative platform for talents in Asia. The Hong Kong Jockey Club Charities Trust has been funding **Jockey Club ifva Everywhere** since 2015, which aims to promote short films, animations and media art to the general public through an array of exciting programmes: People Cinema (open-air screening), Community Tour, Master Class and Artist Mentoring Scheme, New Works Commissioning Scheme, 48 Hour Film Challenge, and the outdoor **ifva Carnival** taking place this autumn.

Jockey Club ifva Everywhere – 48 Hour Film Challenge Outdoor Screening and Prize Presentation Ceremony

Date: 30 September, 2018 (Sunday)

Time: 7:45 p.m.

Venue: Edinburgh Place, Central



Jockey Club ifva Everywhere Carnival

Date: Saturday 29 September to Sunday 30 September

Time: 2pm – 11pm

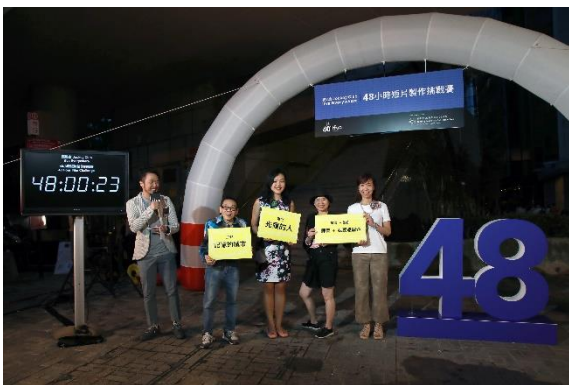
Venue: Edinburgh Place, Central

Free admission

Website: www.ifva.com/everywhere

Enquiry: ifva@hkac.org.hk / 2824 5329

Images:



Caption: Teddy Robin (renowned filmmaker and musician, juror of the Challenge), Maggie Tsui (Member of the Board of Governors, Hong Kong Arts Centre), Connie Lam (Executive Director, Hong Kong Arts Centre) and Kattie Fan (Director of ifva, Hong Kong Arts Centre)



Caption: Jockey Club ifva Everywhere – 48 Hour Film Challenge, presented by Hong Kong Arts Centre



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High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown



About ifva



Organised by the Hong Kong Arts Centre, ifva is an incubator for film and visual media in Asia (formerly the Hong Kong Independent Short Film and Video Awards). Founded in 1995, ifva serves as a platform that actively promotes and encourages creative talents in Asia, making short films, videos, animation and media arts. With a cutting-edge vision and highlight independent spirit, ifva has evolved to promote different visual cultures while exploring the boundless potential of creative media. In addition to the annual competition and festival, ifva curates a host of programmes under two initiatives, "Cultivation" and "Engagement". By connecting creative communities all over the world, ifva aims to engage everyone in the art of creation. ifva is also a core event of Entertainment Expo Hong Kong.

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