



Hong Kong Arts Centre

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Press Release

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The 21st ifva Igniting the Sparks of Creativity Awards Calling for Entry Now

Organised by the Hong Kong Arts Centre and sponsored by the Leisure and Cultural Services Department, the 21st **ifva** is officially launched today at the 3/F foyer of the Hong Kong Arts Centre. Guests who attended the launch to witness the ignition of creative sparks include: multi-talented artist **Lai Yan-chi**, popular magazine *W magazine* creator **Welby Chung**, **Wong Ping Animation Lab**, **Mable Ho** who is the Head of Film Programmes of the Leisure and Cultural Services Department, Hong Kong Arts Centre Executive Director **Connie Lam**, and **ifva** Director **Kattie Fan**. The launch event also announced the prizes and jury for all the Awards categories. This year's jurors include: renowned actor, screenwriter and director **Sylvia Chang**, veteran film producer **Nansun Shi**, **Eve Tam** who is the Museum Director of the Hong Kong Museum of Art, **Adam Wong** who directed the popular *The Way We Dance*, creative practitioner **Adrian Chow**, experienced film director **Ying Liang**, founder of *100 Most* and *Black Paper* **Lin Rixi**, etc. (See Appendix 1 for the list of jurors)

Igniting the Sparks of Creativity in Everyone's Heart

The 21st **ifva** continues to commission **Wong Ping Animation Lab** to design the publicity visuals and trailers. The lab's founder Wong Ping, 18th **ifva** Awards Animation Category Gold Award winner and whose creations have been favoured by famous brands, talks about the sparks of creativity: "Everyone has some sparks of creativity deep inside. The creative ideas may fail to explode owing to all different reasons. What they need is perhaps just a 'match' to ignite the 'fuse' and spark off the explosion." **ifva** has always assumed this role of an igniter to offer different opportunities to creators of various genres. With suitable environment and support, **ifva** strongly believes that everyone can spark off creativity from within, and thus unleash the passion that will glow on screen!

Combustibles to Fuel Creativity

There are five categories under the **ifva** Awards, namely, "Open", "Youth", "Animation", "Media Arts" and "Asian New Force", receiving shorts from locally and Asia, and animations and media art works. Apart from the creative sparks from within, different "fuels" are indispensable for a powerful combustion. Attractive prizes will be given out to winners of the 21st **ifva** Awards: cash prizes totaling up to HK\$320,000 for Gold and Silver Award Winners, professional shooting equipment and software sponsored by Blackmagic Design Asia Pte Ltd, and overseas trips to broaden winners' horizons. (See Appendix 2 for details of awards and prizes.)

ifva All over the City to Cultivate a New Generation of Creators

Apart from the Awards, **ifva** is also dedicated to education and grooming of new forces. "Young Filmmakers" programme, sponsored by WYNG Masters Award, features creative training sessions that encourage participants to express their ideas through images. Creative film education project "All About Us", designed for ethnic minorities in Hong Kong, will invite filmmakers and video artists to teach skills and techniques in filmmaking. **ifva** is also working with UNICEF on the "Believe In Zero. Make A Video" short film project in 2015. **Community Tours** screen short films at schools and community venues all over Hong Kong, sowing the seeds of film and media arts among young people. This year for the first time **ifva** receives over HK\$6 million sponsorship from The Hong Kong Jockey Club Charities Trust to initiate the "Jockey Club **ifva** Everywhere" project, comprising a series of education and outreach programmes, plus the carnival. (See Appendix 3 for Programme Preview)

International Cultural Exchanges

ifva organises a number of overseas screenings every year to bring Hong Kong artists to the world. Sponsored by Pure Art Foundation, Media Arts Category Silver Award and Best Local Work winner Lau Ching-wa brings her award-winning piece "Fading Away" to Ars Electronica Festival, a top-notch international media arts festival, promoting Hong Kong works overseas apart from having fruitful exchanges. Montagut Chuen, Silver Award Winner of the Animation

Category, also went to the Annecy International Animated Film Festival for exchanges, benefiting both the artist and the local cultural scene.

The 21st ifva Awards is now open for submissions and nominations!

Submission Deadline: 12 / 10 / 2015 (Mon) 6pm

Details and Submission: www.ifva.com

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

Organised by 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.

Hong Kong Arts Centre

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Appendix I

The 21st ifva Awards- Jury Panel (updated as at Aug, 2015. In alphabetical order)

Open Category	Youth Category	Animation Category	Media Art Category	Asian New Force Category
Nansun Shi	Adrian Chow	Dennis Yeung	Bryan Chung	Bede Cheng
Sylvia Chang	Adam Wong	Lo Che-ying	Eve Tam	Ying Liang
Vincent Chui	Lin Ri-xi	Yu Ka-Ho	Ip Yuk-yiu	Jimmy Choi
	Ruby Yang	Welby Chung		

Appendix II The 21st ifva Awards and Prizes (updated as at Aug, 2015)

		Open	Youth	Animation	Asian New Force	Media Art
Finalists (Ten)		One Finalist Certificate will be granted. Works will be showcased in "The 21th ifva Festival".				
					Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for "The 21st ifva Festival"	Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided for the finalists in Asia Division to visit Hong Kong for "The 21st ifva Media Art Exhibition" ¹
Awards	Gold Award (One)	- HK\$50,000 Cash Prize ² - One Blackmagic Cinema Camera ³ - One Trophy	- HK\$20,000 Cash Prize ² - One Blackmagic Pocket Cinema Camera ³ - One Trophy	- HK\$50,000 Cash Prize ² - One Blackmagic DaVinci Resolve software ³ - One Trophy	- HK\$30,000 Cash Prize ² - One Blackmagic Cinema Camera ³ - One Trophy	- HK\$50,000 Cash Prize ⁴ - One Blackmagic Pocket Cinema Camera ³ - One Trophy
	Silver Award (One)	- HK\$30,000 Cash Prize ² - One Trophy	- HK\$10,000 Cash Prize ² - One Trophy	- HK\$30,000 Cash Prize ² - One Trophy	- HK\$20,000 Cash Prize ² - One Trophy	- HK\$30,000 Cash Prize ⁴ - One Trophy
	Special Mention	- One Certificate	- One Certificate	- One Certificate	- One Certificate	- One Certificate
	Best Local Work (One)					- One Festival Visit ⁵ - One Trophy

- All Media Art Category Finalist works will be showcased in "The 21st ifva Media Art Exhibition" which will be held from February to March 2016. Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided for those finalists in Asia Division to set up the exhibition in Hong Kong.
- Apart from Media Art Category, all cash prizes for Open, Youth, Animation and Asian New Force Category are sponsored by the Leisure and Cultural Services Department.
- Blackmagic Cinema Camera, Blackmagic Pocket Cinema Camera and Blackmagic DaVinci Resolve software are sponsored by Blackmagic Design Asia Pte. Limited. Blackmagic Design Asia Pte. Limited reserves the right to offer a substitute prize of equivalent value.
- The cash prize of Gold and Silver Awards of Media Art Category are sponsored by the Pure Art Foundation.
- One Festival Visit sponsored by the Pure Art Foundation will be granted to the Best Local Work winner of Media Art Category. The winner may choose to attend one of the following:
 - [Ars Electronica](#) (in Austria, September 2016); or [Transmediale](#) (in Germany, February 2017)

One roundtrip flight ticket (economic class) and 6-day-5-night accommodation will be sponsored.

- Winners of the Gold Award in the Open, Animation, and Youth Categories will be subsidised under the "HONG KONG SHORT FILM: NEW ACTION EXPRESS" scheme which offers funding to awarded works nominated to participate in overseas film festivals. The subsidy for each awarded work is no more than HKD \$50,000.

Details: www.naehk.com

- In the event of more than one entries receiving an award, the Organiser reserves the right to redistribute the cash prizes according to the original ratio among specific awards assigned to the category. Each award must not exceed its ceiling amount.

- The Jury Panel reserves the right to withhold an award if they find none of the Entry merits a particular award and prize.