

Co-presented: :



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Press Release

For immediate release

Wan Chai Imagery

Showcasing Wan Chai with the creative use of videos and images

Co-organized by the **Cultural and Leisure Services Committee of Wan Chai District Council** and **ifva, Hong Kong Arts Centre**, **Wan Chai Imagery** aims to inspire creativity and engage the public through a series of activities and events that include a **Youth Short Film Workshop** and **Photo Submissions** campaign centred around the Wan Chai community. A **Video Showcase** is held today at 4:30pm at the agnès b. CINEMA, Hong Kong Arts Centre to share with everyone Wan Chai's people, history and culture through short films and photos created by participants.

Sharing visual creations and showcasing Wan Chai culture and society

The **Video Showcase** is the climax of the **Wan Chai Imagery** scheme. Three short films from the **Youth Short Film Workshop** as well as a short film composed of over 300 photos from the **Photo Submissions** campaign will be shown. The public screening and awards ceremony will be officiated by **Ms Peggy Ng**, Assistant District Officer of Wan Chai District Office, **Mr Stephen Ng Kam-chun**, MH, JP, Vice-Chairman of Wan Chai District Council, **Ms Yolanda Ng**, Chairperson of Cultural and Leisure Services Committee of Wan Chai District Council and District Councilor of Wan Chai District, **Mr David Wong Chor-fung**, Vice Chairperson of Cultural and Leisure Services Committee of Wan Chai District Council and District Councilor of Wan Chai District, **Ms Connie Lam**, Executive Director of Hong Kong Arts Centre, **Ms Teresa Kwong**, **ifva** Director, who will give out prizes to award winners in the photo submission campaign and graduation certificates to participants in the workshop.

Bringing harmony to the community and inspiring creativity through understanding Wan Chai's history

ifva, renamed last year as Incubator for **Film and Visual media in Asia** (formerly Hong Kong Short Film and Video Awards), serves as a platform that actively promotes and encourages independent film and videos in Hong Kong and Asia as well as networks with various communities to bring art to people of different ages and allow them to enjoy the boundless joys of the creative process. **Wan Chai Imagery**, which took place between December 2012 and February 2013, comprised various community-centred activities, with the **Youth Short Film Workshop** being one of the highlights. The workshop accepts not only young people living and studying in Wan Chai, but also gives youths from ethnic minorities the chance to take part in creative short film production. After a selection process, three teams were

formed, each under the tutelage of professional instructors including **Tammy Cheung**, **Vincent Chui** and **Joseph Wu**, who taught filmmaking and post-production techniques to participants. In order to familiarize workshop participants with the history and culture of Wan Chai, they took part in a **Secret Tour**, guided by Secret Tour Hong Kong, which traversed the area's old streets, heritage buildings and specialty shops and explored the little-known stories behind various nooks and crannies. In addition, long-time resident **Dominic Chow**, who had lived in Wan Chai for over half a century and witnessed its many changes, shared with workshop participants many anecdotes that revealed what life was like in the area for ordinary people. The tour and sharing helped participants understand this flavorful and multi-layered community and inspire them in their short film creations.

Wan Chai Imagery also included a **Photo Submissions** campaign on the theme of “**Wan Chai Today**”, which invited all Hong Kong residents to use their cameras to discover unique visions of Wan Chai at the present time. The campaign successfully gathered over 300 photos, which were compiled into a short video that showcases the energy and vibrancy of the community, and serves to enhance the public's awareness of Wan Chai. At the public screening and awards ceremony, famed photographer **Tze Ming Chong** and representatives from organisers will present prizes to the top three award winners and five awards of excellence recipients.

Website : www.ifva.com/wanchai

About Cultural and Leisure Services Committee of Wan Chai District Council

Cultural and Leisure Services Committee of Wan Chai District Council aims at coordinating the cultural, leisure, sports, arts and festive celebrating activities provided by district organizations and government departments, and encouraging people's participation in order to nurture community spirit and foster social solidarity. Besides, the committee discusses and grants approvals to the district cultural, leisure and sports programmes and library activities organized by LCSD and advises on its relevant policies.

About ifva

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 interactive media. 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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