

10 February 2015  
Immediate Release

## Over 150 short film, animation and media art works

### Hong Kong Arts Centre 【The 20th ifva Festival】

10<sup>th</sup> February – 22<sup>nd</sup> March — 4 Major Events · 1.5 Months of Celebration

【Hong Kong Arts Centre】ifva is now commencing its 20th Festival. This year, ifva continues to highlight the independent spirit, creating Hong Kong memories and witness changes of the city. The festival press conference and the Media Art Exhibition opening have been successfully conducted today. Following these will be a series of screenings, exhibitions, workshops and award presentation ceremony in over one and a half months. The four main events will surely keep you entertained and inspired! (Results of Media Art Category, please see: Attachment 1)

#### Event #1 : CINEMA 2.0 Hard Cinema Media Art Exhibition

##### Exploring the materiality of Cinema through Traditional Media

Cinema has often been considered as a form of virtual experience: elusive, weightless and immaterial. We sit in a black box movie theatre, experiencing a surreal world from the combined effects of moving images on big screen and the surround sound system. These technical specifications and symbols deliberately made the audience cut-off from reality and concentrate on the film; but on the other hand, the material being of cinema is always neglected. Discovering this very interesting phenomenon, the forthcoming edition of **Cinema 2.0: Hard Cinema** will seek to explore the physically, materiality and spatiality of cinema, revealing its hidden dimensions.

##### Almost Obsolete film as a centerpiece of sculpture

Berlin Visual Artist Rosa Barba, whose work has been in Venice Biennale twice, is known for her artistic film installations. Making use of film and a projector as materials, she leads the viewers to experience the other dimension of film physics. At the same time, light is projected to different corners of the room, breaking the boundaries of the screen being right in front of the audience. This inspires a new angle for the audience in viewing her work. Rosa will exhibited 3 works in this exhibition, which are the Cinematic Sculpture made by 16mm and 35mm film with the aid of projectors, typewriter and mechanic motors.

##### The eight umbrellas in a physical animation

Peter William Holden is a British artist who focuses on film, dance and sculptures. In his Mandala-like Physical Animation *AutoGene*, one can imagine his passion for film art, especially musicals. With 8 umbrellas dancing with the song *Singing in the Rain*, the audience is guided through the scene where Gene Kelly danced in the rain in the film. Even if one has not seen the film, the name, the scene and the song itself were already legendary household names. In a time like this in Hong Kong, the act of singing in the rain with umbrellas denote any alternative meaning?

##### Retro Film with projection of film slides

Currently based in Vienna, Media Artist Gebhard Sengmüller creates works that centers on the history of electronic media. His work has been shown extensively in Europe, the US and Asia, among others in venues such as Arts Electronica Linz, the Institute of Contemporary Arts London, Postmasters Gallery NYC, the Museum of Contemporary Photography Chicago and the ICC Center Tokyo etc. His work featured in Hard Cinema is *Slide Movie* (2006), a film which made use of 12 slide projectors and film sequences under the formula of “One projector per frame”.

### **Media Art in Asia**

The exhibition also includes 10 works of the 20th **ifva** Awards Media Arts category finalists (coming from Japan, China, Taiwan, Singapore and Hong Kong). The results of the Gold and Silver Award, Best Local Work and Special Mention have been announced tonight. With the support from the Pure Art Foundation, the winners are offered prizes and Awards of over HKD\$100,000. (Media Art Works description please see: attachment 2)

### **Event #2 : “Indie is...” Hong Kong independent short films 1995 – 2014**

With independent cinema, we create Hong Kong memories and witness changes of the city. Over 60 selected short films will be featured in 12 free screenings, venues are situated across Hong Kong from the busiest central districts to the rural areas. First in the series of screenings will be *A Tragedy Ahead* by Cheng Chi-hung, the Grand Prize and Documentary Category Gold Award winner of the 1st **ifva** Awards. The story centered on the Hong Kong government’s large-scale campaign to tear down rooftop dwellings 20 years ago. When residents failed to reach the officials for negotiation to relocate in the same district, they are left with no choice but to protest and even sleep on streets. 13th February 7:15pm, the Hong Kong Arts Centre Main Entrance. (For more details please see: Attachment 3)

### **Event #3 : The 20th ifva Awards**

Receiving 1133 applications this year, professionals juries have carefully chosen 50 finalists from local and Asian regions. These exceptional works will be competing for prizes and awards of over HKD\$500,000. Local and Asian finalist works and juries’ recommendation works will be screened in March. On 21st March evening, the results will be announced and presented at the 20th **ifva** Award Presentation Ceremony. (List of finalists and trailers: <http://www.ifva.com/?p=8738&lang=en>)

### **Event #4 : Cultivation and Engagement**

**ifva** has always paid attention to the independent voices of our youth, seeking to explore possibilities through media education. The works of **ifva Young Filmmakers** and **All about Us** participants will be screened in cinema for the first time. Furthermore, there will be free public workshops including Colour Grading Workshop and “Visceral Cinema: VR and Physical Interaction” workshop.

<p style="text-align: center;"><b>The 20th ifva Festival</b>  <b>10<sup>th</sup> February – 22<sup>nd</sup> March</b></p>		
<p><b><u>Press Conference</u></b></p> <p><b>Festival Programme Announcement + Presentation of Finalist Certificates</b></p> <p><b>Date : 10<sup>th</sup> February, 2015 (Tue)</b></p> <p><b>Time : 2:30PM</b></p> <p><b>Venue : agnès b. CINEMA, Hong Kong Arts Centre</b></p> <p><b>Major Guests :</b></p> <ol style="list-style-type: none"> <li>1. Vincent Chui, Independent Director</li> <li>2. Chan Tai-lee, Screenwriter for Film <i>The Way We Dance</i></li> <li>3. Jevons Au, Screenwriter for Film <i>Don't Go Breaking My Heart</i></li> <li>4. Wong Ping, Independent Animation Artist</li> <li>5. Sham Ka-ki, Member of music group PlayTime</li> <li>6. Welby Chung, Director &amp; Animator</li> <li>7. Teresa Kwong, Hong Kong Arts Centre Assistant Programme Director</li> <li>8. Kattie Fan, <b>ifva</b> Director</li> </ol>	<p><b><u>"Hard Cinema" Media Art Exhibition</u></b></p> <p><b>Exhibition Opening + The 20<sup>th</sup> ifva Awards Media Art Category Result Release</b></p> <p><b>Date : 10<sup>th</sup> February, 2015 (Tue)</b></p> <p><b>Time : 6:30PM</b></p> <p><b>Venue : Pao Galleries, 5/F, Hong Kong Arts Centre</b></p> <p><b>Major Guests :</b></p> <ol style="list-style-type: none"> <li>1. Overseas Artists Peter William Holden and Gebhard Sengmüller</li> <li>2. Ip Yuk-yiu, Curator of "Hard Cinema"</li> <li>3. Exhibiting Artists from local and Asian Regions</li> <li>4. Mable Ho, Head of Film Programmes of the Leisure and Cultural Services Department</li> <li>5. Connie Lam, Executive Director of Hong Kong Arts Centre</li> <li>6. Kattie Fan, <b>ifva</b> Director</li> </ol>	<p><b><u>Outdoor Screening</u></b></p> <p><b>"Indie Is..." Hong Kong independent short films 1995 – 2014</b></p> <p><b>Date : 13<sup>th</sup> February, 2015 (Fri)</b></p> <p><b>Time : 7:15PM</b></p> <p><b>Venue : Main Entrance of Hong Kong Arts Centre</b></p> <p><b>Program :</b></p> <p>An outdoor Screening of <i>A Tragedy Ahead</i>, the Grand Prize and Documentary Category Gold Award winner of the 1st <b>ifva</b> Awards. Director of the film Cheng Chi-hung will be present for the post-screening discussion.</p>

For details, please visit: [www.ifva.com/Festival](http://www.ifva.com/Festival)

**Ifva Festival Programme and Booking Brochure:** [http://issuu.com/ifva/docs/20th-ifva-festival\\_brochure/1](http://issuu.com/ifva/docs/20th-ifva-festival_brochure/1)

**Cinema 2.0 Media Art Exhibition Brochure :** <http://issuu.com/ifva/docs/20th ifva festival ma exhibition ca/1>

**"Indie is..." Hong Kong independent short films 1995 – 2014 Brochure :**  
[http://issuu.com/ifva/docs/ifva\\_festival\\_20th\\_indie\\_is](http://issuu.com/ifva/docs/ifva_festival_20th_indie_is)

**The 20th ifva Festival. Tickets available at URBIX now!**

Date : 10th February – 22nd March 2015

Details : [www.ifva.com](http://www.ifva.com)

Enquiry : [ifva@hkac.org.hk](mailto:ifva@hkac.org.hk) / 2824 5329

Website : [www.ifva.com/festival](http://www.ifva.com/festival)

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.

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第二十屆ifva比賽  
媒體藝術組 得獎名單

獎項	作品	得獎者	獎品
金獎	從缺		
銀獎	《消失之中》	劉清華 (香港)	<ul style="list-style-type: none"> <li>港幣 30,000 元</li> <li>獎座一個</li> </ul>
	《失語》	黃尹姿 (台灣)	<ul style="list-style-type: none"> <li>港幣 30,000 元</li> <li>Blackmagic Pocket Cinema Camera 一部</li> </ul>
特別表揚	《監控》	周杉、龍心如 (中國)	<ul style="list-style-type: none"> <li>獎狀一張</li> </ul>
最佳本地作品	《消失之中》	劉清華 (香港)	<ul style="list-style-type: none"> <li>海外藝術節觀摩行程一次</li> <li>獎座一個</li> </ul>

The 20<sup>th</sup> ifva Awards  
Result of Media Art Category

Award	Title	Winner(s)	Prizes
Gold Award	Withhold		
Silver Award	The Fading Piece	Lau Ching-wa (Hong Kong)	<ul style="list-style-type: none"> <li>HK\$30,000 Cash Prize</li> <li>One Trophy</li> </ul>
	APHASIA	Huang Yintzu (Taiwan)	<ul style="list-style-type: none"> <li>HK\$30,000 Cash Prize</li> <li>One Blackmagic Pocket Cinema Camera</li> <li>One Trophy</li> </ul>
Special Mention	Surveillance	Zhou Shan、Long Xinru (China)	<ul style="list-style-type: none"> <li>One Certificate</li> </ul>
Best Local Work	The Fading Piece	Lau Ching-wa (Hong Kong)	<ul style="list-style-type: none"> <li>One Festival Visit</li> <li>One Trophy</li> </ul>

## Cinema 2.0 : Hard Cinema



### ***Invisible Act***

*Invisible Act* is one of Rosa Barba's sculptural orchestrations that ultimately opens up into a conceptual practice. These works develop an almost multi-sensorial effect due to their special treatment of material, form, surface, light, and sound. The absence of a projected image causes the focus to shift to the material, thus heightening the sculptural effect.



### ***Color Clocks: Verticals Lean Occasionally Consistently Away from Viewpoints***

The three sculptures *Color Clocks: Verticals Lean Occasionally Consistently Away from Viewpoints* are “kinetic paintings”: Three big mechanical instruments in which 35mm strips are constantly moving, each of them reproducing a colour – red, blue and yellow – with a word. These sculptures are reminiscent of the internal mechanism of a clock but they are different in the sense that they do not define time but reverse it in an endless loop. It's a meditation on colour, time, perception and language, on the meaning of a word when repeated to infinity.



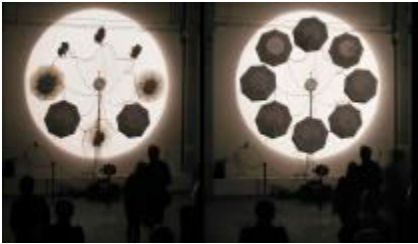
### ***Stating the Real Sublime***

Suspended from the ceiling by the diaphanous loop of film that spins through its system, it casts an anamorphic square of light that stretches across the floor and up the wall. The film it projects has no image, other than the dust scratches that breed on the surface of the celluloid, slowly accumulating over the course of the exhibition. The power cable slumps untidily to the floor beneath the projector in a disorderly coil, as if to contradict the taut rationality of the loops above it, implying the projector is invested with alchemical powers to transform entropy into order unless, of course, it is the other way around.



### ***Slide Movie***

A film sequence (35mm motion picture) is cut up and the individual frames are mounted as slides. They are distributed among 12 slide projectors that are all focused on the same screen. Via electronic control of the projectors, individual images are reassembled – in an extremely cumbersome way – into a chronological sequence. The formula “one projector per frame” thus gives rise to something that at least rudimentarily suggests a motion picture. The film soundtrack emerges as a by-product – the mechanical clattering of the projectors changing slides.



### **AutoGene**

Giving a first impression of a simple commodity sculpture, *AutoGene* lures the viewer into a false sense of security, which is rapidly dispelled when the seemingly mundane umbrellas are transformed into magical, animated objects. The circular arrangement combined with the striking contrast produced as the umbrellas expand and contract engender the formation of abstract ephemeral patterns, which are seemingly governed by the accompanying music. The viewer is obliged to re-evaluate the sculpture, inviting comparisons with dance and animation as the mechanical pixels complete their choreographed movement through time and space.

## The 20th ifva Awards - Media Art Category Finalist Exhibition



### **APHASIA**

Huang Yintzu / Taiwan

This video installation consists of four vertical videos side by side, portrays Taiwanese women from four different historical periods in the last 130 years to show the cultural identity crisis in Taiwan.



### **Autumn Rain**

Samuel Yip, Thomas Ip / Hong Kong

Social networking platforms have been a catalyzing force in the Umbrella Movement in Hong Kong. *Autumn Rain* is an interactive installation transforming this movement into an immersive environment based on the feeds of the activity timeline.



### **Bring To Light**

Lai Ka-yiu Ruck, Mau Kai-chau, Chan Chong-tat, Kan Ho-fai, Lam Cheuk-hin, Leung Kin-hung / Hong Kong

*Bring to Light* is an interactive installation about privacy issue with 16 lockers. When people walk past a locker, the door of that locker will be opened.



**Flat D**

Silas Fong / Hong Kong

Someone asks if you want to enter a room alone without your watch, mobile phone and camera. After you enter, the door is locked. You come out when the door is unlocked again.



**Pro**

Fu Yunxue Snow / China

Relating to the vertical framing motif of Chinese traditional landscape painting, *Pro* invites the viewer into a familiar but also unknown space of digital hyperreality.



**Particle Waves**

Ong Kian-peng / Singapore

*Particle Waves* is a kinetic sound installation that looks at the basic components of sound in the natural world. The installation consists of twelve mechanical sculptures that hold a clear bowl containing small metallic particles.



**Surveillance**

Zhou Shan, Long Xinru / China

*Surveillance* reveals the relationship between physical interaction of the figures and their virtual “interaction” with news content, reflecting on the notion of information power and data control as widely seen in today’s media environment.

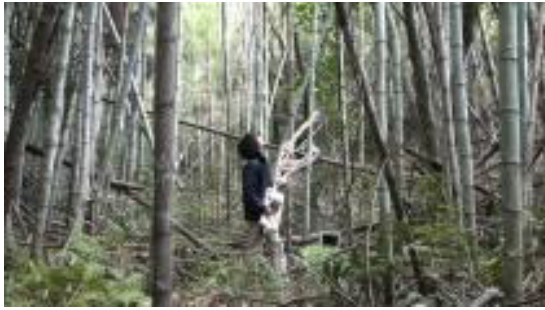


**The Fading Piece**

Lau Ching-wa / Hong Kong

This is a duo stop-motion animation. The animation on the right shows a diminishing pastel, while the left animation reveals the development of a line-drawing on the Kwun Tong landscape, simultaneously, line by line. In reality, the animation on the left is drawn by the pastel on the right.





**Tree Guitar: The Trees, Our Blood Vessels**

Yuto Hasebe / Japan

*Tree Guitar* is a string instrument, which, from the biological perspective, has an interest in formative phenomenon and imitates the growth processes of branching development such as trees and blood vessels.

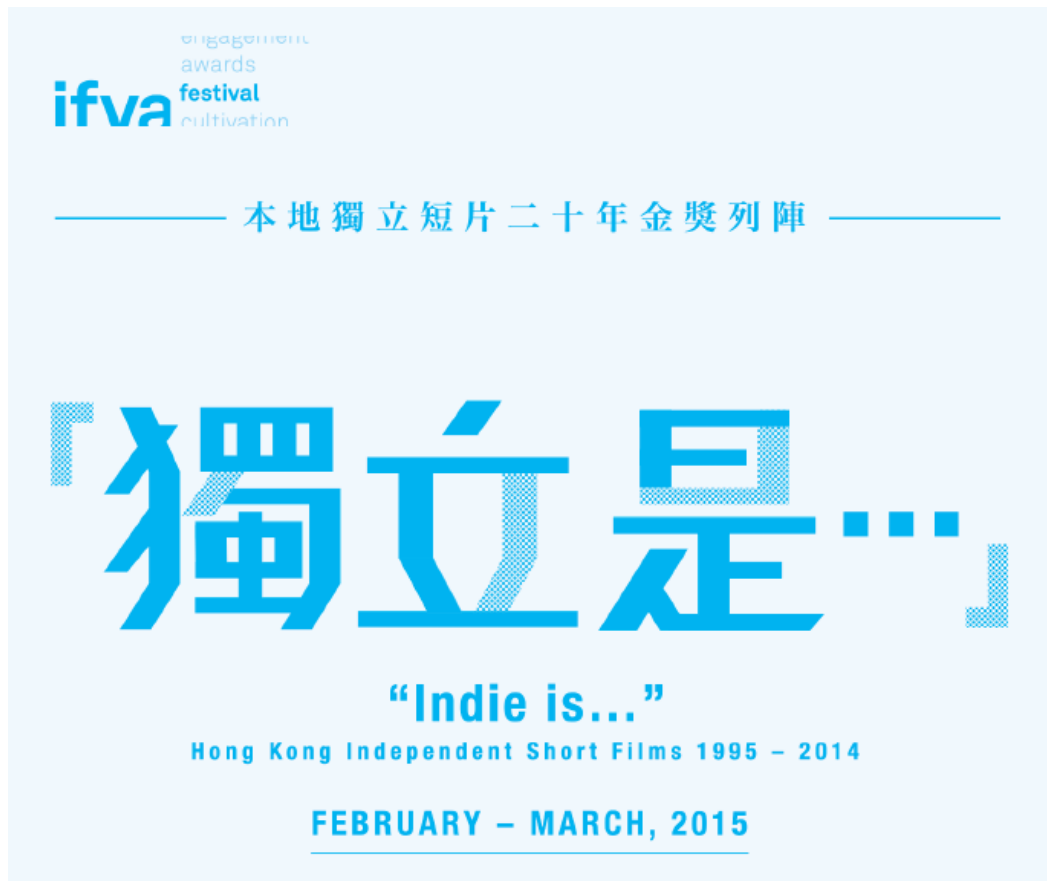


**The Remnant of My Volition (Force Majeure)**

Morgan Wong / Hong Kong

The work follows Wong's meditative act of peeling off over fifty thousands red-flag stickers to reveal empty/white flag as a sarcastic surrendering to patriotism under "One Country Two Systems" amid "Chinese Reunification".

## “Indie is...” Hong Kong independent short films 1995 – 2014 20 Years of Independent Short Films in Hong Kong through 12 Screenings



In 1995, Hong Kong Arts Centre and the Urban Council (presently Leisure and Cultural Services Department) organized the 1st Hong Kong Independent Short Film & Video Awards (**ifva**) (Presently Incubator for Film & Visual Media in Asia). With a history of two decades, **ifva** is now commencing its 20th Festival. Over 60 selected short films will be featured in 12 free screenings from February to March 2015, reviewing the Gold Award Winning Entries of the years.

### **Building of Hong Kong Memories, An unofficial record of history**

The theme this year will be Independent Spirit, and what better way to express it than to show the Gold Awards Entries of the years? These short films includes drama, documentary, experimental and animation films. Not only do they reveal the creative abilities of the filmmakers, but they also recorded thoughts and ideas about our city through various themes. From 1997 migration rush to millennium, from the demolition of Tsoi Yuen Village to the unnecessary death at Caritas Medical Centre doorstep and protests against the government Budget, independent films explore society, family and personal issues. More importantly; they serve as an unofficial record of the history in Hong Kong, reflecting realistic historic events, life situations of the time and personal aspirations. These works are full of independence, passion, experimentations and creativity, with likely and humanistic spirits to challenge distorted mainstream values. The voices can certainly serve to create collective memories of our city, and to witness the major events in the years.

## Gold Awards of the 20 Years - Nurturing Stars for Arts and Culture

Apart from being a record of Hong Kong History, **ifva** also served as an incubator for filmmaking talents. Previous participating directors are now shining in their perspective fields, from film, animation, art education and independent art. They include Chinese film director Jia Zhangke (work include *Still Life* and *24 City*), Local director Wong Sau-ping Adam (Winner of Hong Kong Film Award for Best New Director with *The Way We Dance*), local director Heiward Mak (Works include *High Noon* and *Diva*), independent film director Vincent Chui (Artistic Director of Ying E Chi and Hong Kong Indie Film Festival), The Ten Outstanding Young Persons Award Winner Lai Yan-chi Mo, illustrator Stella So (Work include *Old Girl's Diary*), Screenwriter Jevons Au (Contributions include *Don't Go Breaking My Heart*), Advertisement and Music Video Director Welby Chung and Independent Animation Artist Wong Ping (Winner of the Saatchi & Saatchi New Directors' Showcase 2013).

### With Multiple Voices - We witness the changes of our city

First in the series of screenings will be *A Tragedy Ahead* by Cheng Chi-hung. It was the Grand Prize and Documentary Category Gold Award winner of the 1st **ifva** Awards. The story centered on the Hong Kong government's large-scale campaign to tear down rooftop dwellings 20 years ago. When residents failed to reach the officials for negotiation to relocate in the same district, they are left with no choice but to protest and even sleep on streets. Some of the following scenes may sound familiar to situations today: peaceful protests of residents banned by security guards, law enforcements conflicting with protestors, opinion domination of mainstream media and social worker resigning under extreme pressure, the last scene, where a baby rests in a tent were both sad and hopeful. It tells us that history is often a reflection of the past, present and even future. This 55-minute short film will be shown on the big screen once again, **on 13th February at 7:15pm**, at the Hong Kong Arts Centre Main Entrance, and for free.

Other outstanding works featured in the screenings include: drama short film by Wong Ching-po (1997, 43'00", The 3rd **ifva** Awards – Drama Category Gold Award). As if in an absurd fable, the female protagonist Fa-Fa is unreasonably obsessed with water taps. Screening also includes *Desire of Egg* (2004, 34'00", The 9th **ifva** Awards – Open Category Gold Award). The director Wong Choi-fung self-documented her own thoughts the night before having an abortion, with topics including sex, reproduction, the chains bore by women and more. From bold thoughts to her naked body, the director produced a controversial work which sparked discussions in Women's Film Festivals. Another work featured in the screening is Sham Ka-ki's first short film - *Life Must Go on* (2008, 19'00", The 14th **ifva** Awards – Youth Category Gold Award). As the jury Chan Wing-chiu pointed out, "The creativity of *Life Must Go On* is rooted in its origin- it captures the attribute of the present times. It is subversive for being seemingly a film about youth problem while exposing also the fact that the same problem can be shared by the elder generations. It is thought-provoking especially when it is voiced out by someone who is not even 18 years old."

The 63 selected short films will be featured in 12 free screenings, apart from the agnes b CINEMA at Hong Kong Arts Centre, other venues are situated across Hong Kong from the busiest central districts to the rural areas. They include Hong Kong House of Stories, Hong Kong Space Museum, Ta Kwu Ling / Ping Che Alliance for "Saving our home", Skyhigh Creative Partners A Jockey Club Initiative For Innovative Minds and Wong Ping Animation Lab, with aims to bring independent cinema to different districts and communities in Hong Kong, and to spark fruitful discussions. Free Admission, Registration required: [www.ifva.com/reg](http://www.ifva.com/reg). Inquiries : 2824 5329

**Program Brochure Online Version** : [http://issuu.com/ifva/docs/ifva\\_festival\\_20th\\_indie\\_is](http://issuu.com/ifva/docs/ifva_festival_20th_indie_is)

**Exclusive Clips of ifva Gold Award Entries of the years** : [www.ifva.com/20](http://www.ifva.com/20)

[www.ifva.com/Festival](http://www.ifva.com/Festival)