

9 Feb 2017

Press Release

For Immediate Release

Hong Kong Arts Centre 22nd ifva Festival Fearless Creative Talents Gathered to Celebrate Experiments

The curtain for the 22nd **ifva** Festival was lifted with the press conference held at the Exhibition Hall of Hong Kong Cultural Centre today. Guests included: **renowned musician and Hong Kong Arts Development Council member Adrian Chow, screenwriter of *She Remembers*, *He Forgets* Saville Chan, veteran animator Lo Che-ying, motion graphic designer Mandy Tsang, commercial and music video director Welby Chung, Best New Director of the 31st Hong Kong Film Award 2012 Tsang Tsui-shan, animation creator Paperbox Creations, Head of Film Programmes of the Leisure and Cultural Services Department Mable Ho, Executive Director of Hong Kong Arts Centre Connie Lam, and ifva Director Kattie Fan** and different sponsoring parties. Finalists of Open, Youth, Media Art and Animation Categories received certificates from the jurors at the press conference today, and also introduced and shared their thoughts on their works. The 22nd **ifva** Festival will commence on 9 March with media art exhibition “CINEMA 2.0: The Phantom Machine”, which will be held concurrently with the finalist showcase of the Media Art Category of the **ifva** Awards. Works by finalists of other categories will be screened during the festival, and winners will be announced on 18 March at the Awards Presentation Ceremony.

Finalists Picturing Humanity in Different Corners of Cities

With an overwhelming of over 1100 applications, the jury panel of **ifva** carefully selected 48 finalist works for the five categories. Among the ten finalist shorts of Open Category, both social and personal subject matters are handled delicately. Wong Siu-pong's *Yau King* documented the vulnerable hundred-year-old elder, while Ng Chun used 15 long takes to illustrate changes in To Kwa Wan in *A Long Ride*. Finalists of the Youth Category depicted the cruelty of reality and wittiness of life. Animation Category finalists made use of different media to paint a magical reality: Lee Kwok-wai's award-winning *Resettlement Memory* made use of miniature model and CG; Angela Wong and Sarah Suen's *Swarm* is the only hand-drawn work amongst all finalist entries. Asian New Force Category opens for all Asian talents, so audiences will be able to experience different cultures and aesthetics all at once. Media Art Category showcases works from local and Asian creative, telling about human society through many possibilities of media art, technology and biological principles.

Tickets for Finalist Showcases of Open Category, Youth Category, Animation Category and Asian New Force Category are now on sale at URBTIX.

CINEMA 2.0 Exhibition on Cinema, Memory and Time

Media Art Exhibition CINEMA 2.0: The Phantom Machine reflects on the intertwining relationships of cinema, time and memory. Through Polymorf's installation work *Famous Deaths*, audiences are invited to lie inside two mortuary freezers to experience the last moments of Princess Diana and Van Gogh by means of sound and scent. The other three works from Phil Solomon and Verena Friedrich strive to contend with aging and respond to the endeavour of

prolonging human lifespan. Media Art Category Finalist Showcase will be held concurrently. Exhibition runs from 9 – 29 March at Hong Kong Arts Centre Pao Galleries. Free admission.

Taiwanese Director Shen Ko-shang Sharing his Work

ifva is honoured to have Taipei Film Festival Director Shen Ko-shang to be the juror of Asian New Force Category. Shen will also be present for a sharing session, where three of his short films *Bus Odyssey*, *A Nice Travel* and *End of a Century: Miew's Story* will be shown and he will share with us the challenging journey of image creation.

Joining Force with Foreign Film Festivals to Facilitate Exchange

ifva will be presenting “Home and Mobility” screening and panel discussion for the first time, supported by WYNG Foundation. Collaborating with the Toronto Reel Asian International Film Festival and Objectifs of Singapore, five Asian short films on immigrants will be shown. Award-winning short films from the 21st **ifva** had already been shown at the Toronto Reel Asian International Film Festival. **ifva** and Objectifs team up for the first artist-of-residency exchange. Chan Tsz-woon (Hong Kong) and Tan Jingliang (Singapore) will visit each other's city for a one-month exchange.

For programme details and the list of **ifva** Finalists, please visit www.ifva.com/Festival.

22nd ifva Festival tickets are now on sale at URBTIX.

Date : 3 – 19 March 2017

Details : www.ifva.com

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

ifva Festival Programme and Ticketing Brochure:

http://issuu.com/ifva/docs/21st_ifva_festival_programme_and_bo/1

Art Direction: This edition of **ifva** has invited Animation Silver Award winning team Lam Ho-tak, Kwok Man-ho and Ng Kai-chung from the previous year to design promotional items and a trailer with the theme of ‘the unexpected outcome from the journey of creation’.



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 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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