

**7 August 2014**

Press Release

For immediate release (5 pages only)

## **The 20th ifva Awards**

### **Follow the heart: inspiring the next indie masterpieces**

### **Calling for entry now!**

Organised by the Hong Kong Arts Centre (HKAC) and sponsored by the Leisure and Cultural Services Department, the 20th **ifva** officially starts today with the jury panel this year and other creative producers attending the ceremony: **Chang Tieh-Chih** (Chief Editor of *City Magazine*), **New Youth Barbershop** (an up-and-coming Local Band), **arumimihifumi** (Stage Artist and Indie Musician), **Wong Ping Animation Lab**, **Mable Ho** (Head of Film Programmes of Leisure and Cultural Services Department), **Connie Lam** (Executive Director of Hong Kong Arts Centre) and **Kattie Fan** (**ifva** Director).

Also announced today are the full competition entry details including categories, prizes and jury members including **Shi Nan-sun** (Veteran Film Producer), **Doryun Chong** (Chief Curator of M+). (Please refer to Appendix I)

#### **Activate and kindle the creative sparks while tracing the footsteps**

The “Independent Spirit” is the keyword for the 20<sup>th</sup> **ifva** – and indeed this has been the case with the promotion of independent filmmaking as **ifva**’s core mission for two decades. The focus was initially on the competition it organised, “Hong Kong Independent Short Film & Video Awards”. Gradually **ifva** has evolved as the “incubator for film and visual media in Asia”, with festivals and competitions open for various categories to promote the spirit of independent filmmaking in diverse ways.

In celebration of **ifva**’s second decade, the perfect time now comes to reflect on the past, reinforce the spirit of **ifva** and inspire the coming generations of film practitioners as to stay true to their dreams they start out with. It is precisely the unique voices of the creators that matter for the spirit for independent filmmaking, and equally important is to value each idea and fuel the passion for creativity.

#### **Stay bold and creative in the spirit of independent production**

Everyone is entitled to their own definitions of independent production, which vary from person to person with experiences that cannot be summed up easily. For **ifva** this year, a series of interviews with creative practitioners, directors and other representatives of independent filmmaking will take us through their stories to inspire discussion and reflection. Interviewees include Choi Kam-chuen Jimmy (one of the Founders of **ifva**), Chong Man-keung Felix (Local Film Director), Adrian Chow (Songwriter) and Wong Ping.

Among the many interpretations of this “independent spirit”, Wong Ping, the Gold Award winner of Animation category in the 18<sup>th</sup> **ifva** Awards, speaks through his creations his own philosophy. “What makes independent production the most precious is the power to be totally in charge of the process,” he says. “Therefore what we are paid for are the unique ideas – together with the creative minds behind.” This year, **ifva** invites Wong to create a series of advertising collaterals and his design visualises this idea: any cultural producer should always be sincere to his own self and never allow any external factors to change his mind. As collaborating partners, Wong’s staunch refusal to sell “merely technical expertise” for his company, **Wong Ping Animation Lab**, alongside **ifva**’s respect for originality, echoes this year’s theme to spark creativities. (For information about **Wong Ping Animation Lab**, please see Appendix II)

#### **Independent production=low quality?**

A strong network of support is necessary even for independent film production, and this is further strengthened this year. Post Production Office Ltd. (PO), for example, will sponsor all colour-grading post-production services for 10 finalists in the Open category, who will then partner with professionals to enhance the qualities of their final pieces.

Apart from software support, the role of fitting hardware cannot be understated. This year, HGST (Asia-Pacific) and Blackmagic Design (Asia-Pacific) will sponsor professional external harddisks, photographic equipment and software in full support of film production. Another highlight for this year is the opportunity of overseas exchange available for winners from Open, Animation and Media Art categories. (For details, please refer to Appendix III)

### Grow the map of influence with a global perspective

As in previous years, **ifva** now accepts entries for short films and animation from Asian countries and expands this year to the media arts as well. The category “Interactive Media” is also renamed “**Media Art**”. These changes come about with the diversification for nationalities and artistic media in the hope that more filmmakers will be able to join the **ifva** platform and have access to more opportunities than before. For example, Cheuk Sze-wing Chloe and Wong Chi-chuen Kenny (winners of 19<sup>th</sup> **ifva** Awards - Interactive Media Category) will be subsidised with a grant to Austria for a six-week artist-in-residence programme following this year’s partnership with **Ars Electronica Festival**. Moreover, their winning entry, *Iris*, will be exhibited as part of the Ars Electronica Festival 2014.

### Foster connections with more partners to create masterpieces

For twenty years, **ifva** has empowered the successes of countless directors and creative practitioners. This creative collaboration “**ifva greenlab**” continues this year with past winners including Cheuk Wan-chi, Cheuk Yick-him and Chow Kwun-wai invited to produce short films.

### Expand the reach of education as the Incubator for the next generation

In addition to organising competitions, **ifva** is dedicated to all kinds of educational efforts. The filmmaking project “**All About Us**” for youths of ethnic minorities is one of the examples. Participants learn from filmmakers and video artists the techniques and expressions for creativity. “**Community Tour**” invites **ifva** awards winners, to present their works to students in various educational institutions. The three-month “**ifva+**” series allows various creative practitioners to share their ideas and inspiration with audience. Co-organised with **UNICEF HK**, the ‘**Believe In Zero. Make A Video**’ campaign combines day camps with video workshops. (For the calendar of year-round events of **ifva**, please see Appendix IV)

### The 20<sup>th</sup> **ifva** Awards is now open for entries and nominations!

Submission Deadline: 22 / 10 / 2014 (Wed) 6pm

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

Enquiry: [ifva@hkac.org.hk](mailto: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 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.

#### Hong Kong Arts Centre

<b>Media Enquiry:</b>	Annie Ho (Marketing & Development Director)	Tel: 2824 5306 / 9481 8706	E-mail: <a href="mailto:aho@hkac.org.hk">aho@hkac.org.hk</a>
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## Appendices

### Appendix I

**The 20th ifva Awards- Jury Panel** (updated as at Aug, 2014. In alphabetical order)

Open Category	Youth Category	Animation Category	Media Art Category	Asian New Force Category
Chang Tieh-chih Nansun Shi Vincent Chui Yau Ching	Adam Wong Sau-ping arumimihifumi Eric Poon Tat-pui New Youth Barber Shop	Justin Wong Lo Che-ying Tamas Waliczky Yung Kwok Yin	Bryan Chung Doryun Chong Ellen Pau Harald Kraemer Jeffrey Shaw	Ernest Chan Chi-wa Teresa Kwong Yuni Hadi

### Appendix II

#### **About Wong Ping Animation Lab**

Established in 2014, Hong Kong Artist Wong Ping produces animations, illustrations and music videos.

#### Awards:

The 18<sup>th</sup> ifva Awards - Gold Award of Animation Category (Hong Kong)

Cannes Lions International Festival of Creativity – Saatchi & Saatchi New Directors 2013 (France)

The 12<sup>th</sup> Independent Music Awards – Best Album Art (No One Remains Virgin EP design) (US)

Bitetone 2012 Best EP Design (Hong Kong)

#### Screening:

##### *Under the Lion Crotch*

Both Sides Now - Somewhere between Hong Kong and the UK exhibition (UK & Hong Kong)

Urban Nomad Film Fest 2014 (Taiwan)

4<sup>th</sup> KL Experimental Film and Video Festival (Malaysia)

London International Animation Festival 2013 (UK)

19<sup>th</sup> CULCALORUS Annual Festival of Independent Film (US)

Animated Dreams 2013 (Estonia)

South by Southwest Music Conference and Festival (SXSW) 2013 (US)

Melbourne International Animation Festival 2013 (Australia)

Flappack festival 2013 (UK)

Sehsüchte International Student Film Festival 2013 (Germany)

6<sup>th</sup> Fest ANCA (Slovakia)

15<sup>th</sup> Maryland Film Festival (US)

CUTOUT festival 2012 (Mexico)

8<sup>th</sup> GIRAF Animation Festival (Canada)

36<sup>th</sup> CINANIMA International Animated Film Festival (Portugal)

8<sup>th</sup> PROTOCLIP Festival International du clip (France)

Fumetto International Comix-Festival 2012 (Switzerland)

BUG32 Director's Cut (UK)

European Film Festival 2012 (Around Europe)

##### *Looking At the Small Sky*

Goethe Video Art program 2013 (Hong Kong)

Homemade Videos from Hong Kong, K11 (China)

700IS Reindeerland screenings 2014 (Iceland)

##### *No Why No Why*

KionFest International Digital Film Festival (Romania)

Pictoplasma Festival 2013 (Germany)

##### *Lin Pink Pink*

8<sup>th</sup> GIRAF Animation Festival (Canada)

##### *We Want More*

KionFest International Digital Film Festival (Romania)

#### Other Exhibitions/Events

Art Basel 2014, An Absolut Art Bar installation Apocalypse Postponed (Hong Kong)

Tropfest SEA Hong Kong Showcase 2014 (Malaysia)

Dorkbot-HK 2013, Artist Talk: Design in Code (Hong Kong)

**Appendix III**

**The 20<sup>th</sup> ifva Awards and Prizes**

		<b>Open</b>	<b>Youth</b>	<b>Animation</b>	<b>Asian New Force</b>	<b>Media Art</b>	
<b>Finalists (Ten)</b>		One Finalist Certificate will be granted. Works will be showcased in “The 20th ifva Festival”.					
		Colour grading service will be offered <sup>1</sup>			Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for “The 20th 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 20th ifva Media Art Exhibition” <sup>5</sup>	
<b>Awards</b>	<b>Gold Award (One)</b>	<ul style="list-style-type: none"> <li>- HK\$50,000 Cash Prize<sup>7</sup></li> <li>- One Festival Visit<sup>2,7</sup></li> <li>- One G-SPEED Studio 24TB external hard drive<sup>3</sup></li> <li>- One Blackmagic Cinema Camera<sup>4</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$20,000 Cash Prize<sup>7</sup></li> <li>- One Blackmagic Pocket Cinema Camera<sup>4</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$50,000 Cash Prize<sup>7</sup></li> <li>- One Festival Visit<sup>2,7</sup></li> <li>- One G-SPEED Studio 24TB external hard drive<sup>3</sup></li> <li>- One Blackmagic DaVinci Resolve software<sup>4</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$30,000 Cash Prize<sup>7</sup></li> <li>- One Blackmagic Cinema Camera<sup>4</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$50,000 Cash Prize<sup>6</sup></li> <li>- One Blackmagic Pocket Cinema Camera<sup>4</sup></li> <li>- One Trophy</li> </ul>	
	<b>Silver Award (One)</b>	<ul style="list-style-type: none"> <li>- HK\$30,000 Cash Prize<sup>7</sup></li> <li>- One G-RAID Studio 12TB external hard drive<sup>3</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$10,000 Cash Prize<sup>7</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$30,000 Cash Prize<sup>7</sup></li> <li>- One G-RAID Studio 12TB external hard drive<sup>3</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$20,000 Cash Prize<sup>7</sup></li> <li>- One Trophy</li> </ul>	<ul style="list-style-type: none"> <li>- HK\$30,000 Cash Prize<sup>6</sup></li> <li>- One Trophy</li> </ul>	
	<b>Special Mention</b>	<ul style="list-style-type: none"> <li>- One G-RAID Removable 12TB external hard drive<sup>3</sup></li> <li>- One Certificate</li> </ul>	<ul style="list-style-type: none"> <li>- One Certificate</li> </ul>	<ul style="list-style-type: none"> <li>- One G-RAID Removable 12TB external hard drive<sup>3</sup></li> <li>- One Certificate</li> </ul>	<ul style="list-style-type: none"> <li>- One Certificate</li> </ul>	<ul style="list-style-type: none"> <li>- One Certificate</li> </ul>	
	<b>Best Local Work (One)</b>					<ul style="list-style-type: none"> <li>- One Festival Visit<sup>2,6</sup></li> <li>- One Trophy</li> </ul>	

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**Remarks:**

1. Colour grading service is sponsored by Post Production Office Ltd. (PO). All Open Category Finalists (up to 10 short films, 30 minute each in ProRes format) will work with PO's professional team to color grade their finalist works between mid December 2014 and end of February 2015. Upgraded version will be output in DCP for theatrical screening and compete for the prize at "The 20th ifva Festival" in March 2015.
2. One Festival Visit will be granted to the Gold Award winner of Open Category. The winner may choose to attend one of the following:
  - a. International Short Film Festival Oberhausen (in Germany, May 2015); or
  - b. Clermont-Ferrand Short Film Festival (in France, February 2016); or
  - c. International Documentary Film Festival Amsterdam (in Holland, November 2015)

One Festival Visit will be granted to the Gold Award winner of Animation Category to attend:

- a. Annecy International Animation Film Festival (in France, June 2015)

One Festival Visit will be granted to the Best Local Work winner of Media Art Category. The winner may choose to attend one of the following:

- a. Ars Electronica (in Austria, September 2015); or
- b. Transmediale (in Germany, February 2016)

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

3. G-SPEED Studio 24TB external hard drive, G-RAID Studio 12TB external hard drive and G-RAID Removable 12TB external hard drive are sponsored by HGST Asia Pte. Limited.
4. Blackmagic Cinema Camera, Blackmagic Pocket Cinema Camera and Blackmagic DaVinci Resolve software are sponsored by Blackmagic Design Asia Pte. Limited.
5. All Media Art Category Finalist works will be showcased in "The 20th **ifva** Media Art Exhibition" which will be held from February to March 2015. 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.
6. The cash prize of Gold and Silver Awards of Media Art Category, and the festival visit are sponsored by the Pure Art Foundation.
7. Apart from Media Art Category, all cash prizes and festival visits for Open, Youth, Animation and Asian New Force Category are sponsored by the Leisure and Cultural Services Department.
8. In the event of more than one winner sharing 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.
9. The Jury Panel reserves the right to withhold an award if they find none of the Entry merits a particular award and prize.

## **Appendix IV**

### **The 20<sup>th</sup> ifva Programme Preview (update as at August 2014)**

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#### **June 2014**

The 20<sup>th</sup> ifva Awards – Call for Entry  
Community Tour to local tertiary, secondary and primary schools

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#### **July 2014**

“All About Us” Community Screening at FM Theatre  
“All About Us Outdoor Carnival” at Man Ming Lane, Yau Ma Tei  
Meeting with Gerfried Stocker, Artistic Director of Ars Electronica  
Screening Programme “Drawn to the City” at Asia Art Archive

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#### **August 2014**

The 20<sup>th</sup> ifva Press Conference – kick-off and programme preview  
Launch “All About Us” DVD  
Support UNICEF HK “Believe In Zero. Make A Video” Video Day Camp 2014

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#### **September 2014**

ifva award-winning work exhibits at Ars Electronica  
Press Launch of ifva greenlab short film commissioning project  
Community Tour to local tertiary, secondary and primary schools

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#### **October 2014**

The 20<sup>th</sup> ifva Awards – Deadline of Submission  
Jessey Tsang’s documentary film – *Flowing Stories* Charity Premiere  
ifva+ 1<sup>st</sup> Talk  
“All About Us” 3-day-2-night Orientation and Creative Camp  
“Young Filmmakers” School Workshop

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#### **November 2014**

“All About Us” Shooting Activities  
ifva+ 2<sup>nd</sup> Talk  
UNICEF HK “Believe In Zero. Make A Video” 2014 Video Showcase

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#### **December 2014**

“All About Us” 3-day-2-night Intensive Video Production Camp  
ifva+ 3<sup>rd</sup> Talk  
The 20<sup>th</sup> ifva Awards – Finalist selection jury meetings

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#### **January 2015**

The 20<sup>th</sup> ifva Awards – Announcement of Finalist results

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#### **February 2015**

Press Conference - The 20<sup>th</sup> ifva Festival programme announcement  
The 20<sup>th</sup> ifva Media Art Exhibition – Convergence of media art works from Hong Kong and Asia

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#### **March 2015**

The 20<sup>th</sup> ifva Festival – Screenings, networking, award selection jury meeting  
The 20<sup>th</sup> ifva Award Presentation Ceremony

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#### **April 2015**

The 20<sup>th</sup> ifva Awards – Awarded Showcase