

# ifva

Hong Kong Arts Centre

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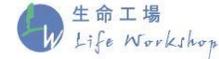
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(Immediate Release)

## All About Us 2012

**Hong Kong Arts Centre Flagship Programme ifva continues its spirit of engagement by inspiring ethnic minority youths to create and promote multi-culturalism**

**All About Us** is an annual initiative organised under **Hong Kong Arts Centre's** flagship programme **ifva**. **All About Us 2012/13** is a workshop-based course that aims to educate and inspire ethnic minority youths about audio-visual media. Instructors for this programme comprise film industry professionals and video artists, who provide lively tutorials on filming and production and allow participants to learn about the audio-visual art form from the ground up and gain hands-on experience with video production and post-production equipment. At the end of the course, ethnic minority participants are able to use video to capture their daily lives and ideas and tell their own stories. At the same time, a Liberal Studies Education teaching kit will be produced using materials collected from the course to help local students and teachers understand Hong Kong's multi-cultural environment.

**All About Us 2012/13** recruited over 40 students between the ages of 12-20 from various countries of origin, mainly from Nepal, India and Pakistan, but also included young people from the Philippines, Sri Lanka, Japan, Vietnam, Bangladesh and Israel. They were under the tutelage of professional filmmakers and media artists including **Wong Sau Ping** (experienced director whose works include 《When Beckham met Owen》, 《Magic Boy》), **Lai Yan Chi** (emerging director and one of Ten Outstanding Young Person 2012 awardee, whose works include 《1+1》), **Wu Hong Lun** (aficionado of South Asian cultural whose works include 《5 Minutes》 and 《Edge of the Water》), **Amos Why** (experienced TV and film director whose works include 《Our Mosque》), **Chan Wing Chiu** (experienced independent director whose works include 《Grace》 and 《A Side, B Side, Seaside》), and **Ryan Chan Hon Yan** (assistant director on numerous films and commercials, whose work 《The Backpackers》 was screened in numerous international film festivals.)

After concluding a three-day, two-night Inspiration Camp in November, **All About Us 2012/13** participants have begun working on their own short films under the guidance of their instructors. Between **22-24 December 2012**, they will gather at the **Jockey Club Tai Tong Holiday Camp** to embark on a three-day, two-night **Intensive Video Production Camp**, during which they will share their short films with other workshop participants. After the camp, **ifva** will select the best works from the workshop and tour various primary and secondary schools in Hong Kong. These shorts will also be part of a Liberal Studies teaching kit that will let other local people know about the culture and lives of ethnic minorities.

**All About Us** is one of the few media education courses designed especially for local ethnic minority youths. Not only does the scheme help these youths integrate into the community, it also allows them to experience the joy of media creation so that some of them may one day join the film or creative industry, and fill the gap that exist in the industry at the moment. One of the guest speakers for **All About Us** is **Bitto Singh Hartihan**, one of the few actors of South Asian descent working in the film and television industry today (aside from Gill Mohindapaul Singh). Bitto, who had been in numerous films and television productions including 《Love in a Puff》, 《Fire of Conscience》 and 《Life Without Principle》, feels that he often had to play stereotypical roles like drug dealers or gangsters. He attributes this to the lack of creative people from different ethnic backgrounds working in the industry. As he remarks, "Hong Kong is a multi-cultural society, but I never see any movies about multi-culture.

There's only Chinese people in the media. That's why many of the films and television programmes have similar story lines."

One of the veterans of **All About Us** is 18-year-old Pakistani youth **Hammad Asad**. This is the third year he has been involved in the programme, and has gone from regular participant to teaching assistant. During the first year he took part in the programme, his teammate accidentally erased his short film from the computer. This experience taught him a painful lesson about failure. A year later he joined the programme again with seven of his friends, and under the guidance of instructor Wong Sau Ping, completed a campus comedy 《School Idiots》. Hammad came up with the story idea, wrote the script, operated the camera, acted and edited his short film. When he saw the audience's enthusiastic reaction, he was overjoyed. He had caught the filmmaking bug, and has since completed his first script, and now awaits the chance to turn it into a film. He says with anticipation, "I come up with new ideas all the time. I have a dream about making a romance film, and it's my own story!"

Instructor **Wong Sau Ping** points out, "All About Us 2012/13 targets ethnic minority youths and brings visual media creation and aesthetics to a group that tends to be overlooked in Hong Kong, which I think is a meaningful endeavor. I felt excited teaching these young people, particularly when I see their dedication and improvement in filming technique and aesthetic judgment." Another instructor **Lai Yan Chi** agrees, "All About Us 2012/13 is a valuable scheme. Through taking part in the scheme and being an instructor, I got to spend time with so many ethnic minority youths. When teaching them, I felt they were all very smart and energetic, and enjoyed sharing ideas with one another. I hope to do more work in this area in the future, and reflect on how to live harmoniously with ethnic minorities."

**All About Us** website: [www.ifva.com/allaboutus](http://www.ifva.com/allaboutus)

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#### **About ifva:**

Organised by **Hong Kong Arts Centre**, **ifva** is an **I**ncubator for **F**ilm and **V**isual media in **A**sia (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. ([www.ifva.com](http://www.ifva.com))

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#### **Media Enquiry:**

Kattie Fan

Tel : 2582 0328

e-mail : [kfan@hkac.org.hk](mailto:kfan@hkac.org.hk)

Chesna Ng

Tel : 2582 0288

e-mail : [cng@hkac.org.hk](mailto:cng@hkac.org.hk)