



Hong Kong Arts Centre

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19th ifva Festival – incubator for film and visual media in asia **Stories can only become more enthralling than before**

Organised by the Hong Kong Arts Centre and sponsored by the Leisure and Cultural Services Department, the 19th **ifva** Festival will take place between 13 and 23 March 2014. This year **ifva** has adopted “storytelling” as an overarching theme throughout the year. Film veteran and critic **Lam Kee-to** who curates the “storytelling” series and director **Adam Wong** who manifests the art of storytelling through workshops and screenings have attended the press conference today. Other juries including director **Heiward Mark**, animator **Yu Ka-ho**, the co-founder and CEO of the innovation company Cherrypicks, **Jason Chiu** also presented certificates to **ifva** finalists today.

Stories to Entice You at ifva

Following the success of “**ifva+** Storytelling Series” earlier on, renowned scriptwriter and critic Lam Kee-to again curates the “storytelling” programmes from the many award-winning titles of the previous editions of the **ifva** Awards. The Opening Film, *You Are the Independent Power of My Eye*, consists of eight shorts by former **ifva** winners, most of whom have made their names nowadays. It includes **ifva**’s very first gold award winning piece *Long Distance* by Vincent Chui and Alex Lai. Raman Hui, “Father of Shrek,” and Toe Yuen who is behind all McMug movies were indeed winners at the 2nd **ifva** Awards. Other featured titles include shorts by Pang Ho-cheng and Cheuk Wan-chi, nowadays pop icons, and works by Heiward Mak, Mak Yuen-yan and Yau Ching, whose efforts are widely recognised in their own reimits. Eight intriguing short films will offer audience the best from the **ifva** story. Lam also handpicks another nine titles for the “**ifva** Storytelling Series” to be screened in two programmes.

Also a former winner at **ifva**, Adam Wong has risen to fame recently with his latest film *The Way We Dance*. He himself handpicks a film that has influenced him most: Shunji Iwai’s *Fireworks*, to be screened alongside three of his own stories either winning at or commissioned by **ifva**. He himself will also spread the art of storytelling through a Storytelling Workshop.

Asian Stories by Promising Directors

Tan Chui-mui, one of the Malaysian “New Wave” directors and an award-winning director at the Busan International Film Festival, brings with her seven stories for the programme “The Malaysian Chinese Perspective: Independent Shorts by Tan Chui-mui”.

As to Taiwan, Arvin Chen, best known for his features *Will You Still Love Me Tomorrow* and *Au Revoir Taipei*, will be sharing his secrets in telling good stories at “Will You Still Love Film Tomorrow: Sharing by Arvin Chen”. Footages from his Berlinale-winning short *Mei* and Golden Horse-commissioned *LANE 256* of *10+10* series will be shown at the sharing.

Stories Submitted for Competition at ifva

The **ifva** Awards has always been core to the **ifva** story, as it has groomed countless creative professionals in film and media art. The 19th **ifva** shall carry on with its mission, and today the torch is passed on to the new cohort of finalists, who are presented certificates by key players in the field like Heiward Mak, Yu Ka-ho, Jason Chiu and Executive Director of Hong Kong Arts Centre, Connie Lam. Works by these finalists, in the five different categories (Open, Youth, Animation, Interactive Media, Asian New Force) will be screened during the **ifva** Festival.

Having been encouraging creativity in film and visual media, **ifva** converges creativity and fosters exchanges all over Asia. The Asian New Force Category of this year's **ifva** sees works from Taiwan, Mainland China, South Korea, Iran, Singapore, etc. Their respective directors will attend the Festival, with their flights and accommodation subsidised, and in particular the Awards Ceremony on 22 March.

An Extra Chapter of the ifva Story

Media art is indispensable to the **ifva** story. Dr. Olli Tapio Leino, curator of *CINEMA 2.0: New Playable Art*, introduced the exhibition on game culture, which will be featuring game art works from US artists Tabor Robak and Douglas Wilson. The exhibition will share the same venue with works by finalists of **ifva** Awards' Interactive Media Category. Tabor Robak will also show audience a special experience about computer game played on the big screen during *Video Game Journey*.

ifva continues organising "All About Us", a creative filmmaking project for ethnic minorities youths, and six films under the project will be shown at the Festival. "NEW ACTION EXPRESS" subsidises local short film talents to attend festivals abroad, and eight stories that have once brought pride to Hong Kong from overseas are selected for the 19th **ifva** as well.

ifva has been dedicated to nurture creative talents, enabling them to continue telling and to become part of the **ifva** story.

Ticket is now available at URB TIX.

Date : 13 - 23 March 2014

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

Website : www.ifva.com/festival

*Please refer to Appendix I for Awards & Prizes details

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.

Media Enquiry:

Ms Annie Ho Tel: 2824 5306 / 9481 8706

E-mail: aho@hkac.org.hk

Ms Chesna Ng Tel: 2582 0288 / 5409 3713

E-mail: cng@hkac.org.hk

Appendix I The 19th ifva Festival - Awards & Prizes

		Open	Youth	Animation	Interactive Media	Asian New Force
Finalists (Ten)		Works will be showcased during “the 19 th ifva Festival” in March 2014			Works will be displayed in exhibition during “the 19th ifva Festival” in March 2014	Received subsidy to visit Hong Kong and attend “the 19th ifva Festival” in March 2014
Awards:	Gold Award (One)	<ul style="list-style-type: none"> ▪ HK\$50,000 Cash Prize ▪ One Festival Visit ▪ One Equipment sponsored by <i>Shriro (H.K.) Ltd.</i> ▪ One complimentary celebration dinner sponsored by <i>Dorsett Hospitality International</i> ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$20,000 Cash Prize ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$50,000 Cash Prize ▪ One Festival Visit ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$50,000 Cash Prize ▪ One Festival Visit ▪ One Trophy <p><i>Cash prize and Festival visit are sponsored by Pure Art Foundation</i></p>	<ul style="list-style-type: none"> ▪ HK\$30,000 Cash Prize ▪ One Trophy <p><i>Cash prize is sponsored by Dorsett Hospitality International</i></p>
	Silver Award (One)	<ul style="list-style-type: none"> ▪ HK\$30,000 Cash Prize ▪ One Equipment sponsored by <i>Shriro (H.K.) Ltd.</i> ▪ One complimentary celebration dinner sponsored by <i>Dorsett Hospitality International</i> ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$10,000 Cash Prize ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$30,000 Cash Prize ▪ One Trophy 	<ul style="list-style-type: none"> ▪ HK\$30,000 Cash Prize ▪ One Trophy <p><i>Cash prize is sponsored by Pure Art Foundation</i></p>	<ul style="list-style-type: none"> ▪ HK\$20,000 Cash Prize ▪ One Trophy
	Special Mention	<ul style="list-style-type: none"> ▪ One Certificate 	<ul style="list-style-type: none"> ▪ One Certificate 	<ul style="list-style-type: none"> ▪ One Certificate 	<ul style="list-style-type: none"> ▪ One Certificate 	<ul style="list-style-type: none"> ▪ One Certificate

Note:

1. Open Category

- Gold award winner of Open Category will have a chance to attend Oberhausen Short Film Festival (in Germany, early May 2014, www.kurzfilmtage.de); or International Short Film Festival Clermont-Ferrand (in France, February 2015, www.clermont-filmfest.com); or International Documentary Film Festival Amsterdam (in Holland, November 2014, www.idfa.nl). One round-trip air ticket (economic class) and five nights' hotel for the festival visit will be sponsored by the organiser.
- Shiro (H.K.) Ltd. will offer the Gold award and Silver award winners of Open Category one Carl Zeiss CP.2 lens 21mm/T2.9 (or equivalent value); or one set of VOCAS DSLR kit and VOCAS MB255 Matte box; or one set of Cartoni FOCUS HD 2 stages carbon fibre tripod system.
- Dorestt Hospitality International will offer the Gold award and Silver award winners of Open Category one complimentary celebration dinner (for 30 people each) in Dorsett Kwun Tong Hotel as a prize to the winner and the production crew.

2. Animation Category

Gold award winner of Animation Category will have a chance to attend the Annecy International Animation Festival (in France, early June 2014, www.annecy.org). One round-trip air ticket (economic class) and five nights' hotel for the festival visit will be sponsored by the organiser.

3. Interactive Media Category

On top of the cash prizes, the Pure Art Foundation will offer the Gold award winner of Interactive Media Category a chance to attend the ARS Electronica (in Austria, September 2014, www.aec.at), the most established media arts festival in the world, or Transmediale (in Germany, February 2015, www.transmediale.de). One round-trip air ticket (economic class) and five nights' hotel for the festival visit will be sponsored by the organiser.

4. Asian New Force Category

Ten finalists will receive 3-night accommodation and a subsidy of airfare to visit Hong Kong and attend the 19th **ifva** Festival (including cultural exchange activities and the Award Presentation Ceremony) in March 2014. Accommodation is sponsored by Dorsett Hospitality International.

5. 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.
6. The Jury Panel reserves the right to withhold an award if they find none of the Entry merits a particular award and prize.