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Press Release (5 pages only)

For immediate release

The 19th ifva Awards Presentation Ceremony

Results announced: Winners rolling out talents to rock the stage

Organised by the Hong Kong Arts Centre and sponsored by the Leisure and Cultural Services Department, the **19th ifva Awards Presentation Ceremony** was successfully held at the agnès b. Cinema in Hong Kong Arts Centre on 22 March. The competition was fierce with a recording breaking number of **1,133 entries**. Rounds after rounds of jury discussions selected **20 winners from 5 categories** (Open Category, Youth Category, Interactive Media Category, Animation Category, Asian New Force Category). Results were announced on Saturday night with attending guest-of-honours including jury members: Taiwanese-American outstanding young director **Arvin Chen**, award-winning Malaysian filmmaker **Tan Chui-mui**, renowned local playwright **Candace Chong**, popular Hong Kong writer **Ong Yi-hing** and distinguished representative sponsors. Apart from cash prizes, trophies and fully-funded exchange opportunities overseas, prizes include video production equipment (sponsored by **Shriro (H.K.) Ltd.**) and collaboration dinner (sponsored by **Dorsett Hospitality International**). Thanks to our sponsors, the on-screen and behind-the-scene crew are invited to a celebration banquet that recognises each teammate's efforts in these winning masterpieces, while the technical support enables them to carry on filming in ever higher spirits and greater quality.

As an incubator for film and visual media in Asia, **ifva** unceasingly serves as a platform that actively encourages creative talents. The theme of the 19th **ifva** Awards, "Let's get rolling", aims at drawing everyone from different backgrounds and organisations into this ocean of talents. "Each entrant team shows their independent film-making philosophy with their own unrivalled creativity — and their souls embody **ifva**." concluded **Teresa Kwong, ifva Director**. "Through the **ifva** platform, we hope that more people can realise their creative potentials and be guided towards greater successes." This is precisely where **ifva** stands: celebrating the milestones of creation for a bigger pool of independent producers each year to "rock the stage".

Open Category | Beautiful Life — living together for our dreams

The competition in the Open Category is undoubtedly as fierce as before and *Beautiful Life* by Chan Ho-lun Freddie wins the Gold Award this year. The director projects the story of domestic helpers, whom Hong Kong locals see and do not see, onto the silver screen. The judge Rachel Zen is impressed with how the film began effortlessly to express the hardships that outlanders face in Hong Kong. Life is tough for Yayang, an Indonesian girl who comes to work in Hong Kong alone and hopes to go home every day without success. The director intends to convey the message that no matter where we are from, we are all dream chasers who can strive for what we want while staying united in fight for the beautiful life that we are all entitled to.

The Gold Award winner is presented with a HK\$50,000 cash prize, a 6-day festival visit trip overseas with funded accommodation and flights, a set of photographic equipment

(sponsored by Video/Cine Business, Shriro (H.K.) Ltd.), a gala dinner (sponsored by Dorset Hospitality International) and a trophy.

Youth Category | I am not a Superhero — who are the goodies and baddies

Gold Award winner Jonathan Tam had said, “We do not have a huge budget but unite together all the crew members who are fervent with films in just 10 days.” This is an eloquent illustration of how a great independent film is born not out of money, but passion. The director is credited for creating the story of a young superhero in Hong Kong with exceptionally professional shooting, editing, fight scene design, computer graphics and sound effects. As jury member Adrian Chow testifies, the short film is not only interesting and fun but also provoking with meaningful contemplation of questions such as what “bad guys” mean, why they turn “bad” and other structural social problems.

Connie Lam (Executive Director of the Hong Kong Arts Centre) and Stephen Cheng (Member of Arts Programme Committee of Hong Kong Arts Centre), also presented the ifva Enthusiastic Awards for schools with the greatest number of participating entries to HKBU Affiliated School Wong Kam Fai Secondary and Primary School, Cumberland Presbyterian Church Yao Dao Secondary School.

Interactive Media Category | The Mechanics of Shadows, Selva Days — the interactions within the work itself

The Mechanics of Shadows, Selva Days simulates a real time artificial ecosystem controlling three robotised turntables playing recordings from different species of the Brazilian rainforest. Projections of shadows of the mechanism from each machine change as sound varies. As creator Cedric Maridet says, viewers are invited to “an apprehension of a sonorous event: one that is visual, the other sonorous, in between the intangible and the tangible”, echoing what the jury member Jane Prophet has mentioned, “this kinetic installation is an example of interactions that take place within the artwork itself rather than responding to the visitor.”

With the support from the Pure Art Foundation, the Gold Award winner is offered HK\$50,000 cash prize, one festival visit and one trophy. All shortlisted work in this category is available on view at Pao Galleries till 30 March.

Animation Category | Tale of Rebellious Stone — will resilience ever give in

Co-created by Ng Kai-chung and Ng Tsz-ching, the Gold Award winner *A stone*, tells the story of how a stone, flawlessly carved and polished by beliefs and rules, remains indulgent and restless at its core — its untamed nature is no longer to be restrained.

“This animation work is mature in its expression, and its content offers much food for thought,” comments one of the judges, Andrew Chen. “Its content offers much food for thought. Its editing, film language and drawing style offer viewers a great deal of room for imagination, and it is apparent that the artist has spent a great deal of time and effort in creating this work.” The Gold Award winner is offered a HK\$50,000 cash prize, one festival visit and one trophy.

Asian New Force Category | Butter Lamp — contrasting nomadic tribes and cities

The Gold Award film Butter Lamp is inspired by Michael Nash's photo, Warsaw 1946. The director Hu Wei wants to reproduce the device to photograph characters against various backgrounds as the practice is still very popular in China. The story is about a young itinerant photographer and his assistant suggesting to Tibetan nomads to take their family pictures against diverse and more or less exotic backgrounds.

According to the Juror Ernest Chan, the film is "simple but rich", and able to address "the problem of marginalisation encountered by traditional Tibetan culture in a plain and sharp tone, under the context of globalization and official cultural hegemony". The Gold Award winner is presented with a HK\$30,000 cash prize (sponsored by Dorset Hospitality International) and a trophy.

Winner showcase

Two screenings will be held at 2pm and 5pm on 29 March at Pao Galleries featuring winners from the Open Category, Youth Category, Animation Category and Asian New Force Category. Shortlisted works in the Interactive Media Category are now available on view at Pao Galleries till 30 March. The 20th ifva competition will welcome online registration in June 2014.

For details of screening and exhibition, please refer to the ifva website.

Details : www.ifva.com

Inquiries : ifva@hkac.org.hk ∙ 2824 5329

Website : 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 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.

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Appendix: The 19th ifva Awards Results

● Opening Category

Award	Title	Winner(s)	Prizes
Gold Award	Beautiful Life	Chan Ho-lun Fredie	<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
Silver Award	Yeung Yeung with Cows	Wong Cheuk-man Law Wan-i Law Hoi-ki Leung Wing-sze Tang Ka-hei	<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
Special Mention	The Echoes of Circles	Lam Kin-hung Joel	<ul style="list-style-type: none"> • One Certificate
	Invisible Rock	Chen King-yuen	

● Youth Category

Award	Title	Winner(s)	Prizes
Gold Award	I am not a Superhero	Jonathan Tam	<ul style="list-style-type: none"> • HK\$20,000 Cash Prize • One Trophy
Silver Award	Yao Dao Police Call	Wong Chun-pong	<ul style="list-style-type: none"> • HK\$10,000 Cash Prize • One Trophy
Special Mention	Kidnap	Mok Chui-shan Yip Tsz-ching Kiang Tin-long Lee Suet-ying Yip Yuen-ting Wong Ka-chun	<ul style="list-style-type: none"> • One Certificate

● **Interactive Media Category**

Award	Title	Winner(s)	Prizes
Gold Award	The Mechanics of Shadows, Selva Days	Cedric Maridet	<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>
Silver Award	Integrated Branching City	Fung Wing-lam Ngai Po-yiu Kwok Wan-ting Choi Ka-man	<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>
Special Mention	Iris	Cheuk Sze-wing Chloe Wong Chi-chuen Kenny	<ul style="list-style-type: none"> • One Certificate

● **Animation Category**

Award	Title	Winner(s)	Prizes
Gold Award	Tale of Rebellious Stone	Ng Kai-chung Ng Tsz-ching	<ul style="list-style-type: none"> • HK\$50,000 Cash Prize • One Festival Visit • One Trophy
Silver Award	Hong Kong Station	Wong Wai-ho Oscar Sheikh	<ul style="list-style-type: none"> • HK\$30,000 Cash Prize • One Trophy
Special Mention	YETI	Joe Kwun	<ul style="list-style-type: none"> • One Certificate
	Blind Vision	Leecat Ho	

● **Asian New Force Category**

Award	Title	Winner(s)	Prizes
Gold Award	Butter Lamp	Hu Wei (China)	<ul style="list-style-type: none"> • HK\$30,000 Cash Prize • One Trophy <p>Cash prize is sponsored by Dorsett Hospitality International</p>
Silver Award	Dreams in the Depths	Armin Isarian (Iran)	<ul style="list-style-type: none"> • HK\$20,000 Cash Prize • One Trophy
Special Mention	The Poet and Singer	Bi Gan (China)	<ul style="list-style-type: none"> • One Certificate
	The Questioning	Zhu Rikun (China)	