

20 January 2016

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The 21st ifva Festival Freedom to Create Works that Glow

The curtain for the 21st **ifva** Festival was lifted with the press conference held at the Foyer of agnes b. Cinema of the Hong Kong Arts Centre today. Guests attending the press conference included: Lam Kee-to (screenwriter and film critic), Adrian Chow (musician), Ip Yuk-yiu (media artist), Wong Ping (animator), Mable Ho (Head, Film Programmes Office, Leisure and Cultural Services Department), Connie Lam (Executive Director, Hong Kong Arts Centre), Teresa Kwong (Programme Director, Hong Kong Arts Centre), Kattie Fan (**ifva** Director) and the different sponsoring parties. Finalists of Open, Youth, Media Art and Animation Categories received certificates from the jurors at today's press conference, and also introduced and shared their thoughts on their works.

The 21st **ifva** Festival will commence on 25 February with media art exhibition "CINEMA 2.0 – Surviving the Glass System", which is to 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 5 March at the Awards Presentation Ceremony.

Igniting the Sparks of Creativity, Embracing the Freedom of Creativity

Throughout the past 21 years, **ifva** has always been an incubator for independent image media artists, and in 2016 it continues to provide a platform on which every artist can enjoy the freedom of expression without the need to self-censor. For all five categories, creative talents are encouraged to let their sparks of creativity glow, and the finalists have all created top-notch works of art. This year **ifva** continue to have Wong Ping, winner of Gold Award for Animation Category in the 18th **ifva**, and his Wong Ping Animation Lab, to design the key visual and promotion video.

Tapping the Pulse of Our Society with a Diverse Range of Topics

Many of the finalist entries of the Open Category deal with social issues and boldly delve into even the most sensitive issues. *Extras* by Zune Kwok, belonging to the box-office hit collection of shorts *Ten Years*, unfolds a blood-shed story set in Hong Kong in ten years' time. Chan Tze-woon's *Being Rain: Representation and Will* hypothesises a state-controlled weather to demotivate people joining public rallies. Apart from these fantasies, there are also realistic documentaries such as Nora Lam's *Midnight in Mong Kok – A Documentary*, which captures the happenings in the Mong Kok occupied zone during Hong Kong's Umbrella Revolution in 2014. Beatrice Wong's *From Beavis (M) to Beatrice (F) (Oct 2015 Edit)* chronicles, in a daring manner, records her experience of undergoing transsexual operations.

The ten entries in the Open Category touches on topics such as education, romance, family, society, with styles ranging from realistic, metaphorical to imaginative. For the Youth Category, even the finalists are yet to become adults, their works still glow with their imagination and their unique points of view.

This edition's finalist entries for the Animation Category feature very diverse styles and make use of a wide range of materials. Many of the finalists are past **ifva** winners so the qualities are almost guaranteed. *Red Egg*, with one of its creators Hoi-Chiu (Choy Kam-chiu) being the collaborator of Eason Chan's MV, is a sand painting animation. Shirley Ho's *Bluebeard's Castle* demonstrates a rarely seen Japanese aesthetics by using collage. Lam Ho-tak, Kwok Man-ho and Ng Kai-chung's *Shear Marks* by focuses on kids in the resettlement area, shows great humanitarian concerns. Ten animations shows creativity manifested in ten different styles.

Just as the past years, though not listed as finalists, there are quality works recommended by the jurors that should not be missed. *None of Their Business* is a group production by workshop participants of the CCSA Alliance under the guidance of teaching artist Lo Chun-Yip (Siuyea). Emily Wong's *I feed you and you feed me* is Hong Kong's first animation on farming, jointly produced by local environmental and agricultural organisations. Sixteen works, though not making to the final are equally well-made, will be grouped under two screenings that are free of charge for everyone.

Fabulous Asian Titles

The Asian New Force Category opens to all creative talents in Asia, with the present cohort of finalists coming from neighbouring countries like China, Taiwan, Malaysia, and even as far as India, Turkey, Iran and Iraq. Audience will be able to experience different cultures and aesthetics all at once. Starting from last year, the Media Art Category

also accepts works from all Asian countries, and this year sees works ranging from playing with the different dimensions of sound science to the transformation of light, exploring different issues in life through various media.

In the modern everyday life, even the tiniest action is under surveillance. From CCTV, GPS to the face detection function on Facebook, all latest technologies leave people in complete exposure, which could all be discussed in relation to cinema. Media art exhibition “CINEMA 2.0 – Surviving the Glass System” theme around the concept of surveillance, inviting media artists Julian Oliver, Adam Harvey and Björn Schülke from abroad to explore the seemingly unrelated connections between cinema and surveillance.

A Feast of Film and Media Arts Programmes

ifva has also invited media archeologist Erkki Huhtamo from University of California Los Angeles (UCLA) to host “Cinema Back to Basics” master class and public seminar, searching for the roots of media arts. People Cinema – Open-air Screening II will bring quality shorts into the community by having a public screening on Centre Street in Sai Ying Poon. Both programmes belong to **Jockey Club ifva Everywhere**, exclusively funded by The Hong Kong Jockey Club Charities Trust.

Also in the line-up include Student Creative Film Showcases of **ifva**’s initiatives “All About Us” and “**ifva** Young Filmmakers”, *NEW ACTION EXPRESS Short Film Highlights*, and short film programme *Transaction of Desires*. All of which are not to be missed.

Programme details and list of finalists of ifva Awards: www.ifva.com/festival

Ifva Festival Programme and Booking Brochure:

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

Tickets of the 21st ifva Festival are now available at URBTIX

Date: 25 February to 11 March

Details: www.ifva.com

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

Website: www.ifva.com/festival

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.

Media Enquiry

Annie Ho (Director of Marketing and
Development)

Tel.: 2824 5306 / 9481 8706

Email: aho@hkac.org.hk

Yoko Cheung (Marketing and
Development Officer)

Tel.: 2582 0215

Email: ycheung@hkac.org.hk

Chesna Ng (Programme Department
(**ifva**))

Tel.: 2582 0288

Email: cng@hkac.org.hk