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Immediate Release (5 pages only)

The 18th ifva
“ifva Awards”
Call for Entry Now
Creativity Big Bang

The 18th **ifva**, organised by the **Hong Kong Arts Centre** (HKAC) and sponsored by the Leisure and Cultural Services Department, is officially launched. To let everyone know about the explosive creativity of Hong Kong and to call to mind the spark of inspiration that brings forth all creation, the 18th **ifva** has adopted “*Creativity Big Bang*” as its main concept. Also, in order to strengthen and clarify its identity, the **ifva** changed its name to **i**ncubator for **f**ilm and **v**isual media in **a**sia (formerly the Hong Kong Independent Short Film and Video Awards) in February this year. We will continue our mission to nurture local and Asian independent media talents and promote media creation.

Artistic Housefly and Pineapple Bun igniting the Creative Spirit

This year we commissioned Zcratch, a creative team founded by ifva Animation Category awardees **TSUI Ka-hei**, **TSUI Ka-long**, **Bemy CHAN** and **HO ka-ho** (see Appendix 1) to design the key visuals and make a promotional trailer to celebrate independent creativity and spirit. This trailer features a camera-yielding housefly and a pineapple bun. The latter is a representation of Hong Kong’s unique culinary culture symbolising local creativity, while the housefly with its compound eyes stands for the myriad perspectives of visual artists who are capable of creating different eye-catching images.

In the trailer, the helmet-wearing housefly lands on a pineapple bun that explodes cameras, microphones and other production equipments. The housefly symbolises visual artists; the pineapple bun represents creativity all ready to burst open. The trailer tells about **ifva**’s role as a catalyst to ignite creativity and light up the limitless realm of imagination.

ifva - Stronger than Ever

The 18th **ifva** continues to develop its four main areas: “**awards**”, “**engagement**”, “**cultivation**” and “**festival**”. The **18th ifva Awards** is now open for online submissions, and **the deadline is 6pm on 22 October, 2012**. This year the Jury panel (see Appendix 2) consists of many creative heavyweights including **Felix CHONG** (film director), **Adrian CHOW** (musician), **CHEUK Wan-chi** (local artiste, writer and director), **Alex CHEUNG** (Best Director at the 19th Taipei Golden Horse Awards), **MA Fung-kwok**

(former Chairman of the Hong Kong Arts Development Council), **TSANG Tsui-shan** (Best New Director at the 31st Hong Kong Film Awards), **Siuhak** (well-known comics artist), Professor **Jeffrey SHAW** (Dean of the School of Creative Media, City University of Hong Kong), **HUNG Keung** (Digital media artist and recipient of the Achievement Award of the Hong Kong Contemporary Art Biennial Awards), **John CHAN** (author of *Din-dong*), **YING Liang** (independent film director from China), **Raymond RED** (director of *Anino* from the Philippines, winner of Palme d'Or - Best Short Film at the Cannes Film Festival), **David ELLIOTT** (world-famous museum curator from the United Kingdom and advisor to the Hong Kong Jockey Club Charitable Trust on the artistic development of the Central Police Station Heritage site (CPS) in Hong Kong) and **Cosmin COSTINAS** (Executive Director/Curator of Para/Site Art Space). More jury members will be announced in the near future.

To encourage creativity, award winners will receive HK\$100,000 cash prize, as well as the chance to attend cultural exchange programmes and overseas film festivals such as the Annecy International Animation Film Festival in France and the ARS Electronica Festival in Austria!

ifva has always been active in nurturing creativity and finding new talents from all walks of life. Over the past 18 years, **ifva** has spread many champion meaningful works and artists around the world. Last year was a year of rich harvest for **ifva** - the first feature film presented by the HKAC, *Big Blue Lake*, directed by four-time **ifva** awards winner **Tsang Tsui-shan** (see Appendix 3) has been achieving great success in Hong Kong and abroad. With support from the HKAC, the film garnered numerous awards, including Jury Prix of the 15th Shanghai International Film Festival, Best New Director of the 31st Hong Kong Film Awards and the Recommended Movie Awards in the 18th Hong Kong Film Critics Society Awards. *Big Blue Lake* has also been shown in many countries all over the world, such as the United Kingdom, Germany, Canada and Japan. Such internationally recognised success is a testament to **ifva**'s efforts in cultivating creative talents.

ifva is an active force in sharing the fruits of Hong Kong creative labour with the rest of the world. Award-winning works of the 17th **ifva** was shown on numerous important creative occasions in China such as Zhejiang Art Museum Animation Session, Xian Asian Film Festival 2012, The 9th Beijing Independent Film Festival and "Think Independent Frame New — **ifva** Awarded Showcase" by Guancheng Library, etc. Award-winning works from previous editions of **ifva** were also shown at the Chinese Arts Centre of Manchester in the United Kingdom and Zhejiang Art Museum Animation Session in China.

Local audiences will also get the chance to survey past award-winning works in the near future. For the first time in its history, **ifva** has teamed up with Radio Television Hong Kong to present a series on Hong Kong independent films. Hosted by acclaimed film director **Clement CHENG** (director of *Gallants*, winner of Best Film of The 30th Hong Kong Film Awards), the series of nine episodes will air between 12 August and October 2012 on TVB Jade, showcasing past award-winning and finalist works from **ifva** as well as feature interviews with **TSANG Tsui-shan**, **CHEUNG King-wai**, **Heiward MAK** and **John CHAN**, which will undoubtedly enrich public understanding of local independent cinema.

ifva will devote more resources to supporting youths from racial minorities through **All About Us 2012/13**, which will feature a three-day-two-night Creative Camp and outdoor video production activities that will surely inspire more young people to join the ranks of audio-visual creators. Moreover, the latest edition of teaching materials for liberal studies courses based on **All About Us** has been released. Suitable for junior and senior secondary school students, this set of teaching materials is in line with society’s growing emphasis on liberal studies, and will help local students understand how racial minorities cope with difficulties arising from differences in culture, everyday life, school and work. In addition, the **ifva+** programme, now in its ninth year, will be curated by media artist **IP Yuk-yiu**. Beginning in November 2012, **ifva+** will present three seminars focusing on experimental spirit, featuring well-known artists from various disciplines.

The 18th ifva Festival

The **18th ifva Festival** will be held in March, 2013, during which all finalist works from the five **ifva** categories will be shown. Not only will audiences get the chance to see these outstanding works, they will have the opportunity to exchange their views with artists who will present their works in person. Artists, on the other hand, will also benefit from such sharing and from watching the works of their peers. Meanwhile, **ifva** will be presenting many other exciting programmes during the Festival. For details and updates, please visit our website at www.ifva.com.

The 18th ifva Awards · Call for Entry Now!

Submission Deadline: 22 / 10 / 2012 (Mon) 6pm

Details and Submission: www.ifva.com

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

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.

Hong Kong Arts Centre			
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Appendices

Appendix I

Zcratch Profile

Team – TSUI Ka-hei, TSUI Ka-long, Bemy CHAN and HO ka-ho

Zcratch, founded in 2006, is a multi-awarded multimedia creative group in Hong Kong, focusing on digital entertainment and moving image. Since 2005, the team has started to create award-winning animations across different media. Their works have been widely exhibited and presented locally and internationally, in Hong Kong, China, Japan, Europe and North America, including

- *Kill AL* (2005) — The 10th **ifva** Awards-Animation Category Special Mention (Hong Kong)
- *Who cares* (2006) — The 11th **ifva** Awards-Animation Category Special Mention (Hong Kong)
- *Wisdom Tree* (2008) — The 13th **ifva** Awards-Animation Category Special Mention (Hong Kong)
- *Puff the Magic Dragon* (2010) — The 16th **ifva** Awards-Animation Category Silver Award (Hong Kong)

Production work for **ifva**:

- 18th **ifva** — Key visual image design and trailers production
- 17th **ifva** — Call for entry trailer production
- *This is not the end*, **ifva**'s **greenlab 2011-2012** commissioning project (creative partner: Employees Retraining Bureau)
- *Taste the Life*, **ifva**'s **greenlab 2010-2011** commissioning project (creative partner: 7-Eleven)

Awards and Screenings Record:

Puff the Magic Dragon

- “Honorary Mention” (International Competition), up-an-coming Festival Hannover (Germany)
- Official selection (International Competition), 2011 interfilm International Film Festival, Berlin (Germany)
- Panorama screening, OPEN CINEMA International Film Festival (Russia)
- Official selection, Mumbai International Film Festival 2012 (India)
- Asia program screening, Ex!t Experimental Media Art Festival 2010 (Taiwan)
- The 3rd Seoul International Extreme-Short Film Image & Film Festival (South Korea)
- Selected work of Division II: "CG Animation Theater", AsiaGraph 2011, Tokyo (Japan)

Wisdom Tree

- Hong Kong ICT Awards 2008: Best Digital Entertainment (Student and Independent) Award (Hong Kong)
- Hong Kong ICT Awards 2008: Best Digital Entertainment (Student and Independent) Certificate of Merit - Best Digital Animation (Hong Kong)
- Prize of Effort, The 10th DigiCon6 Awards: Hong Kong Region (Japan)

Taste the Life

- Hong Kong ICT Awards 2012 : Best Digital Entertainment Award – Animation (Open Category) Silver Award (Hong Kong)

- Prize of Effort, The 13th DigiCon6 Awards: Hong Kong Region (Japan)
- Certificate of Excellence, The 5th Hong Kong Mobile Film Festival 2011 (Hong Kong)

Appendix II

The 18th ifva Awards Jury Panel (updated as at July, 2012)

Youth Category	Open Category	Animation Category	Interactive Media Category	Asian New Force Category
Adam WONG	Alex CHEUNG	LO Che-ying	Bryan CHUNG	Teresa KWONG
TSANG Tsui-shan	MA Fung-kwok	Siu Hak	Jeffrey SHAW	Clement CHENG
CHEUK Wan-chi	SHUM Longtin	John CHAN	HUNG Keung	Raymond RED
Adrian CHOW	YING Liang	Tamás WALICZKY	David ELLIOTT	
	Felix CHONG		Cosmin COSTINAS	

Appendix III

Big Blue Lake Profile

Second full-length film directed by Jessey TSANG

Hong Kong Arts Centre's First Feature Film Production, ifva Supported Project

Awards and Nominations

- Jury Prix, The 15th Shanghai International Film Festival (China)
- Award for Young Artist, Hong Kong Arts Development Council 2011 (Hong Kong)
- Best New Director, Hong Kong Film Directors' Guild, 2011 (Hong Kong)
- Nominated Best New Asian Director, The 8th Hong Kong Asian Film Festival (Hong Kong)
- The Recommended Movie Awards in the 18th Hong Kong Film Critics Society Awards (Hong Kong)
- Best New Director, 31st Hong Kong Film Awards (Hong Kong)

Local and International Showcases

- The 10th Paris Cinema International Film Festival (France)
- To commemorate the 15th anniversary of the establishment of the Hong Kong SAR in 1997, the Hong Kong Economic & Trade Office, London presents Big Blue Lake:
 - 1) United Kingdom: Manchester and London
 - 2) Germany: Hong Kong Film Festival Berlin,
Hong Kong Film Festival Dusseldorf,
Hong Kong Film Festival Hamburg
 - 3) Austria: Hong Kong Film Festival Vienna
- The 15th Shanghai International Film Festival (China)
- The 30th Vancouver International Film Festival (Canada)
- The 36th Hong Kong International Film Festival (Hong Kong)
- The 8th Hong Kong Asian Film Festival (Hong Kong)
- The 22nd Stockholm International Film Festival (Switzerland)
- The 7th Osaka Asian Film Festival (Japan)

—End—