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Press Release

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Hong Kong Arts Centre presents “The 23rd ifva Awards” Is Now Calling for Entries Conquering Impossibility through Cultivating Creativity

Sponsored by the Leisure Cultural Service Department (LCSD), the Hong Kong Arts Centre proudly presents the press conference of The 23rd **ifva** Awards today at Duddell’s, Central. Guests include Hong Kong Film Awards’ Best Director, **Jevons Au**; *Zombiology*, *Enjoy Yourself Tonight* screenwriters, **Nick Cheuk** and **Nero Ng**; *In Your Dreams* director, **Tam Wai Ching**; Independent film director and actor **Siuyea Lo**, and the 22nd **ifva** awards Open Category Gold award winner **Law Sin-yan**. Manager of Film Programmes, LCSD, **Doris Fung**; Executive Director of the Hong Kong Arts Centre **Connie Lam**; and **ifva** Director **Kattie Fan** are all joined here today and are looking forward to the contestants’ journey on their creative works!

Jurors of the year include: Hong Kong Film Awards’ Best Director, **Fruit Chan**, Golden Scene Company Limited founder, **Winnie Tsang**; *She Remembers*, *He Forgets* director, **Adam Wong**; songwriter and producer, **Adrian Chow**; Hong Kong Film Awards and Golden Horse Film Festival and Awards’ Best New Director, **Wong Chun**; producer of Hong Kong Film Awards’ Best Picture *Ten Years*, **Andrew Choi**; vocalist of RubberBand, **Mau Hou-cheong (Luk Ho)**; associate professor of Chinese Department, Lingnam University, **Mary Wong**; renowned comic artist, **Elphonso Lam**; M+: Moving Images curator, **Ulanda Blair**; interactive media artist, **Bryan Chung**; and media art pioneer, **Tamás Waliczky**. (See Appendix I).

The 23rd **ifva** is pleased to partner with Paperbox Creations, an animation-based production team focusing on videography, music, and advertising, bringing the 23rd **ifva** Awards promotional materials and trailers. The work of Lam Ho-tak, Kwok Man-ho and Ng Kai-chung, who are the founders of Paperbox Creations, were the winners of the 19th and 21st **ifva** Awards Animation Category Gold Award and Silver Award respectively. Their work can also be seen in different commercials. Paperbox has come a long way. What may seem like a simple piece of artwork at first glance, but in actuality, one would not be able to fully grasp and experience the level of passion, tenacity, and obstacles the creators have gone through. Therefore, this year’s promotional video focuses upon the act of jumping through hopscotch, a metaphorical connotation to the fact that in life, there is no set rule in executing a plan because there are various ways in achieving towards a final destination. (See Appendix II for Paperbox Creations)

The 23rd **ifva** is currently calling for entries, with five categories that are open for local and Asian contestants, namely “Open,” “Youth,” “Animation,” “Media Art,” and “Asian New Force.” This year, “Animation” category is also open for Asian contestants. Up to HK\$320,000 cash-prize awaits, with the “Media Art” winner will be receiving the cash-prize sponsored by **Pure Art Foundation**. Winner with outstanding works will also receive an exchange trip opportunity sponsored by **Goethe-Institut Hongkong** to travel overseas and internationally expose oneself to a plethora of outstanding works in transmediale, annual festival for media art and digital culture in Berlin. **Dorsett Hospitality International** will be the official hotel group supporting the accommodation of the finalists and guests. (See Appendix III for Awards and Prizes)

Other than providing artists the opportunity to showcase their creative works, **ifva** actively seeks to integrate these shorts to the local community. Starting from July, **ifva** has been and will continue to host short films for the next three months at Duddell’s and K11, allowing these short films to reach broader audiences in the community. This year, **ifva** continues to hold audience development projects such as “Jockey Club **ifva** Everywhere,” which is exclusively funded by The Hong Kong Jockey Club Charities Trust. **ifva** aims to make independent films more accessible to the community through various events such as outdoor screenings, master class, and **ifva** Carnival. Simultaneously, **ifva** also aims to nurture the next generation; holding film projects such as “All About Us” for ethnic minority youths living in Hong Kong allow youths to unleash their inner artistic expressions and think beyond their creative horizons. In addition, **ifva** is collaborating with UNICEF Hong Kong on “Believe in Zero. Make a Video” Short Film Project 2017; university, college, secondary, primary, and community tours to inspire and cultivate young talents on the power of short films and media art. Last year’s “Media Art” category Best Local award winner Hui Wai-keung’s *Re-Dürer* has received Goethe-Institut Hongkong’s full support to hold an exhibition on his personal works in November 2017. (See Appendix IV for Yearly Activities)

“The 23rd ifva Awards” Competition Is Now Calling for Online Entries!
Nominations are now open; you are welcome to nominate your desired candidate

Submission Deadline: 16 October 2017 (Monday) 6:00pm (Hong Kong Time)

Details and Submission: www.ifva.com/awards

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



Organised by the 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.

Hong Kong Arts Centre

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Appendix I: The 23rd ifva Awards- Jury Panel (updated as of Aug, 2017)

Open Category	Youth Category	Animation Category	Media Art Category	Asian New Force Category
Fruit Chan Winnie Tsang Mary Wong Adrian Chow	Adam Wong Wong Chun Andrew Choi Mau Hou-cheong (Luk Ho) @RubberBand	Lo Che-ying Elphonso Lam Tamás Waliczky	Bryan Chung Ip Yuk-yiu Ulanda Blair Ng Tsz-kwan	Patrick Suen

Appendix II: About Paperbox Creations

Paperbox Creations is set up in 2013 and it is based in Hong Kong. It is founded by local creators Lam Ho-tak, Kwok Man-ho, Ng Kai-chung. They have been creating original animations and providing different media services for Hong Kong, China and other international clients. They include 2D and 3D animation, television and print advertisement and special effect and production of films. They also cooperated with different parties in the industry. The work of Paperbox Creations has received multiple prizes from various local and international film festivals. Recently, Paperbox Creations' post-production animation work for *Zombiology*, *Enjoy Yourself Tonight* was very well received.

Recent Awards and Achievements

Entries and Awards

Sheet Marks (2015)

The 21st ifva Awards - Silver Award (Animation Category)

17th Digicon6 Asia (2015) – Hong Kong Silver Award

CARTOONS ON THE BAY (2016) Italy – Selected

Tale of Rebellious Stone (2013)

The 19th ifva Awards – Gold Award (Animation Category)

15th Digicon6 Asia (2013) – Hong Kong Silver Award

14th South Taiwan Film Festival (2014) – Jury Recommendation

The untold & unseen (2013)

6th Picknic Film Festival (2014) Spain – Best Animation

24th Rio De Janeiro International Short Film Festival (2014) Brazil – Official Selection

Films, Television Animation, and Music Videos

Film - *Zombiology*, *Enjoy Yourself Tonight* (2017)

Viu TV – 3 x 1 (2016)

MV – *Chaos* by Pakho Chau (2015)

Appendix III: The 23rd ifva Awards and Prizes (updated as of Aug, 2017)

		Open	Youth	Animation	Asian New Force	Media Art
Finalists (Ten)		One Finalist Certificate will be granted. Works will be showcased in “The 23rd ifva Festival”.				
				Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for “The 23rd ifva Festival”	Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for “The 23rd ifva Festival”	Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided for the finalists in Asia Division to visit Hong Kong for “The 23rd ifva Media Art Exhibition” ¹
Awards	Gold Award (One)	- HK\$50,000 Cash Prize ² - One Trophy	- HK\$20,000 Cash Prize ² - One Trophy	- HK\$50,000 Cash Prize ² - One Trophy	- HK\$30,000 Cash Prize ² - One Trophy	- HK\$50,000 Cash Prize ³ - One Trophy
	Silver Award (One)	- HK\$30,000 Cash Prize ² - One Trophy	- HK\$10,000 Cash Prize ² - One Trophy	- HK\$30,000 Cash Prize ² - One Trophy	- HK\$20,000 Cash Prize ² - One Trophy	- HK\$30,000 Cash Prize ³ - One Trophy
	Special Mention	- One Certificate	- One Certificate	- One Certificate	- One Certificate	- One Certificate
	Excellence Award (One)			- One Trophy		- One Festival Visit ⁴ - One Trophy

- All Animation Category Finalist works will be showcased in “The 23rd ifva Festival”. All Media Art Category Finalist works will be showcased in “The 23rd ifva Media Art Exhibition” which will be held in March 2017. Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided for those finalists in Asia Division.
- Cash prizes for Open, Youth, Animation and Asian New Force Category are sponsored by the Leisure and Cultural Services Department.
- Cash prize of Gold and Silver Awards of Media Art Category are sponsored by the Pure Art Foundation.
- One Festival Visit sponsored by Goethe-Institut Hongkong will be granted to the Excellence Award winner of Media Art Category. The winner will attend transmediale (in Germany, February 2019). One roundtrip flight ticket (economic class) and 6-day-5-night accommodation will be sponsored.
- Winners of the Gold Award in the Open and Youth Categories, and winner of Excellence Award in Animation (Hong Kong Division), will be subsidised under the “HONG KONG SHORT FILM: NEW ACTION EXPRESS” scheme which offers funding to awarded works nominated to participate in overseas film festivals. The subsidy for each awarded work is no more than HKD \$50,000. Details: www.naehk.com
- In the event of more than one entries receiving 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.
- The Jury Panel reserves the right to withhold an award if they find none of the Entry merits a particular award and prize.