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Press Release

For immediate release (4 pages only)

The 22nd ifva Daring you to Experiment your Creativity Awards Calling for Entry Now

Organized by Hong Kong Arts Centre and sponsored by the Leisure and Cultural Services Department, the 22nd **ifva** is officially launched. Tea gathering with press was held at New York Diner, North Point today. Guests include: renowned musician **Adrian Chow**, screenwriter of *She Remembers, He Forgets* **Saville Chan**, guest curator of Venice Art Biennale **Ying Kwok**, veteran animator **Lo Che-ying**, motion graphic designer **Mandy Tsang**, cross-media and animation designer **Eddy Hui**, seasoned film executive **Katherine Lee**, animation creator **Paperbox Creations**, Head of Film Programmes of the Leisure and Cultural Services Department **Mable Ho**, Executive Director of Hong Kong Arts Centre **Connie Lam**, and **ifva** Director **Kattie Fan**.

Jurors of the year include: media veteran and columnist **Lee Yee**, renowned director and screenwriter **Yau Nai-hoi**, director of *She Remembers, He Forgets* **Adam Wong**, founder of *100 Most* and *Black paper* **Roy Tsui**, interactive media artist **Bryan Chung** and more. The jurors are all ready and looking forward to the creative works of participants. The award finalists will be announced in January 2017, while the award results will be grandly announced in the 22nd **ifva** Awards Presentation Ceremony on 18th March 2017. (See Appendix I for the list of jurors)

Expect the unexpected in this visual experiment of Creativity

Responsible for designing the 22nd **ifva** publicity visuals and trailers, Paperbox Creations have been experimenting their creativity and bringing astonishing results to audience. The work of Lam Ho-tak, Kwok Man-ho and Ng Kai-chung, who are the founders of Paperbox Creations, have been nominated in the **ifva** awards for several times and they were the winners of 19th and 21st **ifva** Awards Animation Category Gold Award and Silver Award respectively. Their work can also be seen in different commercial organisations. "Every work of art requires numerous times of trial and refinement. Only with such experimental process of careful observation and bold attempt can a surprising outcome be obtained." say the Directors of Paperbox Creations. This is also the main theme of this year's trailer in which an ordinary stone can be sculptured into unexpected objects through experiments. No matter if it is the animation created by Paperbox Creations or the work submitted by other talents for **ifva** Awards, they are all creative experiments that bring us surprises. (See Appendix II for details about Paperbox Creations)

Encouraging creativity with attractive Prizes

ifva is always like a laboratory which allows daring artists to create and perform their experiments. There are five categories under the **ifva** Awards, namely, "Open", "Youth", "Animation", "Media Arts" and "Asian New Force", receiving shorts from locally and Asia, and animations and media art works. In order to encourage participants to create, attractive prizes will be given out to winners of the 22nd **ifva** Awards: cash prizes totaling up to HK\$320,000 for Gold and Silver Award Winners are sponsored by Leisure and Cultural Services Department and Pure Art Foundation, professional shooting equipment and software sponsored by Blackmagic Design Asia Pte Ltd, and overseas trips so as to gain international experience for their next creative experiments. (See Appendix III for details of awards and prizes)

Nurturing the next generation and exploring possibilities of visual creations

Apart from providing a platform for creators to test their abilities, **ifva** is also dedicated to nurturing the next generation in hoping of creating different possibilities of motion pictures for them. "All About Us" is a creative film education project designed for ethnic minorities in Hong Kong. Filmmakers and video artists will be invited to teach filmmaking skills and techniques. **ifva** is also working with UNICEF on the "Believe In Zero. Make A Video" short film project in 2016. **Community Tours** screen short films at schools and community venues all over Hong Kong, sowing the seeds of film and media arts among young people. There are various audience development projects in "Jockey Club **ifva**

Everywhere” which is exclusively funded by The Hong Kong Jockey Club Charities Trust. The first outdoor moving images festival - **ifva Carnival** will be held on 24th and 25th September at the event space of Hong Kong Observation Wheel, Central. Activities like Film Tent and Experience Zone are suitable for families and friends.

Connecting creative community from Hong Kong to overseas

ifva also works with various overseas organisations, taking an active role in bringing local artists and works to the world. In September, **ifva** would work in collaboration with Objectifs from Singapore, screening awarded pieces from previous **ifva** Awards at Asian Film Focus. In November, previous **ifva** shorts will be screened at the Toronto Reel Asian International Film Festival. More, as the Media Art Category winner of the 21st **ifva** Awards, the creator of *The Elusive* Siu Wai-hang is sponsored by Pure Art Foundation, and will join the new media art festival Transmediale in Berlin in February 2017.

ifva also works with local organisations. Cooperating with PMA Music Foundation, world class animator Davy Liu is invited to Hong Kong for talks and Master Class in September. Besides sharing his stories on the road of becoming a top notch animator, he would also exchange ideas on how paintbrushes aid storytelling with local animators. In the same month, **ifva** would as well cooperate with commercial establishment K11, showcasing number of shorts and animations to the public. In the coming October, **ifva** would curate a short film series which will be screened in Oi!.

The 22nd ifva Awards is now open for submissions and nominations!

Submission Deadline: 17 / 10 / 2016 (Mon) 6pm (Hong Kong Time)

Finalist Announcement: Jan 2017

Result announcement: 18th March 2017, in the 22nd **ifva** Awards Presentation Ceremony

Details and Submission: www.ifva.com/awards

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

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.

Hong Kong Arts Centre

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Appendix I: The 22nd ifva Awards- Jury Panel (updated as at Sept, 2016)

Open Category	Youth Category	Animation Category	Media Art Category	Asian New Force Category
Lee Yee Yau Nai-hoi Saville Chan Jessey Tsang	Adam Wong Adrian Chow Roy Tsui Rita Hui	Lo Che-ying Welby Chung Eddy Hui Mandy Tsang	Bryan Chung Ip Yuk-yiu Kwok Ying	Ernest Chan Katherine Lee

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.

Shear Marks

The 21st **ifva** Awards [2016 | Hong Kong]—Silver Award (Animation Category)
17th Digicon6 Asia [2015 | Japan] – Hong Kong Silver

Tale of Rebellious Stone

The 19th ifva Awards [2014 | Hong Kong]—Gold Award (Animation Category)
15th TBS Digicon6 Awards [2014 | Japan]—Hong Kong Regional Awards Grand Prize
14th South Taiwan Film Festival [2014 | Taiwan] – Jury Recommendation

the untold & unseen

6th Picknic Film Festival [2014 | Spain]—Best Animation
Shortvisions 1st International Short Film Festival [2014 | China]—Special Mention

Soeng

37th Hong Kong International Film Festival [2013 | Hong Kong]—Special Prize

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Adobe Design Achievement Awards 2011 [2011 | USA]—Winner (Live Action Category)
9th Sediciorto International Film Festival [2012 | Italy]—Best Experimental Film

Paperbox Creations website : <http://paperboxcreations.com/>

Appendix II: The 22nd ifva Awards and Prizes (updated as at Sept, 2016)

		Open	Youth	Animation	Asian New Force	Media Art
Finalists (Ten)		One Finalist Certificate will be granted. Works will be showcased in “The 22 nd ifva Festival”.				
					Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for “The 22 nd 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 22 nd ifva Media Art Exhibition” ¹
Awards	Gold Award (One)	- HK\$50,000 Cash Prize ² - Blackmagic URSA Mini 4.6K EF3 ³ - One Trophy	- HK\$20,000 Cash Prize ² - Blackmagic Resolve License ³ - One Trophy	- HK\$50,000 Cash Prize ² - Blackmagic Fusion License ³ - One Trophy	- HK\$30,000 Cash Prize ² - Blackmagic Video Assist ³ - One Trophy	- HK\$50,000 Cash Prize ⁴ - Blackmagic Micro Cinema Camera 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 ⁴ - One Trophy
	Special Mention	- One Certificate	- One Certificate	- One Certificate	- One Certificate	- One Certificate
	Best Local Work (One)					- One Festival Visit ⁵ - One Trophy

- All Media Art Category Finalist works will be showcased in “The 22nd 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 to set up the exhibition in Hong Kong.
- Apart from Media Art Category, all cash prizes for Open, Youth, Animation and Asian New Force Category are sponsored by the Leisure and Cultural Services Department.
- Blackmagic URSA Mini 4.6K EF, Blackmagic Resolve License, Blackmagic Fusion License, Blackmagic Video Assist and Blackmagic Micro Cinema Camera are sponsored by Blackmagic Design Asia Pte. Limited. Blackmagic Design Asia Pte. Limited reserves the right to offer a substitute prize of equivalent value.
- The cash prize of Gold and Silver Awards of Media Art Category are sponsored by the Pure Art Foundation.
- One Festival Visit sponsored by the Pure Art Foundation will be granted to the Best Local Work winner of Media Art Category. The winner may choose to attend one of the following:
 - [Ars Electronica](#) (in Austria, September 2017); or [Transmediale](#) (in Germany, February 2018)
 One roundtrip flight ticket (economic class) and 6-day-5-night accommodation will be sponsored.
- 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.