



Press Release | 8 Mar 2019 | Immediate Release (2 pages)

**【Hong Kong Arts Centre】**  
**The 24th ifva Festival and Awards Unveiled**  
**Media Artists Explore the Future of Myth**  
**Media Art Category Winners Announced with Works on Exhibition**

The opening ceremony of the 24th **ifva** Festival was held on 6 March, together with the unveiling of media arts exhibition “CINEMA 2.0: Acrylic Dreams”, alongside works of finalists of the Media Art Category of the **ifva** Awards. The winners have also been announced during the opening ceremony. Honourable guests officiating the ceremony include: **UJINO, Akihiko Taniguchi** and **David OReilly** (participating artists of “CINEMA 2.0: Acrylic Dreams”), **Ip Yuk-yiu** (curator of “CINEMA 2.0: Acrylic Dreams”), **ifva** Media Art Category jurors and finalists, **Mable Ho** (Head of Film Programmes, Leisure and Cultural Services Department), **James Soutar** (Governor, Pure Art Foundation), **Dr. Almuth Meyer-Zollitsch** (Director of Goethe-Institut Hongkong), **Bryant Lu, JP** (Deputy Chairman of the Board of Governors of Hong Kong Arts Centre), **Connie Lam** (Executive Director of Hong Kong Arts Centre), and **Kattie Fan** (**ifva** Director of Hong Kong Arts Centre). Exhibition runs from today to 20 March at Pao Galleries of the Hong Kong Arts Centre. (Please refer to Appendix 1 for **ifva** Awards media art category finalists work descriptions, prize details, and award results.)

**“CINEMA 2.0: Acrylic Dreams” Media Arts Exhibition Explores the Future of Myth**

Cinema is perhaps the modern vehicle for myths. Media Arts Exhibition “CINEMA 2.0: Acrylic Dreams” explores what myth is in the future. **ifva** continues its collaboration with art.ware to exhibit works from four foreign media artists: **vtol**: from Russia presents *Oil*, which with its hydraulic press, crushes any object that the visitor wants to destroy and in return a disc which recorded the sounds of the destruction is to be taken away by the visitor; Also by the same artist is *Umbilical Digital*, which with its special algorithm, performs all the necessary manipulations to support “life” and “good spirit” of five Japanese Tamagotchi; Japanese artist **UJINO**’s 6-channel video installation *Lives in Japan* synchronises with his *Radio Block Square*, a sound installation assembled exclusively for the exhibition which plays live radio wave signals from Hong Kong, to create a dynamic concert. **Akihiko Taniguchi**, Also from Japan, presents an interactive essay / poem about “seeing” and “identity” in the new visual media age with his work *Something Like Me / About Seeing Things*. Following his creative fictional video game in Spike Jonze’s *Her*, Irish artist **David OReilly** created an interactive experience *Everything* in which you can be everything you see. It inspires the creation of *Eye of the Dream*, which is an absorbing audio-visual experience depicting the creation of the universe from moments before the Big Bang to our modern world.

For a thorough understanding on the exhibition, all are welcome to join the guided tour by curator Ip Yuk-yiu on 16 March, and **vtol**: will also be present to talk about his works. (Please refer to Appendix 2 for work descriptions.)

**Media Art Category Finalists Present Familiar Objects and Subjects with New Perspectives**

The finalist works of the 24th **ifva** Awards Media Art Category are showcased in parallel with “CINEMA 2.0: Acrylic Dreams”. On top of Hong Kong entrants, there are also finalists from Japan and Taiwan. Media art category Gold Award winner and Silver Award winner will receive cash prize of HK\$50,000 and HK\$30,000 respectively



sponsored by Pure Art Foundation. Goethe-Institut Hongkong is sponsoring the flight and accommodation for the top award winner of the Hong Kong Division to visit transmediale in Germany and to hold a solo exhibition at the Goethe-Gallery.

### **ifva Awards and Festival Celebrate Works of Bravery from Different Talents**

Besides Media Art, the Festival will be showing short films and animations from the Open, Youth, Animation and Asian New Force Categories of the 24th **ifva** Awards. Winners of respective categories will be announced at the Awards Presentation Ceremony to be held on 16 March.

More programmes from this year's **ifva** Festival includes "Filmorphosis: Wong Fei-pang's Creative Perseverance", and "Jockey Club **ifva** Everywhere Master Class and Artist Mentoring Scheme: Yang Li-chou – *Father* Screening and Director's Post-screening Talk".

Programme Details: [www.ifva.com/festival](http://www.ifva.com/festival)

Programme and Ticketing Brochure: <https://bit.ly/2RbnzV1>

The 24th **ifva** Festival tickets are now on sale at urbtix.

Date: 6 – 17 Mar 2019

Enquiry: [ifva@hkac.org.hk](mailto:ifva@hkac.org.hk) / 3761 6661

Website: [www.ifva.com](http://www.ifva.com)

#### About **ifva**

**ifva**, formerly the Hong Kong Independent Short Film and Video Awards, was founded by the Hong Kong Arts Centre in 1995. Over the years, **ifva** has established itself as Asia's pioneering force in short film, animation and media arts, by providing a unique and professional platform for Hong Kong and Asian creative talents to unite, exchange and promote their works.

With the aims to promote short film and media arts and defend independent creative spirit, every year, in addition to the professionally renowned **ifva** Awards and **ifva** Festival, **ifva** also organises a series of extended programmes including the followings: "CINEMA 2.0" media arts exhibition examines different subject matters at the intersection of arts, culture, technology and society; "All About Us" celebrates diversity and the creative voices of young people from the ethnic minority backgrounds; "Jockey Club **ifva** Everywhere" makes film and media arts accessible to people from all walks of life; and Community and School Tour encourages students to experience and appreciate different media art forms.

**ifva**

Hong Kong Arts Centre

#### Media Enquiry:

Annie Ho (Marketing and Development Director)

Tel: 2824 5306 / 9481 8706

Email: [aho@hkac.org.hk](mailto:aho@hkac.org.hk)

Gina Tang (Marketing and Development Officer)

Tel: 2582 0282

Email: [gtang@hkac.org.hk](mailto:gtang@hkac.org.hk)

Samantha Szeto (Assistant Programme Manager, **ifva**)

Tel: 2582 0294

Email: [sszeto@hkac.org.hk](mailto:sszeto@hkac.org.hk)

Chloe Gu (Senior Programme Officer, **ifva**)

Tel: 2582 0288

Email: [cgu@hkac.org.hk](mailto:cgu@hkac.org.hk)