

Press Release

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Immediate Release (4 pages)

【Hong Kong Arts Centre】
Jockey Club ifva Everywhere Carnival
In Sunshine and under Starlight

Edinburgh Place will be transformed into a Cinematic Playground on 29 and 30 Sept



Organised by the **【Hong Kong Arts Centre】** and major funded by The Hong Kong Jockey Club Charities Trust, the biennale outdoor moving images festival **Jockey Club ifva Everywhere Carnival** takes over Edinburgh Place on Saturday 29 and Sunday 30 September. This year's carnival features Open-air Screenings, Film Tents, a Cinematic Playground, an Experience Zone, a Pop-up Backyard, and the announcement of the 48 Hour Film Challenge winners. Friends and families can enjoy works from over 100 local media and art creative talents that have contributed to the carnival which will consist of five different zones presenting ten **ifva** programmes, twelve interactive media art installations, eight cinematic workshops and seven everyday trivia games.

The Carnival aims to release moving images and media art works from constitutional cinema and museums to a public and outdoor setting, where audiences can experience and enjoy them without barriers.

Open-air Screening will show the restoration of two classics: *Plain Jane to the Rescue* (1982) directed by internationally acclaimed local director John Woo which takes audiences back to Hong Kong in the early 80s where land resumption and housing problems were one of the top social issues that even today are yet to be solved. The General Post Office makes the perfect backdrop for the second showing of *The Big Day (Jour de Fête)* (1949), the first black and white feature-length comedy by the legendary French director Jacques Tati about an ordinary French postman who accidentally becomes a performer in a village carnival. **Film Tent** will also offer a



screening marathon of past **ifva** short films and animations with a total of ten screenings of eight programmes.

Cinematic Playground features paintings, sound sculptures and installations themed around light and shadow play in the city from twelve local creative units. Highlights include *Requiem* by Media artist GayBird and *The Clown*, by Ng Siu-lun Nero.

Experience Zone features workshops related to the history of moving images from **Hand-painted 16mm Film Workshop** to a **Handmade One-man Cinema**. Also featuring is a series of extended programmes collaborating with selected artworks from the Cinematic Playground including participating theatre and children's dance pieces.

Pop-up Backyard transforms the road into a sociable meeting place where visitors can connect with people through seven 'indoor' games including pillow fights.

48 Hour Film Challenge winners will be announced and awarded cash prizes totaling HKD100,000. The creative teams participating in the challenge pushed the boundaries of production and each created a brand new short film following the theme "City of Memories" within just 48 hours. The community judging panel shortlisted ten finalists from which the winner will be selected by professionals on the judging panel for the Jury Prize. Members of the audience are also encouraged to vote for their favourite film for the Audience Prize.

At the **Jockey Club ifva Everywhere Carnival**, moving images, art, and people come together to make this an irreplaceable and unique cityscape found nowhere else in the world.

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown

Images:



Caption: **The Jockey Club ifva Everywhere Carnival** takes over Edinburgh Place from Saturday 29 September to Sunday 30 September. Visitors can enjoy independent short films and media art works and cinematic workshops and games.

Jockey Club ifva Everywhere Carnival

Date: Saturday 29 – Sunday 30 September 2018

Time: 2-11pm

Venue: Edinburgh Place, Central

Free of Charge

For more programme details please visit: www.ifva.com/carnival

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.



Apart from the competition, **ifva** also manifests the independent spirit by connecting image media with different communities. This year **ifva** continues to receive funding from the Hong Kong Jockey Club Charities Trust for the “**Jockey Club ifva Everywhere**” project. Through an array of programmes, including People Cinema (open-air screenings), Master Classes and the **ifva Carnival**, the project brings the impact of visual media to people from all walks of life and in spaces of all kinds.

www.ifva.com

About Hong Kong Arts Centre

HKAC is a multi-arts centre that fosters artistic exchanges locally and internationally, bringing the most forward creations to Hong Kong and showcasing homegrown talents abroad. HKAC stimulates innovation and promotes creativity. Being Hong Kong’s only independent non-profit multi-arts institution, HKAC offers exhibitions, screenings and performances, connecting the arts of Hong Kong to the rest of the world through programmes and collaborations. Come to HKAC to experience, appreciate, learn and be inspired by arts. www.hkac.org.hk