



Press Release

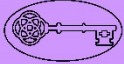
12 October 2020 (Mon)

Immediate Release (3 pages)

Organised by Hong Kong Arts Centre
Jockey Club ifva Everywhere Carnival

“The City is The Cinema”

Embark on an Online and Offline Journey Anytime Everywhere



全城光影相隨

THE CITY IS THE CINEMA

ifva ifvaQ www.ifva.com/carnival

1-30.11.2020



賽馬會 JockeyClub | 影像嘉年華 CARNIVAL
ifva Everywhere

EMBARK ON AN ONLINE & OFFLINE JOURNEY 跨越實體與虛擬疆界

ANYTIME EVERYWHERE | FREE ADMISSION 隨時隨地 免費參與

ORGANISED BY

A ifva

MAJOR FUNDERS

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

(Hong Kong, 12 Oct 2020) Organised by **Hong Kong Arts Centre** and major funded by the Hong Kong Jockey Club Charities Trust, the biennale moving image arts festival “**Jockey Club ifva Everywhere Carnival**” (Carnival) will be held throughout the whole November from 1 (Sun) to 30 (Mon). With a brand-new approach of curation, audiences can enjoy a series of moving images and media arts by local creatives while staying at home, and at different corners of the city.

In 2016 and 2018, **ifva** presented two editions of outdoor Carnival in Central, with a total number of visitor arrivals of over 40,000. The programme committee was not held back by the global pandemic, instead **ifva collaborated with over 88 local artists, with a total of over a hundred Hong Kong moving images and art creatives to give birth to this transmedia, online and offline journey in November**. Highlighted programmes include: ***FindingEva***, an interactive story journey in the form of mobile app; 12 sets of newly commissioned media artworks, which will be showcased via exhibitions, mobile programmes and online platforms; **online psychology quiz “Film Tent: Films for your Mood”**, where audience would be led to an **ifva** short film or animation which suits their emotions; and three sets of **education tool kits** to be distributed on demand. There will also be 21 sessions of **workshops**



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and extended activities which really allows audiences and visitors to embark on a Carnival that happens anytime and everywhere in town.

From online to offline Art is Everywhere

ifva Carnival is so much more than an online programme that it is a boundary-crossing online and offline art experience. The 12 units of creative talents from different disciplines collaborate with **ifva** programme team include: designer **Kevin Cheung** and **Alize Lam**, theatre creative **Vee Leong**, creative producer **Orlean Lai**, filmmaker **Heiward Mak** (*Fagara*, 2019), media artists **Yip Man-wah**, **Joseph Chan** and **Chilai Howard**, film and video sound designer **Cyrus Tang**, architect **Dylan Kwok**, animator **Haze Tsui** (producer of *Dragan's Delusion*), **Jun Ho** (MV creative for Warner Music Hong Kong) and visual artist **Stephen Wong**. Media artworks inspired by the city and moving image are showcased at online and offline sites such as Ocean Terminal Deck of Harbour City, Fab Café, a tram on the move, social media platforms like YouTube and Instagram. Local filmmaker Heiward Mak's *Let it Ride* takes traditional film-viewing experience out of the cinema and re-present a long shot of classic road movie in the form of a one-on-one narrative; Stephen Wong's *The Car Race on the Road* relocates his painting from galleries to Instagram, where his works can be viewed in different angles; Haze Tsui's *LoopOut Radio* is a one-month non-stop online live on YouTube to explore the realm of mixed reality. These 12 artworks not only can be visited separately, but also can be viewed via *FindingEva*, a mobile app with which concept development and digital solution are supported by Juicyapp, and its narrative co-created by StoryTeller and **ifva**. This is an interactive story journey where the player, as a lost property manager, would experience a series of 'lost and found' incidents in a mixed reality sci-fi narrative.

Films for your Mood An extraordinary Online Film-viewing Experience

We are very used to rely on computers, mobile phones and the TV to view the world nowadays, and it is no surprise that it takes hours to glance through the catalogue page. **ifva Carnival** is proud to present *Film Tent: Films for your Mood* psychology quiz, audience are taken to specific situations to make certain decisions, and in return an **ifva** award-winning short film or animation will be recommended based on your mood and emotions reflected from the choices. Among the titles are Hong Kong Film Awards Best New Director Tsang Tsui-shan's dance video *Ward 11*, and animator Tommy Ng's *Another World* which features Kay Tse and Rosa Maria Velasco as voice actors. Ten local short films and animations on playlist, on demand to be played based on your inner emotions!

Experience Zone Delivery Education Kit on Demand

As online delivery platforms have become part of our daily life, **ifva Carnival** will initiate its Experience Zone delivery service to accommodate people's needs. Three sets of education kits designed by comic writer **Justin Wong**, director **Alan Lo** (latest edition Golden Horse Best Editing nominee), animator **Tommy Ng** (*Another World*) and artist Aggie Lee, will be open for online registration and sent directly to audience's mailbox.

ifva Carnival aims to release moving image and media art artworks from traditional cinemas, museums and even physical venues, so that they can be situated in different online platforms where audience will not be bounded by temporal and special constraints. Hong Kong Arts Centre **ifva** Director Kattie Fan explains, "when exhibitions and performances start turning to online platforms, we hope to explore how these virtual spaces in the form of mobile app and social media could narrate a story of the current moment."

Hong Kong Arts Centre's **Jockey Club ifva Everywhere Carnival** runs from 1 to 30 November. This extended one-month programme invites you to embark on an online and offline journey, and explore the different extraordinary image viewing experiences. After all, The City is the Cinema!



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Jockey Club ifva Everywhere Carnival

Date: 1 – 30 Nov 2020

Anytime, Everywhere | Free admission

All the artworks and activities will be launched on 1 Nov.

Public registration for specific programmes starts on 1 Nov with limited quota.

Download programme brochure: www.ifva.com/carnival-booklet

Download key visual (designed by Young and Innocent, design house established by local talent Lio Yeung):

https://drive.google.com/drive/folders/10JxU-O4VbvdrigsSuGZuu_YuowrUhqN0?usp=sharing

ifva

Hong Kong Arts Centre

ifva 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.

Website: www.ifva.com | Facebook: ifva | Instagram: @ifva_hk

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.

Website: hkac.org.hk | Facebook: Hong Kong Arts Centre | Instagram: @hongkongartscentre

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