



## Press Release

2 September 2020 (Wed)

Immediate Release (6 pages)

### 【Hong Kong Arts Centre】

## Hong Kong Arts Centre's 26th ifva Awards Now Calling for Entry Deconstruct everyday matters Expose to the core of creativity

Organised by the 【Hong Kong Arts Centre】 the 26th **ifva** Awards has initiated its early bird application in mid July, and is officially calling for entry. Local and Asian short films, animations and media arts creatives are all welcome to submit their works.

### Create in the Extraordinarily Ordinary Life

This year **ifva** invites local director **Jun Li**, the Silver Award winner of the 24th **ifva** Awards – Open Category to give art direction for the key visual for the 26th **ifva** Awards and Festival. In his series of publicity collaterals and trailers, Jun Li takes ginger as the design motif, and develop into a process of cutting a piece of ginger with a knife. The key visual consists of a collage of 24 frames of images, which depicts the path to creativity remains a process of deconstructing the multiple layers of details of everyday matters to understand the extraordinary elements of ordinary lives. Li has invited Patra Au, the 39th Hong Kong Film Award Best Supporting Actress with *Suk Suk* to lead in the promotional trailer. She plays a middle-aged woman who is calmly smashing up some ginger surrounded by some delightful electric music, which demonstrates a conflicting playfulness between the moving image and its sound. Li believes “in order to create one needs to be indulged in the extraordinarily ordinary daily life.”

Li has built up a strong tie with **ifva**. His work *Liu Yang He* (2017) was the 23rd **ifva** Award Open Category finalist, which was awarded Fresh Wave Award and Best Director at the 11th Fresh Wave International Short Film Festival. In the next year, he was awarded Silver Award in the 24th **ifva** Award (Open Category) with *My World* (2018), which also earned a nomination at the Golden Horse Film Festival. *Tracey* (2018), his feature film directorial debut premiered at the 31st Tokyo International Film Festival, and Li was nominated Best Screenplay and Best New Director at the Hong Kong Film Awards.

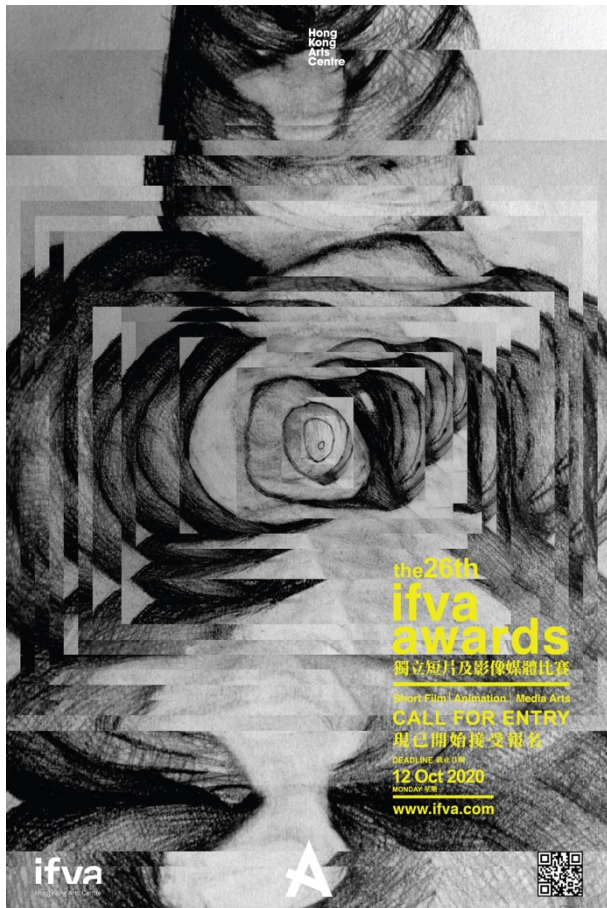
### Platform for Creative Talents to Showcase Their Works

Since its establishment in 1995, **ifva** has offered a platform for creative talents to showcase their works and demonstrate their capabilities through screenings and exhibitions. The 26th **ifva** is now calling for entry under five categories: Open, Youth, and Asian New Force for short films, and Animation and Media Art, inviting local and Asian short films, animation and media art works. To encourage participation, in which creative ideas are distilled into unique artworks, the Awards will reward winners with substantial prizes. Gold and Silver Award winners will receive cash prizes amounting to HK\$320,000. Winners will also have the opportunities to embark on international exchange trips so that overseas experience will inspire their future creations. (Please see Appendix 3 for the list of prizes and awards.)

### Creativity Continues to Flourish as ifva Launches new Programmes

Life might have never been more challenging, but **ifva** is determined to launch new programmes. An online master class led by art director Tina Liu would be held in September. **Jockey Club ifva Everywhere Carnival** would be back in town throughout the whole November, only this time it takes on a new form of presentation that crosses the ‘real’ and the virtual boundaries.

The 26th ifva Awards is calling for entry!



Download the key visual: [https://drive.google.com/drive/folders/1SILp6EXNvBl2Y-zxaMyfqc\\_GpNSlrQmw?usp=sharing](https://drive.google.com/drive/folders/1SILp6EXNvBl2Y-zxaMyfqc_GpNSlrQmw?usp=sharing)

Promotional Trailer: <https://youtu.be/44907AQepVA>

Actress: Patra Au

Director: Jun Li

Submission deadline: 12 October, 2020 (Monday), 6pm HKT

Submission and details: [www.ifva.com/awards](http://www.ifva.com/awards)

Enquiries: [ifva@hkac.org.hk](mailto:ifva@hkac.org.hk) / 2824 5329



**ifva**

Hong Kong Arts Centre

**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.

Facebook: ifva | Instagram: @ifva\_hk

### **About Hong Kong Arts Centre**

The Hong Kong Arts Centre 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. The HKAC stimulates innovation and promotes creativity. Being Hong Kong's only independent non-profit multi-arts institution, the HKAC offers exhibitions, screenings and performances, connecting the arts of Hong Kong to the rest of the world through programmes and collaborations. Come to the HKAC to experience, appreciate, learn and be inspired by arts.

Official website: [hkac.org.hk](http://hkac.org.hk) | Facebook: Hong Kong Arts Centre | Instagram: @hongkongartscentre

### **[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)

Zoe Tsang (Marketing and Development Officer)

Tel: 2582 0215

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

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

Tel: 2582 0294

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

Tobe To (Assistant Programme Manager, **ifva**)

Tel: 2524 5326

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

### **Appendix 1: Jury Panel of the 26th ifva Awards**

<b>Open Category</b>	<b>Youth Category</b>	<b>Animation Category</b>	<b>Media Art Category</b>	<b>Asian New Force Category</b>
Amy Chin Jacqueline Liu  <u>Pre-selection</u> Nicole Chan Nose Chan Chan Tsz-wan	Adam Wong Danny Cheuk Lo Chun-yip	Kong Kee Lo Che-ying Ho Ka-ho	Bryan Chung Ip Yuk-yiu Samson Young	Kuo Ming-jung Felix Tsang  <u>Pre-selection</u> Didi Wu Cheng Chuen-wai Eric Hui

(In no particular order. List will be updated on website.)



## [Appendix 2: About Jun Li](#)

Graduated from the School of Journalism and Communication of the Chinese University of Hong Kong and gained his MPhil in Politics and International Studies of University of Cambridge, majoring in Gender Studies. Short film *Liu Yang He* (2017) was awarded Fresh Wave Award and Best Director at the 11th Fresh Wave International Short Film Festival. His next short film *My World* (2018) was awarded Silver Award in the 24th **ifva** Award (Open Category) with which also earned a nomination for Best Live Action Short Film at the 55th Golden Horse Awards. *Tracey* (2018), his feature film directorial debut premiered at the 31st Tokyo International Film Festival, with Ben Yuen winning the Best Supporting Actor at the 55th Golden Horse Awards, and together with Kara Wai earned a double winning for Best Supporting Actor and Actress at the Hong Kong Film Awards. Li was also nominated Best Screenplay and Best New Director in the same year of Hong Kong Film Awards. His second feature film *Drifting* aims to complete in 2020. Member of Hong Kong Film Critics Society, with film critique columns in Sunday Mingpao and ET Net.



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**Appendix 3: The 26th ifva Awards and Prizes** (updated as at Aug, 2020)

		Open	Youth	Animation	Asian New Force	Media Art
<b>Finalists (Ten)</b>		One Finalist Certificate will be granted. Works will be showcased in “The 26th 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 26th ifva Festival” <sup>1</sup>	Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided to visit Hong Kong for “The 26th 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 26th ifva Media Art Exhibition” <sup>1</sup>  Selected finalist of Hong Kong Division may receive invitation to hold a solo exhibition <sup>4</sup>
<b>Awards</b>	<b>Gold Award (One)</b>	- HK\$50,000 Cash Prize - One Trophy	- HK\$20,000 Cash Prize - One Trophy	- HK\$50,000 Cash Prize - One Trophy	- HK\$30,000 Cash Prize - One Trophy	- HK\$50,000 Cash Prize <sup>2</sup> - One Trophy
	<b>Silver Award (One)</b>	- HK\$30,000 Cash Prize - One Trophy	- HK\$10,000 Cash Prize - One Trophy	- HK\$30,000 Cash Prize - One Trophy	- HK\$20,000 Cash Prize - One Trophy	- HK\$30,000 Cash Prize <sup>2</sup> - One Trophy
	<b>Special Mention</b>	- One Certificate	- One Certificate	- One Certificate	- One Certificate	- One Certificate
						- One Festival Visit <sup>3</sup>



Remarks:

1. All Asian New Force, Animation and Media Art Category Finalist works will be showcased in “The 25th **ifva** Festival” which will be held in February to March 2020. Roundtrip flight tickets will be partially subsidised and hotel accommodation will be provided for those finalists in Asia Division.
2. Cash prize of Media Art Category are sponsored by the Pure Art Foundation.
3. One Festival Visit sponsored by Goethe-Institut Hongkong will be granted to the Award winner of Media Art Category (top award for Hong Kong Division). The winner will attend transmediale (in Germany, February 2022). One roundtrip flight ticket (economic class) and 6-day-5-night accommodation will be sponsored.
4. Selected finalist of Media Art Category (Hong Kong Division) may receive invitation to hold a solo exhibition at the Goethe-Gallery in December 2021, co-presented by **ifva** and Goethe-Institut Hongkong.
5. Winners of the Gold Award in the Open and Youth Categories, and award winner in Animation Category (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](http://www.naehk.com)
6. 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.
7. The Jury Panel reserves the right to withhold an award if they find none of the Entry merits a particular award and prize.