

Free Public Screenings Jockey Club Cine Academy (JCCA) Joint Universities Programme

7 March, 2012 – The Joint Universities Programme of the Jockey Club Cine Academy (JCCA) is one of the main platforms for local university students to show their creativity beyond the classroom, and to the world.

To bring these films to a wider public, this year the 36th Hong Kong International Film Festival (HKIFF) will hold five free screenings from March 23 to March 26 at the Hong Kong Science Museum.

The screenings feature selections from five local tertiary institutions, including the Hong Kong Academy for Performing Arts, the Hong Kong Design Institute, Hong Kong Baptist University and the City University of Hong Kong. The screenings will showcase a total of 36 short films with themes ranging from the changing city, social issues, fables of the imagination and self-reflection. The films offer authentic portraits of daily life in Hong Kong.

(Please see the appendix for more details)

A new feature of the Programme this year is the Audience Choice Awards which will enable audiences to vote for their favorite films. The filmmakers of the two films that receive the highest number of votes will each win a handycam camcorder sponsored by Sony.

Each screening will be attended by the director and cast who will share their experiences in making their films. HKIFF is also honoured to invite Karena Lam the JCCA Ambassador, to attend one of the screenings and join the audience to share her views.

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About Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong.

Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society presents three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspiring films all year round.

About the Jockey Club Cine Academy

Established in 2010, Jockey Club Cine Academy (JCCA) is a 3-year film education programme presented by The Hong Kong International Film Festival Society (HKIFFS) and funded by The Hong Kong Jockey Club Charities Trust, with the aim to foster film literacy among the youth in Hong Kong. JCCA consists of seven programmes: Master Class, Face to Face, Festival Tour, Educators Workshop, Short Film Competition, Youth Volunteer Programme and the Joint Universities Programme. The Joint Universities Programme provides a global stage for students to showcase their best work at the annual HKIFF. The Hong Kong Academy for Performing Arts, Hong Kong Baptist University, City University of Hong Kong, the Hong Kong Design Institute and The Hong Kong Polytechnic University select the very best student films from the past year for public appreciation. **About The Hong Kong Jockey Club**

Founded in 1884, The Hong Kong Jockey Club has become one of Hong Kong's best known and respected organisations, providing the public with world-class sporting entertainment as well as being the city's major non-Government community benefactor, now donating more than HK\$1 billion a year to charitable and community projects. It has been part of Hong Kong through good times and bad, sharing the city's growth and development with its people, and is dedicated to enhancing the quality of life for future generations.

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Appendix

1. Hong Kong Design Institute Selection

Three pieces of animation - *1/4*, *Monstrous Love* and *Sweet Bully* - give spectators three distinctive forms of viewing experience. These works demonstrate their makers' artistic achievement in visual texture exploration. *The Persistence of Memory* (Chan Ka-hei) shows the aftereffect of traumatic past on the surviving amnesiac. The cyclical narrative structure of *Principles* (Cheng Man-so) demolishes the assumption of linear cause-effect relationship. The Fresh Wave Competition winner *Last Thing I Remember* (Mui Lok-him) tells a moral tragedy of strong oriental color in a form of modern fable. Total: 67min.

Date: March 23 (Fri)

Time: 05:30 pm

Venue: Hong Kong Science Museum

2. The Hong Kong Polytechnic University Selection

This is a selection of student works from School of Design - BA (Hons) in Digital Media program. It demonstrates the significant message of "Content is King" - how the creative idea acts as the prime element in production. The works include 2D & 3D animation, promotion clips and short movies, namely *Galaman* (Johnee Lau), *Hunting Bird* (Ellis Chan), *Death of the Mascot* (Chung Wing-yee), *Lying in the Sky* (Grady Ng), *EAST Hotel – Peter Kendall* (Jernome Au), *Damages of a Different Kind* (Suki Ma), *Home Plate* (Andy Ng), *Foldaway Bellboy* (Lawrence Lam), *Dino's Holiday* (Benny Fung), *Dangerous Mission* (Kenas Li), *Step on Grass* (Ivana Lai), *Gwangong VS Alien* (Manny Leung). Total: 92min.

Date: March 24 (Sat)

Time: 07:15 pm

Venue: Hong Kong Science Museum

3. City University of Hong Kong Selection

Students from the School of Creative Media of City University of Hong Kong showcase their works, including a series of different stories : *Killer JoJo* (Tam Wa-hung), *What Dies Inside A Man While He Lives* (Chan Meilin), *Tree of Labyrinth* (Lam Wai-yan), *Solitude* (Tong Ka-yee), *Closing* (Ho Yuet), *Good Man* (Yu Shing-hei), *Can't Go Back* (Yeung Chin-kwan), *About The Same As* (Ko Chui-ting), *My Wooden BF* (Elf Chan Chi-sing), *14th* (Tam Wai-ching), *The Missing Piece* (Yu Kin-hang), *The Sleeping Paint* (Li Sum-yuet). Total: 90min.

Date: March 25 (Sun)

Time: 12:30 pm

Venue: Hong Kong Science Museum

4. Hong Kong Academy for Performing Arts Selection

Big Name Fans (director Man Uen-ching) a group of die-hard fans chasing their stars. 4 fans, 3 idols, from 2 different generations, with 1 conviction. *Righteousness* (director Ho Cheuk-tin) an action genre depicting one of the Seven Deadly Sins – Greed. *Drifting* (director Lam Sum) friendship developed between a Mainland Chinese immigrant and a locally-born Pakistani kid and their drifting apart caused by social development. – *being* (director Lawrence Lai) a visual journey revisiting love, memory, despair and loss ... *Leaving to Stay* (directors Yang Yufei, April Sia) a teenage girl getting recurrent pregnancy which provokes introspection. Total: 100min.

Date: March 25 (Sun)

Time: 03:00 pm

Venue: Hong Kong Science Museum

5. Hong Kong Baptist University Selection

Academy of Film, Hong Kong Baptist University, presents: *Buried Secret in the Box* (Dai Yi) - What is horror in the view of child, and what is ignorance from the attitude of adult? Li Baiwen and Li Yijian are sister and brother. Let us share a piece of clip about secret news in their childhood live. *Twenty Dollars* (Lam Seechit): In the fresh fruit market in Hong Kong, fruits are mixed with prostitution, gambling, drug addiction and gangs. Innocence is sold at \$20. This is a story belongs to Hong Kong. Total: 44min.

Date: March 26 (Mon)

Time: 05:30 pm

Venue: Hong Kong Science Museum