

Hong Kong International Film Festival Society announces

Keanu Reeves for

Jockey Club Cine Academy Master Class

on 18 March, 2012

22 February, 2012 – The Hong Kong International Film Festival Society (HKIFFS) today announced Keanu Reeves for the Jockey Club Cine Academy (JCCA)'s annual Master Class on 18 March, 2012 at the Hong Kong Convention and Exhibition Centre, Theater One.

Keanu Reeves, one of Hollywood's most sought after leading men (*The Matrix*, *The Day The Earth Stood Still*) will be guest of honour at the FilmAid Asia and Moët & Chandon Power of Film charity gala on 18 March, 2012 and has graciously agreed to also participate in JCCA . The Master Class will present *Side by Side*, a documentary produced by and featuring Mr. Reeves interviewing filmmakers such as George Lucas, Martin Scorsese, and James Cameron which explores the development of digital cinema technology. The screening will be followed by a discussion with Mr. Reeves.

The Master Class will be moderated by established filmmaker and art connoisseur Yonfan, who is currently involved in digital restoration of his own films.

"We are very honoured by Keanu Reeves' participation in the JCCA Master Class," said Roger Garcia, Executive Director of HKIFFS, "A talent of his international stature at the Master Class is a real encouragement to our young people to develop their interest in film and film culture. We are also most grateful for the help and cooperation of FilmAid Asia for their generosity in bringing Mr. Reeves to Hong Kong and helping to organize his schedule to include our Master Class. We also thank Yonfan for moderating this Master Class – we are all looking forward to an amazing session."

The Master Class is one of seven programmes in the JCCA offering Hong Kong youth an unforgettable opportunity of a life-time to interact with distinguished filmmakers from around the world.

JCCA Master Class with Keanu Reeves

18 March, 2012

Screening 1.30 pm followed by discussion with Keanu Reeves

Hong Kong Convention and Exhibition Center, Theater One

Registration starts on February 23, 2012: <http://jcca.hkiff.org>

The Hong Kong International Film Festival Society Limited
香港國際電影節協會有限公司

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KEANU REEVES

Biography

Keanu Reeves is one of Hollywood's most sought after leading men. In 2012, he will be seen on the big screen in "47 Ronin," an 18th century story centered on a band of samurai who set out to avenge the death of their master. Reeves will soon make his directorial debut with the film, "Man of Tai Chi," which is currently in pre-production in China.

Recent film credits for Reeves include: "Henry's Crime," which he both starred and produced, "The Private Lives of Pippa Lee" written and directed by Rebecca Miller in a supporting role opposite Robin Wright the Fox film "The Day the Earth Stood Still," a remake of the 1951 classic sci-fi film, starring opposite Jennifer Connelly, the cop thriller "Street Kings" opposite Forest Whitaker, "The Lake House," a romantic drama starring opposite Sandra Bullock and "A Scanner Darkly," a highly stylized blend of live-action and animation. Reeves also starred in the comic adaptation "Constantine" opposite Rachel Weisz, the independent film "Thumbsucker," "Something's Gotta Give," a romantic comedy in which he starred opposite Jack Nicholson and Diane Keaton as well as the highly anticipated "The Matrix Revolutions," the final chapter in the blockbuster "The Matrix" trilogy and the follow-up to "The Matrix Reloaded."

His long list of credits include "Hardball," "The Gift" opposite Cate Blanchette for which he received critical acclaim, "Sweet November", "The Replacements," "A Walk in the Clouds;" the hit thriller, "Devil's Advocate," opposite Al Pacino and Charlize Theron; "Little Buddha," "Much Ado about Nothing," opposite Denzel Washington, Emma Thompson and Michael Keaton. Reeves was also seen in "Bram Stoker's Dracula," "My Own Private Idaho," "Point Break;" the very popular "Bill & Ted's Excellent Adventure" and it's sequel, "Bill & Ted's Bogus Journey."

Raised in Toronto, Reeves performed in various local theater productions and on television before relocating to Los Angeles. His first widely acclaimed role was in Tim Hunter's "River's Edge." He then starred in Marisa Silver's "Permanent Record," and with Amy Madigan and Fred Ward in "The Prince of Pennsylvania." Yet another turn came when the actor was cast as the innocent Danceny in Stephen Frears' highly praised "Dangerous Liaisons," alongside Glenn Close, John Malkovich and Michelle Pfeiffer. He joined other outstanding casts that year in Ron Howard's comedy, "Parenthood," and Lawrence Kasdan's "I Love You to Death." Audiences saw Reeves for the first time as the romantic lead opposite Barbara Hershey in Jon Amiel's "Tune in Tomorrow," also starring Peter Falk. His additional credits include Tri-Star's sci-fi thriller, "Johnny Mnemonic;" Andrew Davis' action film, "Chain Reaction;" and the dark comedy "Feeling Minnesota," directed by Steve Baigelman for New Line Cinema.

YONFAN

Originally a well-known photographer (of celebrity portraits particularly); directed over a dozen films from the 1980s onwards working with Maggie Cheung among others, helped start Daniel Wu's film career; an art connoisseur; he was President of Asian Film Awards Jury in HK 2011, and President of Jury at Pusan Film Festival 2011. He has been recently restoring his films digitally with screenings at Hong Kong and Pusan. His restored version of his film Bugis Street was screened at Berlinale 2012. His films have shown at Berlinale and in competition at Venice and other major film festivals.

About the Jockey Club Cine Academy

Established in 2010, Jockey Club Cine Academy (JCCA) is a 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 Hong Kong youth.

Jockey Club Cine Academy Programmes

The Jockey Club Cine Academy (JCCA) consists of seven programmes:

Master Class

Experience the JCCA Master Class featuring world-class filmmakers and learn from the very best film creators and innovators from around the world. The JCCA Master Class offers an unforgettable opportunity of a life-time to interact with distinguished filmmakers from around the world.

Face to Face

With an acclaimed history of filmmaking in Hong Kong, the JCCA Face to Face features a renowned filmmaker from Hong Kong sharing his/her insights on film, art and life, along with a complimentary bi-lingual publication on the filmmaker for all participants.

Festival Tours

Held during the annual Hong Kong International Film Festival (HKIFF), Festival Tours aims to engage participants through active dialogue on techniques, aesthetics and literacy values, social and historical relevance of film. Notable film critics, scholars and filmmakers act as personal tour guides for 20-25 groups of 10-15 participants, with each group attending 3-5 different HKIFF screenings.

Educators Workshop

Educators Workshop is Hong Kong's first series of workshops for educators to learn the basics of film literacy, using the moving image as an educator's teaching tool. The Workshop consists of one course of 12 classes conducted on a bi-weekly basis, held twice a year for two different groups of educators. Last year's courses had completed and 2012 Group A has started in January 2012. Advanced workshops will be introduced in 2012.

Short Film Competition

The Short Film Competition supports the production and re-invention of the short film, a form with its own formal, aesthetic and expressive qualities distinct from those of the feature film.

Approximately 20 films of different genres (fiction, documentary, animation, experimental) each not exceeding 15 minutes in duration will be selected by the HKIFFS, and a jury of three renowned personalities will select the winners for the Grand Prize and Jury Prize. This year additional awards for local short films will be included.

Joint Universities Programme

The Joint Universities Programme provides a global stage for students to showcase their best work at the annual Hong Kong International Film Festival (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.

Youth Volunteer Programme

Young volunteers will have the opportunity to better understand both the film industry and arts administration by participating in “behind-the-scenes” of the annual Hong Kong International Film Festival. Volunteers will be trained in transferable skills in three key departments: Programming, Operations and Marketing. Volunteers will be rewarded with a wealth of film knowledge, unique experiences and a chance to make some great friends.

Jockey Club Cine Academy Partners

Educational Institutes

- Academy of Film, Hong Kong Baptist University
- Department of Communication Design and Digital Media, Hong Kong Design Institute
- School of Creative Media, City University of Hong Kong
- School of Design, The Hong Kong Polytechnic University
- School of Film and Television, The Hong Kong Academy for Performing Arts

Film Organisations

- Hong Kong Film Archive
- Hong Kong Film Critics Society

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Non-governmental Organisations

- Agency for Volunteer Service
- Aberdeen Kai-fong Welfare Association Social Service Centre
- Evangelical Lutheran Church Social Service - Hong Kong
- Hong Kong Children & Youth Services
- Hong Kong Playground Association - Jockey Club North Point Integrated Service Centre For Children & Youth
- Hong Kong Sheng Kui Hui Welfare Council
- Senior Members Service Group
- The Neighbourhood Advice-Action Council
- The Salvation Army
- Yang Memorial Methodist Social Service-Homantin Integrated Centre for Youth Development

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 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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To download photos:

Server:

1. <http://media.new-point.com> (Using IE)
2. <ftp://media.new-point.com> (Using "My Computer")

Folder Name: JCCA Master Class

Login: npftp10

Password: ftp9385

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