

For Immediate Release

HKIFF45 To Go Hybrid

13 January 2021 (Hong Kong) – The 45th Hong Kong International Film Festival (HKIFF45) will go hybrid with both in-theatre and online screenings and audience-engagement events.

In making the announcement today, Hong Kong International Film Festival Society Executive Director Albert LEE said a hybrid HKIFF45 would allow audiences to connect through an online platform without sacrificing the irreplaceable big-screen cinematic experience. HKIFF45 is due to take place from 1-12 April 2021 for 12 days.

“The COVID-19 pandemic had severely disrupted the international film festival circuit last year. Many festivals, including our very own HKIFF44, were either cancelled or forced to move online,” Mr LEE said. “With the pandemic showing few signs of abating, we recognise the proactive need to confront the challenges by adding an online component to our festival for the first time.”

Besides screenings, HKIFF45 will offer online streaming of some of the seminars, post-screening talks, and other events, giving the audiences greater flexibility in choosing how they wish to participate. Mr LEE said the Society would announce details of the hybrid HKIFF45, including its programmes and ticketing arrangements, at a later date.

“The Society will continue to monitor the COVID-19 situation closely and comply with every health measure mandated by the government,” he said. “Public safety remains our paramount concern.”

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Media Enquiry

Hong Kong International Film Festival (HKIFF)

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About The Hong Kong International Film Festival

The Hong Kong International Film Festival (HKIFF) is one of Asia's oldest and most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new work and experience outstanding films. The Festival is the largest cultural event in Hong Kong. It introduces world cinema to local audiences with the aim to enrich and deepen the experience of Hong Kong moviegoers. Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talent. Festival-goers have the opportunity to enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, participate in receptions and parties, and more. The Festival draws extensive media coverage from local and international members of the press and continues to grow in importance as one of the premier platforms to launch films in Asia.

About The Hong Kong International Film Festival Society Limited

The Hong Kong International Film Festival Society Limited (HKIFFS/Society) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film. It organizes the annual flagship, the Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF) in March and April. Another annual highlight is the Cine Fan Summer International Film Festival (SummerIFF) held every August. Launched in 2013, the repertory HKIFF Cine Fan Programme aims to enrich and deepen the experience of Hong Kong moviegoers through a monthly programme of contemporary, retrospective and thematic showcases. In 2017, HKIFFS set up the Film Industry Services Office (FIS) to promote the development of non-mainstream film industry through co-production and providing support on festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

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